

ABSTRAK

**ANALISIS SENTIMEN ULASAN PENGUNJUNG WISATA
CANDI BUMI AYU MENGGUNAKAN METODE
*SUPPORT VECTOR MACHINE (SVM)***

(Januario, 2026: 114 halaman)

Perkembangan platform digital memberikan ruang bagi pengunjung untuk menyampaikan opini terhadap suatu objek wisata, termasuk Wisata Candi Bumi Ayu. Namun, banyaknya ulasan yang tersebar di berbagai platform belum dikelola secara terstruktur sehingga sulit digunakan sebagai bahan evaluasi pengelolaan wisata. Penelitian ini bertujuan untuk mengimplementasikan metode *Support Vector Machine (SVM)* dalam mengklasifikasikan ulasan pengunjung Wisata Candi Bumi Ayu ke dalam sentimen positif dan negatif. Data ulasan diperoleh melalui proses scraping dari Google Maps, Facebook, TikTok, dan YouTube. Data yang terkumpul kemudian melalui tahap penggabungan, pembersihan, *preprocessing*, pelabelan, pembagian data, ekstraksi fitur menggunakan *Term Frequency-Inverse Document Frequency (TF-IDF)*, pemodelan SVM, dan evaluasi model. Hasil penelitian menunjukkan bahwa dari 696 data ulasan, sebanyak 527 ulasan atau 75,7% termasuk sentimen positif, sedangkan 169 ulasan atau 24,3% termasuk sentimen negatif. Pengujian terhadap 140 data uji menghasilkan nilai *accuracy* sebesar 82,14%, *precision* sebesar 85,84%, *recall* sebesar 91,51%, dan *F1-score* sebesar 88,58%. Penelitian ini juga menghasilkan website *Dashboard* berbasis *Flask* yang menyajikan hasil analisis sentimen, data ulasan, kata dominan, rekomendasi keputusan, evaluasi model, dan fitur prediksi ulasan baru.

Kata kunci: Analisis Sentimen, Candi Bumi Ayu, *Support Vector Machine*, TF-IDF, *Dashboard*.

ABSTRACT

SENTIMENT ANALYSIS OF VISITOR REVIEWS OF CANDI BUMI AYU TOURISM USING THE SUPPORT VECTOR MACHINE (SVM) METHOD

(Januarianto, 2026: 114 pages)

The development of digital platforms provides visitors with space to express their opinions about tourist attractions, including Candi Bumi Ayu Tourism. However, the large number of reviews spread across various platforms has not been managed in a structured manner, making it difficult to use them as evaluation material for tourism management. This study aims to implement the Support Vector Machine (SVM) method to classify visitor reviews of Candi Bumi Ayu Tourism into positive and negative sentiments. Review data were collected through scraping from Google Maps, Facebook, TikTok, and YouTube. The collected data were then processed through data merging, cleaning, preprocessing, labeling, data splitting, feature extraction using Term Frequency-Inverse Document Frequency (TF-IDF), SVM modeling, and model evaluation. The results show that out of 696 review data, 527 reviews or 75.7% were classified as positive sentiment, while 169 reviews or 24.3% were classified as negative sentiment. Testing on 140 test data produced an accuracy of 82.14%, precision of 85.84%, recall of 91.51%, and F1-score of 88.58%. This study also produced a Flask-based Dashboard website that presents sentiment analysis results, review data, dominant words, decision recommendations, model evaluation, and a new review prediction feature.

Keywords: Sentiment Analysis, Candi Bumi Ayu, Support Vector Machine, TF-IDF, Dashboard