

ABSTRAK

Pariwisata merupakan sektor penting dalam mendukung pertumbuhan ekonomi daerah. Ulasan wisatawan pada platform digital dapat dimanfaatkan untuk mengetahui persepsi pengunjung terhadap suatu destinasi wisata. Penelitian ini bertujuan untuk menganalisis sentimen wisatawan terhadap Pantai Sembilan Kabupaten Sumenep berdasarkan ulasan pada Google Maps menggunakan metode *Support Vector Machine* (SVM). Data ulasan diproses melalui tahapan *Preprocessing* yang meliputi *case Folding*, *Cleansing*, *Normalization*, *Tokenizing*, *Stopword Removal*, Dan *Stemming*. Pembobotan fitur dilakukan menggunakan *Term Frequency–Inverse Document Frequency* (TF-IDF), sedangkan penyeimbangan data dilakukan dengan *Synthetic Minority Over-sampling Technique* (SMOTE). Hasil pengujian menunjukkan bahwa model SVM dengan kernel linear menghasilkan akurasi sebesar 83,26%, presisi 87,42%, recall 83,26%, dan *F1-Score* 84,63%. Hasil ini menunjukkan bahwa metode SVM cukup efektif dalam mengklasifikasikan sentimen positif, negatif, dan netral pada ulasan wisatawan. Penelitian ini dapat menjadi acuan bagi pengelola wisata dalam memahami persepsi wisatawan serta sebagai referensi bagi penelitian selanjutnya dalam pengembangan analisis sentimen.

Kata kunci: Analisis Sentimen, Pantai Sembilan, SVM, TF-IDF, SMOTE, Ulasan Wisatawan.

ABSTRACT

Tourism is a strategic sector that contributes significantly to regional economic development. Reviews shared by visitors on digital platforms can be utilized to capture tourists' perceptions of a particular destination. This study aims to examine tourist sentiment toward Sembilan Beach in Sumenep Regency based on Google Maps reviews using the Support Vector Machine (SVM) method. The review data were processed through several preprocessing stages, including case folding, cleansing, normalization, tokenization, stopword removal, and stemming. Feature weighting was performed using Term Frequency–Inverse Document Frequency (TF-IDF), while data imbalance was addressed using the Synthetic Minority Over-sampling Technique (SMOTE). The experimental results indicate that the SVM model with a linear kernel achieved an accuracy of 83.26%, a precision of 87.42%, a recall of 83.26%, and an F1-score of 84.63%. These findings demonstrate that the SVM approach is effective in classifying positive, negative, and neutral sentiments in tourist reviews. This research can serve as a reference for tourism managers in understanding visitor perceptions and as a foundation for future studies in the development of sentiment analysis.

Keywords: *Sentiment Analysis, Sembilan Beach, SVM, TF-IDF, SMOTE, Tourist Reviews.*