

# CHAPTER I INTRODUCTION

## I.1 Background

Village-based tourism development has become a significant focus in rural economic empowerment for developing countries such as Indonesia. Many villages hold the potential to serve as centers of cultural heritage and tourism (Tantra et al., 2023). Historically, these villages were popular tourist destinations, attracting visitors seeking unique cultural experiences and traditions. For example, in Mekarmaju Village, where traditional blacksmith craftsmanship has enabled artisans to produce essential agricultural tools distributed nationwide, significantly contributing to local economies with substantial monthly turnovers (Sumiyati et al., 2020). This underscores the economic potential inherent in many rural areas.

The head of the commission for economy and finance in Bandung's Parliament stated that the target of tourists coming to Bandung now reach seven million visitors per year (Prasetya & buddhabhumbhitak, 2019). Bandung Regency Government, through the Department of Tourism and Culture, has revealed that up to now, it has established 38 tourism villages, which have been developed to showcase their natural excellence, aiming to attract tourists from various regions. Mekarmaju Village is one of the many villages in Bandung Regency that has been recognized as a Mandala Wisata Village since 1982, demonstrating its role as a model in village-based tourism development (Tantra et al., 2023). Until 1990, the village was a popular tourist destination, attracting many visitors. The majority of the villagers depend on agricultural tool craftsmen (blacksmiths) for their livelihoods, which is part of the village's cultural heritage.

Mekarmaju Village may draw in tourists who are visiting Ciwidey because of the variety of crafts it produces and its proximity to Ciwidey (Resoe & Fitria, 2019). Despite their rich cultural heritage and strategic proximity to established tourist hubs, Mekarmaju Villages face challenges in optimizing their tourism potential. Common issues include limited digital presence, not enough promotion of cultural assets and information dissemination about village.

Consequently, these problems have led to a decline in visitor interest and the underutilization of unique rural offerings.

In addition to tourism-related challenges, there is a lack effective systems to manage and disseminate information. The absence of effective information dissemination has created a significant gap between the village's tourism potential and public awareness. Despite having quality craftsmanship and a strategic location, the village struggles to attract tourists who might be interested in experiencing the culture. This information gap particularly affects potential visitors who increasingly rely on digital platforms for travel planning and destination discovery (Buhalis & Law, 2008).

The need for sentiment analysis in improving information dissemination stems from the importance of understanding public perception and tourist expectations in the digital age. Whereas the conventional tourism marketing approaches emphasize on one-way information sharing, sentiment analysis enables a data-driven approach to understanding how public users interact with information about Mekarmaju Village.

To address these issues, a web application presents an opportunity to transform how villages manage and utilize information. The platforms can integrate administrative dashboards and promotional tools, making village information accessible and actionable. Furthermore, this study explores public sentiment to understand the perception of Mekarmaju Village as a tourist destination. The data was collected from X (formerly known as Twitter), with specific keywords.

By analyzing social media discussions and public sentiment, the village can understand which aspects of their cultural heritage would be appealing, what information they lack, and how best to market their unique features. Such an approach is very important because studies have demonstrated that 80% of all travelers make travel decisions based on social media interactions and sentiment does affect the choice of destination (Sharma et al., 2024). Moreover, sentiment analysis can help identify specific areas where information dissemination needs improvement, allowing for more targeted and effective communication strategies (Hashim et al., 2020). For Mekarmaju Village, with its rich blacksmithing

heritage and tourism potential, it is very essential to understand public perception so that information dissemination strategies aimed at marketing the village's culture will capture the interest of tourists.

## **I.2 Problem Statement**

Based on the background above, the problem statement for this research is as follows:

- a. How can information about Mekarmaju tourism village be shared more effectively through digitalization?
- b. What are people's sentiments about Mekarmaju village on X regarding tourism village?
- c. How to create an attractive digital experience for users so that they are more interested in visiting Mekarmaju tourism village?

## **I.3 Research Objectives**

Based on the problem formulation above, the objectives for this research are as follows:

- a. Design a website-based application to share information and increase awareness about Mekarmaju tourism village more effectively and digitally.
- b. Visualize the sentiment analysis data about Mekarmaju village from users on X (formerly known as Twitter).
- c. Provide an attractive website that has information about Mekarmaju village as a tourist destination.

## **I.4 Research Scopes**

The scope of this research are as follow:

- a. This research focuses on collecting and analyzing social media from X (formerly known as Twitter), to gain insights into public sentiment and feedback about Mekarmaju Village.
- b. The website's content focuses on the tourism sectors, including showcasing its cultural stories.

- c. The development was using PHP and Yii framework. These tools may have limitations in scalability, performance, or integration with other platforms in the future.

## **I.5 Research Benefits**

The benefits of this research are as follows:

- a. For the Mekarmaju Village Stakeholders, become a new valuable tool for marketing the town's charms, particularly its tourism potential. Additionally, by showcasing user opinions, the government will be able to improve and identify new ways to collect feedback.
- b. For Telkom University, collaboration with village institutions to carry out research and promote academicians' and lecturers' involvement in supporting village development.
- c. For other researchers, becomes a new source of information and reference for further researchers in carrying out analysis, evaluation, and design regarding websites for tourism.
- d. For the author, provides insight and knowledge regarding the implementation process of creating a website, especially for the tourism sector in Indonesia.

## **I.6 Systematization of Writing**

The systematics of writing in this study are divided into six chapters. As follows:

### **CHAPTER I INTRODUCTION**

This chapter describes about the background of the research, problem statement, research objectives, research scopes, research benefits, and the systematics of writing.

### **CHAPTER II LITERATURE REVIEW**

This chapter describes theories related to problems that will become research topics and will be used to support research. However, this chapter outlines about tourism village, social media data collection, sentiment analysis, Python web frameworks, TensorFlow, and previous studies.

### **CHAPTER III METHODS**

This chapter describes the methodology used for the research, including the conceptual frameworks, systematics of problem solving, data collection techniques, and evaluation.

### **CHAPTER IV ANALYSIS AND DESIGN**

This chapter describes the initial stages of analysis and design of website development and sentiment analysis. This chapter include about the interview results, use case diagram, requirements, and system design. The output from this stage will be used for research.

### **CHAPTER V IMPLEMENTATION AND TESTING**

This chapter describes the implementation of the methods that have been described at the analysis and design stage. This chapter will describes in details regarding the website development and the integration to sentiment analysis, and the test results of the methods that have been implemented.

### **CHAPTER VI CONCLUSION AND SUGGESTION**

This chapter describes the conclusions that can be drawn from the research conducted, and the suggestions given for future research.