

## **Abstract**

**Tourism is travels from one place to another to enjoy the fresh air and enjoy themselves. Yogyakarta is one of the tourist destinations visited by many tourists. The tour experience in Yogyakarta can be reviewed on a the websites, namely TripAdvisor. The number of tourist reviews about tourism destinations in Yogyakarta makes some people feel confused in determining the tourism destinations to be visited. Therefore, in this study tried to do an analysis of the reviews on tourism destinations in Yogyakarta. The analysis based on aspects to determine aspects of the tourism category based on traveler reviews written on the TripAdvisor website. To solve these problems, a review analysis was carried out into the positive and negative categories using Support Vector Machine and Particle Swarm Optimization method which were used to reduce features during classification. Multi-aspect sentiment analysis in this study resulted in 6 aspects where the accuracy of attractiveness is 80,68%, accessibility 51,80%, accommodation 73,68%, price 86,24%, facilities and infrastructure 74,60% and service 83,97%. So, the average accuracy is 75,16%.**

**Keywords: tourism, support vector machine, particle swarm optimization, multi-aspect sentiment analysis**