

TABLE OF CONTENT

APPROVAL PAGE	i
STATEMENT PAGE	ii
PREFACE	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF TABLE	viii
LIST OF FIGURES	ix
CHAPTER 1	1
INTRODUCTION	1
1.1. Overview of the Research object	1
1.2. Research Background	3
1.3. Problem Formulation	5
1.4. Research Purposes	5
1.5. Benefit of Research	6
1.6. Systematics of Final Project Writing	6
CHAPTER 2	8
LITERATURE STUDY AND SCOPE OF RESEARCH	8
2.1. Literature Study	8
2.2. Previous Theory and Research	10
2.3. Theoretical Framework	17
CHAPTER 3	19
RESEARCH METHODS	19
3.1. Research Type	19
3.2. Variable Operations	20

3.3. Research Stages	21
3.4. Sample and Population	24
3.4.1. Sample	24
3.4.2. Population	24
3.5. Data Collection and Data Sources	24
3.6. Data Analytic Technique	25
3.6.1. Data Collection	25
3.6.2. Text Preprocessing	26
3.6.3. Text Classification	30
3.6.4. Social Network Analysis	31
CHAPTER 4	35
RESULT AND DISCUSSION	35
4.1. Data Characteristics	35
4.2 Research Result	37
4.2.1. Sentiment Perception of Destinations	37
4.2.2 Cognitive Image Perception of Destinations	39
4.2.3 Map of Tourist Visit and Perception	41
4.3 Research Result Discussion	43
CHAPTER 5	46
CONCLUSION	46
REFERENCES	47
APPENDIX	51