

ABSTRACT

Indonesia has great potential in the development of the Marriage Industry. Based on Presidential Regulation Number 97 of 2019 about Tourism and Creative Economy, the existence of the wedding industry is increasingly recognized because the wedding industry is included in the event and creative industry in the economy creative. Especially in Bali Province, the only provinces in Indonesia that have received international attention with the 2018 Best Wedding Destination International award from Travel & Leisure India, this makes all parties involved in the wedding industry in Bali Province demanded to improve the management of services provided in the success of the wedding ceremony held in Bali Province. The wedding planning industry is one part of the wedding industry that has been developed to assist the bride and groom in preparing for the wedding, wedding planning vendors are one of the first priorities that the bride and groom look for in the 12 months of wedding planning.

To get consumer insight into the wedding planning industry in Bali Province, the author uses Online Customer Review (OCR) also known as User Generated Content (UGC) found on the Bridestory wedding service site, online customer reviews are used by vendors to see customers insights into wedding planning vendor services that have been provided in order to gain insight to support the service management from wedding planning vendors in Bali Province.

The method used in this research is Topic Modeling using the Latent Dirichlet Allocation (LDA) approach with the R application to find out the various main topics that are often discussed in the review data for each Vendor Wedding Planning in Bali Province.

The clean data used in the data processing were 1,019 data consisting of 326 data in Indonesian and 693 data in English. Determination of the number of topics to be used in the processing of Latent Dirichlet Allocation (LDA) is determined based on the highest coherence score and the result is 7 topics are the best number of topics with the highest coherence score in two processing times, data in English and data in Indonesian.

The results show 7 main topics from English data and 7 main topics from Indonesian language data that are often discussed by customers who have used wedding planning services in Bali Province, based on these results are interpreted into customer insights that can be used to support service management from the wedding planning vendor in Bali Province.

Keywords: Online Customer Reviews, User Generated Content, Wedding Planning Industry, Vendor Wedding Planning, Topic Modeling, Latent Dirichlet Allocation, Bridestory.