ABSTRACT

Tourism is one sector that enhances the economy for the welfare of the community around tourist sites. In West Java, thousands of domestic and foreign tourists will be brought in every year. Data processing is needed to see potential patterns of tourism in West Java to help stabilize and increase tourism potential in West Java.

In this study the data will be processed using the K-medoids Clustering method, which is one of the most favorite data analysis methods in the world of big data by grouping data attributes based on their respective characteristics and also based on the distance of the data attribute closest to the centroid cluster the result is a visualization plot of K-medoids Clustering.

With the implementation of this algorithm, it will produce a picture or pattern of West Java Tourism Potential and also analysis of the performance of the algorithm against raw data.

Keywords: Clustering, tourism, K-medoids Clustering Algorithm