ABSTRACT

The covid pandemic that hit starting from 2020, caused a huge loss impact in various countries, one of which was Indonesia. Crowded places are a source of the spread of the covid virus, therefore the government urges the government to implement new activities, namely health protocols to reduce the spread of covid. One of the busiest places is on hospitality tourism in Bali. Hotel companies in Bali have a high risk of Covid transmission, therefore changes in the hotel business process are unavoidable. After the implementation of the new health protocol, there was a change in business performance. In maintaining the identity of Bali as the best tourist spot in Indonesia, the government needs to assess the performance of the services provided by the hotel after changing its business processes based on customer impressions. This study aims to conduct a performance assessment or assessment using the aspect-based sentiment analysis method with the deep learning BERT algorithm. The data used is in the form of text about customer reviews using hotel services in Bali taken from the Tripadvisor website. The results of the research are BERT architecture which has an average accuracy value of 98% to 100% and graphs that depict positive and negative impressions on every aspect of the hotel in the form of cleanliness, service, security, and comfort. These results can help the government in analyzing the performance of hotels in Bali based on predetermined aspects.

*Keywords— **Bidirectional Encoder Representations from Transformers (BERT), sentiment analysis, Covid***