

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan indikator *Fibonacci Retracement* dan *Exponential Moving Average (EMA)* dalam strategi trading Bitcoin pada platform Tokocrypto. Penelitian dilakukan dengan menggunakan metode deskriptif kualitatif melalui analisis data sekunder berupa data historis harga Bitcoin dalam bentuk grafik candlestick (*candlestick chart*). Data yang digunakan meliputi harga pembukaan (*open*), harga tertinggi (*high*), harga terendah (*low*), dan harga penutupan (*close*) pada periode penelitian yang telah ditentukan. Analisis dilakukan dengan menerapkan indikator *Fibonacci Retracement* untuk mengidentifikasi area *retracement* harga serta potensi target kenaikan dan penurunan harga, sedangkan indikator *Exponential Moving Average (EMA)* digunakan untuk membantu mengidentifikasi arah tren dan konfirmasi sinyal trading berdasarkan perpotongan garis EMA. Kombinasi kedua indikator digunakan untuk membantu menganalisis potensi *entry*, *exit*, arah tren, dan konfirmasi sinyal trading pada pergerakan harga Bitcoin. Hasil penelitian menunjukkan bahwa indikator *Exponential Moving Average (EMA)* mampu membantu mengidentifikasi arah tren pergerakan harga Bitcoin melalui sinyal *golden cross* dan *death cross*. Sementara itu, *Fibonacci Retracement* mampu membantu mengidentifikasi area *retracement* harga serta potensi target kenaikan dan penurunan harga berdasarkan level-level *Fibonacci*. Kombinasi kedua indikator memberikan hasil analisis yang lebih baik dibandingkan penggunaan indikator secara terpisah karena mampu memberikan konfirmasi sinyal trading dalam proses analisis pergerakan harga Bitcoin.

Kata Kunci: Bitcoin, *Fibonacci Retracement*, *Exponential Moving Average (EMA)*, Trading, Analisis Teknikal.

ABSTRACT

This study aims to analyze the implementation of Fibonacci Retracement and Exponential Moving Average (EMA) indicators in Bitcoin trading strategies on the Tokocrypto platform. The research was conducted using a qualitative descriptive method through secondary data analysis in the form of historical Bitcoin price data displayed in candlestick charts. The data used include opening price (open), highest price (high), lowest price (low), and closing price (close) during the determined research period. The analysis was carried out by applying the Fibonacci Retracement indicator to identify price retracement areas as well as potential upward and downward price targets, while the Exponential Moving Average (EMA) indicator was used to identify trend directions and confirm trading signals based on EMA line crossovers. The combination of both indicators was used to analyze potential entry, exit, trend direction, and trading signal confirmation in Bitcoin price movements. The results of this study indicate that the Exponential Moving Average (EMA) indicator can help identify Bitcoin price movement trends through golden cross and death cross signals. Meanwhile, Fibonacci Retracement can help identify price retracement areas and potential upward and downward price targets based on Fibonacci levels. The combination of both indicators provides better analytical results compared to using each indicator separately because it can provide trading signal confirmation in the process of analyzing Bitcoin price movements.

Keywords: *Bitcoin, Fibonacci Retracement, Exponential Moving Average (EMA), Trading, Technical Analysis.*