

ABSTRACT

Pati Regency is located on the coast of Java Island and is directly adjacent to the Java Sea. Pati has tourism potential that can still be developed to attract tourists and increase regional income. This study aims to determine the level of tourist satisfaction with tourist destinations in Pati Regency. Utilizing existing technology, this study uses the sentiment analysis method by utilizing reviews from tourists via google maps.

The data collection technique used in this research is web scrapping. The data taken is in the form of reviews of visitors to tourist destinations in Pati Regency which have been translated into English. The number of samples taken is 6,746 reviews. The data is then analyzed by sentiment analysis using the vander method through the orange tools.

The results of the analysis obtained illustrate that visitors to tourist destinations in Pati Regency are quite satisfied with tourism destinations in Pati Regency. Tourists gave a strong positive sentiment showing the number 1,557 times, the usual positive amounted to 1,497 times. Meanwhile, neutral sentiment is at the top with 61.17% of the sample, followed by the positive category with 31.06% and negative at the bottom with 7.76%. The average tourist gives 4.24 stars to tourist destinations in Pati Regency. There are ten tourist destinations that get the most reviews via Google Maps, they are Agro Tourism Jollong, Goa Pancur Jimbaran, Waduk Gunung Rowo, Pati Town Square, Amazon Waterland And Themepark, Cafe Gedung Juang, Pati City Park, Lorotan Semar Waterfall, Bukit Pandang Jatipohon, Alun-Alun Juwana.

There are complaints about several supporting facilities for tourist attractions which are certainly a major concern for managers. This aims to make tourists more interested in visiting tourist destinations in Pati Regency and increase tourist comfort when visiting.

Keywords: Sentiment Analysis, vander, google maps, tourist destinations, Pati Regency.