

CHAPTER 1

INTRODUCTION

1.1.Overview of the Research object

1.1.1.Bali Tourism

Bali is a province located in Indonesia which is located in the western part of the Nusa Tenggara Islands with a geographical area of 5,780 km², about 3.2 km from Java Island. Bali has become one of the favorite tourist destinations famous worldwide, attracting the attention of tourists from various parts of the world. Bali is known for its natural beauty, fabulous beaches, rich culture, and the friendliness of its inhabitants. Every year, thousands of tourists from various countries come to Bali to enjoy its beautiful beaches, explore its historical temples, participate in religious ceremonies and traditional dances, and enjoy delicious and diverse cuisine.

Bali has been active in tourism and marketing promotion at the global level, which has helped increase its awareness and popularity among tourists. Bali offers exciting tourist activities, such as surfing, diving, hiking, yoga, and various cultural activities. In addition, Bali also has many tourist attractions and activities that can be enjoyed without high costs, such as enjoying beautiful beaches, exploring traditional activities, or walking in local markets. Bali attracts tourists from various backgrounds and holiday budgets with these budget-friendly choices.

The Minister of Tourism and Creative Economy said Bali was still the most significant contributor to Indonesia's foreign exchange, the second largest after the oil and gas industry. 50% of Indonesia's source of income is from tourism in Bali, namely from the foreign exchange earned around US\$ 20 billion a year. Foreign tourist visits to Bali have had the highest number since the Covid-19 pandemic, which was recorded at 894,667 from January to August 2022. The number has increased to 2,080,520.93% compared to the January-August 2021 period, as shown in the following graph.



Figure 1.1 Number of Visits by International Tourists to Bali

Source: databoks

Being the most popular vacation spot for tourists, Bali has many exciting and diverse tourist destinations, from beautiful beaches, cultural and historical sites, amusement parks, and impressive mountains. Some tourists often experience confusion in deciding where they want to visit Bali. This confusion can be caused by the large selection of available tourist destinations and the limited time and budget to explore them. In addition, some tourists may also have difficulty planning their trips efficiently, especially if they do not have in-depth knowledge of Bali.

Multiple factors play a significant role in determining a tourist's choice of a vacation destination, such as affordability, availability of activities, popularity, and safety (Alrasheed et al., 2020). Therefore, destination recommendations are crucial for tourists. Sentiment analysis is a method that analyzes opinions from a text and classifies them into positive, negative, or neutral sentiments. With the proper preparation and research before vacation and the willingness to explore various exciting places, tourists can optimize their holiday experience in Bali without feeling confused or losing their way.

1.1.2. TripAdvisor

TripAdvisor Inc. is an American company founded in 2000 that provides online travel through a website and mobile app. TripAdvisor runs into two

segments, hotel, and Media & Platform. TripAdvisor uses user-generated content (UGC) and a comparison-shopping website. TripAdvisor also functions as a travel guide company, which is available in 43 markets and provides over 22 languages for its users (TripAdvisor, 2022). TripAdvisor is one of the world's largest and most popular travel platforms that provide users with information, reviews, and travel guides. The site allows travelers worldwide to search and discover tourist destinations, hotels, restaurants and various exciting activities in different countries. Visitors can provide personal reviews, ratings and opinions about the places they have visited and share helpful experiences and tips with TripAdvisor's global community.

The information on this platform is very diverse, helping travelers make wiser decisions about their trips. The more reviews and opinions from visitors who have visited these tourist attractions, the more information tourists can access about the destination. This information is precious in helping tourists determine if the place is worth visiting. Reviews and views from others provide insight into their experiences and impressions of the destination, shape images and opinions about the destination, and provide valuable tips and advice from travelers who have visited it. Advanced search features allow users to find tourist destinations that match their preferences and desires effortlessly. In addition, this site also presents an overview of various tourist destinations, including exciting photos, historical information, and valuable travel routes to plan the perfect vacation.



Figure 1.2 TripAdvisor Logo

Source: TripAdvisor

In this digital era, TripAdvisor has become one of the primary sources for tourists to get information, inspiration, and travel guides. The site has influenced

the decisions of tourists and the tourism industry, changing how people seek information about tourist destinations and improving the quality of travel experiences. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to TripAdvisor to find deals on accommodations, book experiences, travel planning by comparing prices, reserve tables at delicious restaurants, and discover great places nearby (TripAdvisor, 2022). TripAdvisor provides features such as user review, popularity ranking of hotels or destinations, and price comparison.

TripAdvisor is a travel platform superior to similar platforms because it has a large and robust user community, with billions of reviews, opinions, and photos from users who have visited various tourist destinations. This community site provides access to diverse and comprehensive information so that users can make better travel decisions based on the experience of others. In addition, advanced search and recommendation features help users find tourist destinations that match their preferences. TripAdvisor also presents a variety of content, including photos, videos, and interactive maps, to provide a more complete picture of the destination. With responsiveness to technological developments and focus on the tourist experience, TripAdvisor provides good customer service and has become a trusted tourist source. A trusted reputation makes users believe that the information they get on this platform is reliable and accurate.

1.2. Research Background

Traveling is one of the most popular activities for people on holidays or weekends. Planning destinations are handy for saving time, increasing the effectiveness and level of satisfaction in traveling, and avoiding unwanted things such as visiting places that do not meet expectations. Tourism plays a significant role in the economic and social development of many regions, and Bali, Indonesia, is no exception. Known for its natural beauty, vibrant culture, and rich heritage, Bali has emerged as a popular tourist destination, attracting millions of domestic and international visitors each year. The growth of the tourism industry has brought both opportunities and challenges for the island.

Tourists tend to visit places that are already famous and popular because the destination has attracted the interest of many people and is often reviewed positively. However, how worthy and attractive the destination is can be different for each individual. The tendency of tourists to visit the same place can be dangerous for the tourism industry. Especially for less well-known destinations, negative impacts such as overcrowding, development inequality, environmental damage, depreciation of local culture, and the risk of tourism dependence can arise.

The sentiment and opinion of tourists when visiting a place can vary, with some tourists feeling very positive and satisfied with their experience, while others may have different views. Tourist experience can be influenced by various factors, such as their expectations before coming, quality of service, weather conditions, and other situations that can be influenced. Tourists who feel satisfied and happy with their visited destinations tend to look for other exciting destinations to visit next. Traveling from one destination to another is often part of their exploration and the desire to experience new things.

Various factors, such as facilities, cleanliness, safety, and natural beauty or local culture, can influence tourist satisfaction. A pleasant and positive experience can come from interacting with friendly locals, enjoying the fantastic beauty of nature, or discovering the uniqueness of local culture. Conversely, some things that may make tourists unhappy are bad experiences with unsatisfactory services or facilities, inconveniences, or incompatibility with their expectations before arriving.

It recommends famous, proper, and suitable tourist spots in making travel plans. In looking for recommendations for tourist destinations, currently, tourists and visitors to tourist attractions are looking for the best and assessing whether the place must be visited and is good or not as expected. To overcome the issue, tourists and visitors are assisted with reviews of tourist destinations written by other visitors who have visited these places. Web 2.0 technology can describe social media and user-generated content (UGC) to make it easier for users to write and submit reviews about the tourist destinations they visit.

Understanding tourist opinions and perceptions of different places within Bali is crucial for sustainable tourism development. Additionally, comprehending how tourists perceive various destinations can aid in the identification of key strengths and weaknesses of Bali's tourism product. Destination image perception is an essential aspect of tourist decision-making. The way tourists perceive and interpret a destination's image influences their travel choices, trip planning, and overall satisfaction during their stay.

Furthermore, modeling the movement of tourists between destinations is critical for efficient tourism management. Understanding the patterns of tourist movement helps identify popular tourist routes and potential areas of congestion. It can also assist in promoting a more even distribution of tourism activities, thereby reducing the strain on specific locations and supporting more sustainable tourism practices.

Despite the significance of understanding tourist opinions, destination image perception, and tourist movement, limited research has specifically addressed these topics in the context of Bali. Existing studies often focus on broader tourism trends or generalize findings from other destinations. Therefore, there is a need for in-depth research that explores these aspects within the unique context of Bali's tourism landscape. This research employs sentiment analysis techniques to analyze and interpret tourists' sentiments and emotions expressed in online reviews and social media content.

Additionally, the research aims to comprehend tourist opinions and reviews based on demographic and geographical preferences to explore tourist opinions on places provided by tourist destinations in Bali, classify the dominant places based on perceived destination image, and model the movement between tourist destinations in the most favorable tourist places. This study gives insight into the worldwide view of Bali's top attractions regarding the sentiment analysis of tourists in Bali's top favorable destinations.

The findings from this research will provide valuable insights for tourism stakeholders in Bali, including destination managers, tourism businesses, and policymakers. It will aid in the development of targeted marketing strategies,

sustainable tourism planning, and the enhancement of tourist experiences, ultimately contributing to the continued growth and success of Bali as a world-renowned tourist destination.

Based on the explanation of the background and phenomena above, the researcher is interested in conducting a research entitled "Analysis of Most Favorable Tourism Places in Bali using Destination Image, Sentiment Analysis, and Social Network Analysis."

1.3.Problem Formulation

Numerous research has been conducted to determine the destination image for recommendation (Alamsyah et al., 2022). However, only some studies have examined visitors' feelings, perceptions, and visiting habits in specific locales (Alamsyah et al., 2022). Tourist review data might uncover notable information to maximize the potential of tourist destinations. Tourist thoughts and feelings expressed through internet reviews become crucial in other tourists' choice to visit.

Therefore, sentiment analysis is needed conduct in terms of discovering visitors' central perspective towards the most favorable destinations in Bali and generating specific recommendations for tourists through user reviews to TripAdvisor related to the tourist most favorable destinations in Bali and their sentiment analysis, namely positive, neutral, and negative sentiment as well as suggestions and opinions related to Bali favorable destinations using the Social Network Analysis and Sentiment Analysis method.

This research focuses on forming specific recommendations about tourist destinations in Bali concerning tourist or visitor reviews about these destinations using sentiment analysis and social network analysis to understand tourists' perspectives better.

Based on the background above, the problems that the author will examine are as follows:

1. How sentiment analysis uncovers tourist opinions on places provided by tourist destinations?

2. How to classify the dominant places of Bali destinations based on perceived destination image?
3. How to model the movement between tourist destinations in the most favorable tourist places?

1.4. Research Purposes

This study aims to explore tourist opinions on places provided by tourist destinations in Bali, classify the dominant places based on perceived destination image, and model the movement between tourist destinations in the most favorable tourist places.

1.5. Benefit of Research

This research is expected to provide benefits both theoretically and practically.

1. Theoretical benefits include providing insight to the public regarding the sentiment analysis of tourists in Bali's top favorable destinations and in-depth knowledge using the text network analysis method based on opinions from social media.
2. Practical benefits are expected to provide knowledge in improving the understanding of tourist opinions based on demographic and geographical preferences. They can be used to better specify tourist development experience enhancement in the future.

1.6. Systematics of Final Project Writing

This study contains five chapters, each of which is related sequentially, the systematics of research writing as follows:

CHAPTER I INTRODUCTION

The first chapter is an explanation by age including a general description of the research object, research background, problem formulation, research

objectives, benefits of research from theoretical and practical aspects, and systematics of writing the final project.

CHAPTER II LITERATURE REVIEW

The second chapter briefly and concisely describes the theory and previous research, the framework of thought related to the research topic, and research hypotheses.

CHAPTER III RESEARCH METHODS

The third chapter describes the approaches, methods, and techniques used to collect and analyze data that can answer or explain research problems.

CHAPTER IV RESEARCH RESULTS AND DISCUSSION

The fourth chapter describes data processing and analysis of research data results conducted by the author on the object of research in order to provide answers to the questions of the formulation of research problems.

CHAPTER V CONCLUSIONS AND SUGGESTIONS

The fifth chapter presents conclusions from the results of the research in the previous chapter and contains suggestions given by the author which are expected to be useful both for the object of research and other interested parties.