

ABSTRACT

The travel and tourism industry is one of the most significant business industries. Bali is one of the most favorite destinations for tourists to visit, both from within and outside the country. 50% of Indonesia's source of income is from tourism in Bali, namely from the foreign exchange earned around US\$ 20 billion a year. This study aims to identify the most favorable tourist destinations based on tourist sentiment, perceptions, and movement maps by extracting information from tourist reviews. Furthermore, the data can pave the way for evidence-based decision-making and sustainable tourism practices on the island.

This data analytics research uses text analysis methods, including multiclass classification, sentiment analysis, and social network analysis, to analyze tourist review data. The results of this study generate tourist reviews of using chrome scraper and findings related to the tourist sentiment and perspective towards the most favorable destination in Bali.

Keywords: Bali tourism, multiclass classification, sentiment analysis, and social network analysis