

## ABSTRACT

Over the last several decades, technological advancement has resulted from a significant shift in customer habits and preferences, such as a cashless society. These tendencies support the massive growth of e-wallets such as ShopeePay and OVO. To communicate their services to the community of the two e-wallets in Indonesia, Instagram is one of the primary social media platforms and gives users freedom to express their perceptions. Public perception related to users of e-wallet applications on social media can reflect public awareness of their financial condition and financial awareness that can be attributed to financial literacy. This study captures customer perception by mining their Instagram comments about their e-wallet experience and relating it to financial literacy. About 24.722 rows of comments from January to June 2021 are processed and analyzed using topic modeling - Latent Dirichlet Allocation (LDA) approach. The outcome demonstrates that Indonesian society on Instagram has reflected five characteristics related to financial literacy, which consist of how customers gather financial information, how customers learn about available resources for assistance, how customers improve their financial situation, how they improve their knowledge and confidence about financial services institutions and products (including financial products and services' features, benefits and risks, rights and obligations), and how they improve their skills in using financial products and services. Public perception about e-wallets on social media platforms paints an image of financial literacy.

**Keywords:** E-wallet, Financial Literacy, Topic Modeling, Latent Dirichlet Allocation