

## ABSTRACT

*The tourism industry is currently one of the income sectors that has a huge impact on a region or country. West Java Province has great tourism potential. Natural beauty, cultural richness, location and historic buildings, good geographical location that will be a great potential for tourism development and to maintain the sustainability and development of tourism in West Java, the number of tourists who come must be maintained and improved.*

*SOM (Self-Organizing Maps) Clustering (SOM) is one method in Neural Network that uses learning without direction (Unsupervised Learning). With the implementation of the SOM (Self-Organizing Maps) Clustering algorithm in the process of Clustering tourism data, it can group and determine the right and accurate number of Clusters as well as analyze the potential of tourism in Indonesia. Based on these problems, this Final Project Book entitled "Grouping Tourism Potential Using the SOM (Self-Organizing Maps) Clustering algorithm".*

*This grouping of tourism data is carried out based on data from the tourism and cultural services of West Java Province using the SOM (Self-Organizing Maps) Clustering Algorithm method. The result is a grouping of tourism data and an overview of tourism potentials and also a performance analysis of the methods applied.*

*Keywords: Tourism, SOM (Self-Organizing Maps) Clustering Algorithm, Clustering.*