

ABSTRACT

The tourism and creative economy sectors are Indonesia's mainstay sectors in earning the country's foreign exchange. Tourism creates opportunities for economic growth with the attractiveness of destinations as the main factor attracting tourists. Management and development of tourist attractions is an important thing to do. In this case, Banyuwangi Regency experiences a situation where the implementation of the development and management of tourist attractions is not optimal. In this final project, it aims to design a dashboard visualization of visitor reviews of tourist attractions in Banyuwangi Regency.

The data used in this final project is review data on the Tripadvisor website. In the review data, the process of labelling data, categorizing aspects and preprocessing text is carried out. The design of the visualization dashboard was carried out to determine the performance of tourist attractions in Banyuwangi Regency. The visualization dashboard design is made using the Rapid Application Development (RAD) method. Stakeholders can be involved in the system design process. After development, verification is carried out using white box testing and black box testing methods, and validation using User Acceptance Test.

The result of this final project is a dashboard visualization of visitor reviews of tourist attractions in Banyuwangi Regency. This system can help in knowing the performance of tourist attractions in Banyuwangi Regency, and knowing about the obstacles that occur in tourist attractions.

The results of the dashboard will later be used by the Banyuwangi Regency government to facilitate the Banyuwangi Regency Culture and Tourism Office in managing and developing tourism and facilitate decision making regarding steps in developing tourism in Banyuwangi Regency.

Keywords – Dashboard, Banyuwangi regency, Tourism, Rapid Application Development