

## ABSTRACT

The increasing use of digital platforms such as Google Maps has made user reviews a valuable source of information for evaluating tourist experiences. However, the large number of unstructured and scattered reviews has caused important insights regarding visitor satisfaction to remain underutilized by tourism managers. Telaga Sarangan, one of the leading tourist destinations in Magetan Regency, receives many visitor reviews that have yet to be systematically analyzed. This study aims to classify user sentiments toward Telaga Sarangan through Google Maps reviews using the Support Vector Machine (SVM) algorithm. The analysis process includes text preprocessing, sentiment labeling (positive, negative, neutral), feature extraction using TF-IDF, data balancing using SMOTE, and evaluation using a *Confusion Matrix*. A total of 919 reviews were collected and analyzed. The results show that SVM performs well in classifying sentiments and effectively identifies factors influencing visitor satisfaction and dissatisfaction. These findings are expected to serve as strategic input for improving service quality and to support data-driven tourism development.

**Keywords:** Sentiment Analysis, Telaga Sarangan, Google Maps, Support Vector Machine, TF-IDF, SMOTE