ABSTRAK

M. RIFALDI UDFAL. Analisis Sentimen Wisatawan Terhadap Destinasi Pantai Tanjung Bira Pada Ulasan Di *Google Maps* Menggunakan Algoritma *Support Vector Machine* (dibimbing oleh Fahrim Irhamna Rachman S.Kom.,M.T. dan Titin Wahyuni S.Pd.,M.T.)

Di era digitalisasi saat ini, perkembangan teknologi informasi memberi keuntungan dan manfaat terhadap sektor pariwisata, salah satunya wisata Pantai Tanjung Bira Bulukumba. Para wisatawan yang memberikan komentar tentang kunjungan ke Pantai Tanjung Bira dapat diulas pada *Google Maps*. Dengan adanya ulasan tersebut, terdapat beberapa kelebihan dan kelemahan yang biasanya mengandung bermacam aspek penilaian. Tujuan dari penelitian analisis sentimen wisatawan terhadap destinasi Pantai Tanjung Bira pada ulasan di *Google Maps* adalah untuk mengetahui bagaimana melakukan analisis sentimen ulasan wisatawan terhadap Pantai Tanjung Bira di *Google Maps* dan memperoleh nilai akurasi dari metode *support vector machine* dalam ulasan di *Google Maps*. Metode *support vector machine* dipilih agar dapat mengetahui tingkat akurasi aplikasi hanya dengan membutuhkan data ulasan, dan mampu mengidentifikasi *hyperlane* terpisah yang mengoptimalkan mergin antara dua kelas yang berbeda. Terdapat 3 skenario perbandingan data latih dan data uji, masing-masing 90:10, 80:20, 70:30. Berdasarkan hasil yang diperoleh dari tahapan analisis sentimen dengan menggunakan metode *support vector machine*, nilai akurasi untuk setiap perbandingan data latih dan data uji sebesar 70%, 73%, 68%. Dari hasil tersebut menunjukkan bahwa metode *support vector machine* memiliki kemampuan menerapkan prediksi lebih tepat jika menggunakan perbandingan data latih dan data uji 80:20.

Kata Kunci : Analisis Sentimen, *Google Maps*, *Support Vector Machine*, Pantai Tanjung Bira

ABSTRACT

M. RIFALDI UDFAL. *Analysis of Tourist Sentiments Towards Tanjung Bira Beach Destinations on Reviews on Google Maps Using the Support Vector Machine Algorithm (supervised by Fahrim Irhamna Rachman S.Kom., M.T. and Titin Wahyuni S.Pd., M.T.)*

In the current era of digitalization, the development of information technology provides benefits and benefits to the tourism sector, one of which is Tanjung Bira Beach Bulukumba tourism. The tourists who give comments about visiting Tanjung Bira Beach can be reviewed on Google Maps. With these reviews, there are several advantages and disadvantages which usually contain various aspects of assessment. The purpose of the research on sentiment analysis of tourists to the destination of Tanjung Bira Beach on reviews on Google Maps is to find out how to do sentiment analysis of tourist reviews of Tanjung Bira Beach on Google Maps and obtain the accuracy value of the support vector machine method in reviews on Google Maps. The support vector machine method was chosen so that it can determine the accuracy of the application only by requiring review data, and is able to identify a separate hyperlane that optimizes the mergin between two different classes. There are 3 scenarios of training data and test data comparison, respectively 90:10, 80:20, 70:30. Based on the results obtained from the sentiment analysis stage using the support vector machine method, the accuracy value for each comparison of training data and test data is 70%, 73%, 68%. From these results, it shows that the support vector machine method has the ability to apply predictions more precisely if using a comparison of 80:20 training data and testing data.

Keyword : Sentiment Analysis, Google Maps, Support Vector Machine, Tanjung Bira Beach