ABSTRACT

Indonesia has diverse races, religions, ethnicities, and cultures. Tourism is one of the sectors that can be developed. However, in 2020, Covid-19 spread worldwide, causing almost all activities to come to a standstill, including the tourism sector. There was a decline of approximately 57.01% in the number of tourists in Indonesia. The government has provided Covid-19 vaccines in the hope that society can overcome this phase. In 2021, Indonesia began to enter the "Next Normal" phase, and societal activities started to resume, but not everything has fully recovered.

In this issue, the author took the initiative to create an application aimed at boosting the economy in the tourism sector. This application will run on mobile devices or smartphones and will provide travel recommendations for users based on social media. The prediction results are obtained using Machine Learning, which processes data from the social media platform Twitter. The processed data from Machine Learning will be stored in a database. Besides, the database will also store information about destinations that can be managed on a website through an API that has been created.

The results of developing this application have been successful, with the Machine Learning predictions achieving an accuracy of over 80%. The website's features are fully functional, and the API can connect to other applications, such as websites, mobile apps, and Machine Learning models.

Keywords : Machine learning, Twitter, social media, website, API