

ABSTRACT

Many tourists often write comments on Google Map accounts about tourist attractions in Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen (BARLINGMASCAGEB). These comments contain a lot of information related to the tourist experience that has not been used for tourism management. The abundance of commentary data generated by tourists produces useful information for the sustainability of the tourism industry. The sentence in a comment has information related to the opinion or experience of the traveler. Information from a collected comments can be extracted using the text analysis method. One of the functions of text analysis is to analyze polarity or sentiment, generally in positive and negative sentiments. However, sentiment can be deepened into eight types of emotions. This study aims to determine the emotions shown by tourists in BARLINGMASCAGEB. This study uses a commentary dataset from ten tourist attractions in BARLINGMASCAGEB. The method used is Lexicon Emotion Analysis. The results of the analysis show that the majority of tourists from the ten tourism objects show "joy" and "trust" emotions. The words "joy" and "trust" have positive meanings so that it can be said that the majority of tourists show positive emotions. The Benteng Pendem tourism object presents the emotion of "trust" as the highest emotion of 27.41%. Aquarium Purbasari Pancuran Mas presents the highest "joy" emotions with an emergence rate of 33.52% and "anticipation" of 28.05%. The Jenggala waterfall tourism object presents the highest emotion of "surprise", which is 9.48%. However, there are also tourism objects that have a negative emotional percentage, namely Sikidang Crater tourism object with a percentage of "anger" emotions of 12.00%, "sad" at 9.70%, "disgust" by 7.37%, and "fear" by 9.38%. Aspects of the tourist experience based on the word cloud that has been done can be seen from the most dominant keywords. Purbasari Pancuran Mas Aquarium raises the word "child" which indicates the object as a tourism suitable for children. Fort Pendem raises the word "history" with an indication of the object as a historic building. Arjuna temple brings up the words "good" and "cold". In Arjuna Temple, the word "good" becomes the dominant word. Sikidang Crater brings up the words "good" and "sulfur". Baturraden Botanical Gardens coined the words "good" and "cool" according to the tourist experience. Asri Valley Serang raises the words "cool" and "good". Menganti Beach raises the words "good", "view", "sand", and "beautiful" which describes the tourist attraction. The World Miniature Park conjures up the words "good" and "family". Sanggaluri Reptile Park gave rise to the words "children" and "education". This research is expected to give a contribution in the academic world, especially in the field of text analysis for tourism sector.

Keywords: Review; Emotion Analysis; Tourist; Google Map; Text Mining