

## ABSTRACT

This study examined the classification of Indonesian clickbait news titles using the Bidirectional Gated Recurrent Unit model. The background of this study focused on the increasing number of online news articles and the problems caused by clickbait titles that could mislead readers. The purpose of this study was to find the optimal combination of hyperparameter settings for the Bidirectional Gated Recurrent Unit model in classifying news title texts. The research method included data collection from local online news sources, data pre-processing, splitting the data into training and test sets, and training and testing the Bidirectional Gated Recurrent Unit deep learning model. The results of the model evaluation were measured using accuracy metrics. The data used in this study consisted of 5,000 Indonesian clickbait news titles. The method employed in this study was the Bidirectional Gated Recurrent Unit. The Indonesian clickbait news title classification model was trained and tested using news title data categorized as clickbait and non-clickbait. The best model was obtained with a combination of hyperparameters of a batch size of 512 and a learning rate of 0.01, achieving an accuracy of 61%.

**Keywords** : Clickbait Classification, News Headline, Bidirectional Gated Recurrent Unit