ABSTRACT

In 2019-2020, the tourism sector in Indonesia experienced a significant decline in its contribution to Indonesia's GDP due to the pandemic. The Indonesian government declared that the tourism sector was one of the hardest-hit sectors during this pandemic. Therefore, the government hopes that this pandemic situation can serve as a momentum for transforming and recovering Indonesia's tourism sector. In pursuit of this goal, the West Java Provincial Office of Tourism and Culture has planned a consumer-centric transformation and recovery strategy. One of the ways to implement this strategy is by conducting topic modeling through the analysis of public opinions on tourist destinations. The aim of this research is to identify topics related to natural tourist attractions in the West Bandung Regency using the Latent Dirichlet Allocation (LDA) algorithm with the Knowledge Discovery Database (KDD) method. The research involves several scenarios, including the use of unigram and bigram phrases, bag of words, and TF-IDF weighting, as well as parameter tuning. The evaluation is carried out using the coherence score with the CV metric. The test results show that the best combination for topic modeling is the use of bigram phrases, TF-IDF weighting, and without parameter tuning, with an average CV of 0.684. This indicates that the model used has good capabilities in topic modeling. The research findings reveal that the most discussed topics by tourists include activities, ambiance, facilities, accessibility, and recommendations related to tourist attractions. This can serve as a basis for identifying market demands to optimize marketing strategies, development, and service enhancement in the tourism industry.

Kata Kunci: ***pemodelan topik, latent dirichlet allocation, natural tourism, west bandung regency, n-gram***