CHAPTER V
CONCLUSION AND SUGGESTION

This chapter provides conclusions and suggestions for further research based on the research that has already been conducted. In this section, the discussion will focus on how the research results have succeeded in answering the previously formulated problem formulation.

5.1 Conclusion

Based on the sentiment analysis and sales forecasting conducted in this research, it can be concluded that:

1. Over the past six years, negative sentiment in public discourse on Twitter (X) regarding electric car development has increasingly reflected skepticism about the actual benefits of transitioning to electric energy. A deeper analysis reveals several primary root causes: concerns about the inadequate waste management systems, doubts about the overall environmental impact of electric cars, and perceived inefficiencies in government policies, particularly in managing subsidies intended to promote EV adoption. These findings highlight the multifaceted nature of public skepticism, indicating that successful electric cars adoption requires not only technological advancements but also comprehensive policy reforms, robust infrastructure planning, and transparent public engagement to address prevailing socio-economic and environmental concerns.

2. Based on the analysis and comparison of the five forecasting methods, it can be concluded that the negative sentiment based regression model demonstrates the best performance in projecting electric car sales over the next four quarters. This finding suggests that public exposure, even when negative, has an influence on purchasing decisions, likely due to increased attention and consumer curiosity in the digital era. Meanwhile, naive and moving average models tend to produce static forecasts that fail to reflect market dynamics.

3. The rising sales trend of electric car in Indonesia reflects growing public acceptance of the shift toward environmentally friendly transportation. This momentum presents valuable opportunities for automotive industry players to explore new business prospects, compete in developing more affordable green technologies, and broaden their market reach by intensifying consumer education on the long term benefits of electric cars. The government is also expected to play an active role in supporting both the industry and consumers by creating a supportive ecosystem for electric cars, including the provision of adequate charging infrastructure, establishing supportive policies and regulations, also implementing sustainable research and development programs.

5.2 Suggestion

Considering the limitations in this research, there are several suggestions that could serve as guidelines for future research, including:

1. Author recommends that future research should include a wider range of forecasting methodologies, integrate sentiment data from various social media platforms, and consider relevant external factors to achieve more comprehensive and accurate forecasting results.
2. Author recommends that future research include developing sentiment labeling methods with improved accuracy, due to challenges in translating opinions containing slang, colloquial language, and abbreviations in Indonesian, as well as difficulties in predicting sarcastic opinions.

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