ABSTRACT

Indonesia has a lot of extraordinary tourism potential. This can be seen from the rapid growth of the tourism industry in Indonesia. In 2023, East Java will be the most visited province in Indonesia, and one of the most visited areas will be Malang Regency. Competition in the hotel business is also increasing rapidly along with the number of existing business actors.

This research aims to understand the brand position in three five-star resorts in Malang Regency, namely Golden Tulip Holland Resort Batu, The Singhasari Resort Batu, and Jambuluwuk Convention Hall & Resort Batu. This will be done through analysis of customer reviews on the Traveloka platform. The aim is to evaluate the performance and position of the brand in the eyes of consumers, so that they can compete effectively in competitive market conditions.

This research uses mixed methods, with data collection carried out through crawling on the Traveloka platform using Google Colab. The data obtained relates to customer reviews on the Traveloka application for three five-star resorts in Malang Regency. Next, the data was analyzed using the sentiment analysis method and expressed in the form of text visualization using Wordcloud. This was done to investigate topics that are often discussed by customers who have visited the three resorts.

This research shows that the three five-star resorts in Malang Regency have almost the same differences in their sentiment analysis, namely that they are dominated by positive opinions compared to the negative opinions expressed. The brand positioning obtained is also an important factor in building a brand image with visitors. Golden Tulip Holland Resort Batu, Jambuluwuk Convention Hall & Resort Batu, and The Singhasari Resort Batu also have their own uniqueness, such as honeymoon accommodation which makes the Golden Tulip Resort Batu a plus, strategic location and unique traditional concept from Jambuluwuk Convention Hall & Resort Batu, as well as various attractions that can fill your free time provided by The Singhasari Resort Batu. The results of this research provide valuable insights for companies about their brand position in the tourism market, as well as provide concrete guidance for improving performance, strengthening brand image and increasing visitor satisfaction.

Keywords : brand positioning, resort, sentiment analysis, traveloka, online review