ABSTRACT

In the current digital era, the utilization of technology in the tourism sector has become essential for understanding public sentiment towards tourist destinations. The COVID-19 pandemic significantly impacted tourism, leading to a drastic decline in visitor numbers. However, as the spread of COVID-19 diminishes, the tourism sector in Indonesia has begun to recover. This research was conducted to analyze public sentiment towards tourism in Bali Province through social media platforms Instagram and Twitter. Using the Support Vector Machine (SVM) method and the Synthetic Minority Over-sampling Technique (SMOTE), this study developed a sentiment analysis model integrated with a data warehouse to process data from various sources. The results showed that integrating the sentiment analysis model with the data warehouse effectively managed the data, achieving a model accuracy of 90.76%. Data visualization through a dashboard connected to SQL Server provided deep insights into trends and public sentiment towards tourist destinations in Bali. Based on the analysis, strategic recommendations were given to tourism managers to improve service quality and visitor experiences. This study also demonstrated that using the SVM algorithm in sentiment analysis can provide accurate and valuable results for strategic decision-making in the tourism sector.

Keywords— tourism, sentiment analysis, data warehouse, social media