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The Image of Tourist Attraction in Bali Based on Big Data Analytics and Sentiment Analysis

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Ni Wayan Sumartini Saraswati ; I Ketut Gede Darma Putra ; Made Sudarma ; I Made Sukarsa   All Authors

Abstract

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Abstract:
Tourism development is currently very rapid due to advances in information technology. The growth of various digital tourism platforms makes it easy to obtain tourism information. Almost every time tourists leave traces of their travel experiences on digital platforms, one of them is a review. Until now, the review is only greatly beneficial to prospective tourists in terms of supporting decision-making about the consumption of tourism products and services to minimize the risk of failure. This research analyzed large amounts of reviews, known as big data, to benefit stakeholders. This research aimed to describe the image of Bali tourism that originated from tourist attraction reviews on TripAdvisor. Sentiment analysis was carried out using the Vader Lexicon method to obtain the image clarified using term frequency, bigrams, and topic-based trigrams. The analysis obtained several positive images of tourist attractions in Bali, including beautiful beaches, amazing temples, and friendly locals. Meanwhile, we recommend improvements to several negative images that we found such as dirty tourist objects, plastic waste, and disturbances from hawkers in order to get a better image of Bali tourism.