

Abstract

A review of the tourist attractions is one of the most important things in the world today. Many websites provide a review of a tourist spot, one of which is TripAdvisor. In the website a lot of written reviews that create various aspects of assessment and sentiment (such as positive and negative). To solve these problems, it takes sentiment analysis of TripAdvisor reviews on tourist attractions, so that it can be known what aspects of the assessment are often discussed by visitors and can determine the specific assessment. Based on the idea, the OSPM method was chosen, because it can increase the polarity mining with ontology that provides the information of a topic in detail. Polarity mining is for determining topic categorization and positive and negative orientation of information. In addition, this study also tested the performance of the assessment of tourist attractions in handling the classification of aspects and the classification of sentiment using the OSPM method. The results of this study showed that, Ontology can be used to classify aspects and polarity by matching words or phrases that appear in the review with words or phrases contained in the ontology. The results of this study showed that average of precision and accuracy of aspect classification and sentiment using ontology method is 87% and 83% for Sari Ater, Kawah Putih, and Tangkuban Perahu.

Keywords: TripAdvisor, *sentiment analysis*, *Ontology Supported Polarity Mining (OSPM)*, *ontology*.