

ABSTRACT

The Halal tourism market has great potential in the future. Seeing this potential, Indonesia also took this opportunity by continuing the development of halal tourism. However, although the majority of Indonesian people are Muslims, in the implementation of halal tourism in Indonesia, there are many opinions spread regarding its implementation even on social media.

Social media are a place where users can share their opinions freely, and Twitter is one of the social media that provides services for its users to communicate and post messages. Through the various opinions of Indonesians about Halal Tourism on Twitter, stakeholders in this industry can find out the discussed topics and sentiments of Indonesia's Halal Tourism.

Therefore, to explore halal tourism in Indonesia with the aim of knowing topics and knowing the sentiments of the Indonesians about halal tourism, this study uses LDA topic modelling and emotion-based sentiment analysis using NRC Lexicon.

The dataset that was analyzed in this study was 13,746 tweets collected from 2014-2021 and have been cleaned. The topic modeling was formed into 7 topics and findings from sentiment analysis stated the sentiments of the Indonesians were positive and trust towards halal tourism in Indonesia.

Therefore, to respond to these findings, suggestions are given to business people, especially those including the tourism sector, to implement halal products. And for the government of Indonesia has to continue to encourage and develop halal tourism to be the best halal tourist destination in the world and also implement the halal supply chain to other sectors.

Keywords: halal tourism, topic modeling, sentiment analysis