

**ANALISIS SENTIMEN ULASAN CANDI BOROBUDUR PADA TRIPADVISOR
MENGUNAKAN SUPPORT VECTOR MACHINE**

Skripsi

Diajukan untuk Memenuhi Sebagian dari Syarat Memenuhi Gelar Sarjana Komputer
Program Studi Ilmu Komputer



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**PROGRAM STUDI ILMU KOMPUTER
FAKULTAS PENDIDIKAN MATEMATIKA DAN ILMU PENGETAHUAN ALAM
UNIVERSITAS PENDIDIKAN INDONESIA**

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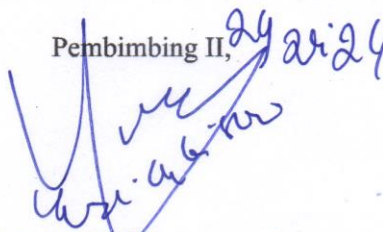
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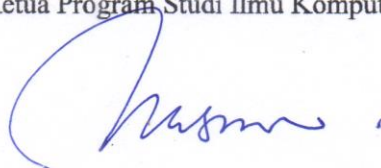


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PERNYATAAN

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KATA PENGANTAR

Puji dan syukur penulis panjatkan kepada Allah SWT. karena hanya dengan kehendak, rahmat dan karunia-Nya lah penulis dapat menyelesaikan skripsi yang berjudul “Analisis Sentimen Ulasan TripAdvisor Candi Borobudur Menggunakan Support Vector Machine”.

Penyusunan skripsi ini dimaksudkan untuk memenuhi dan melengkapi salah satu syarat dalam memperoleh gelar sarjana komputer jenjang studi strata 1 pada program studi Ilmu Komputer Fakultas Pendidikan Matematika dan Ilmu Pengetahuan Alam Universitas Indonesia.

Penulis menyadari bahwa penyusunan skripsi ini masih jauh dari kata sempurna dikarenakan banyaknya kekurangan atau keterbatasan yang dimiliki penulis. Oleh karena itu penulis sangat mengharapkan kritik dan saran yang membangun agar tidak terjadi kesalahan yang sama dikemudian hari dan dapat meningkatkan kualitas ke tahap lebih baik. Semoga skripsi ini bermanfaat khusus bagi penulis dan umumnya bagi pembaca.

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ANALISIS SENTIMEN ULASAN CANDI BOROBUDUR PADA TRIPADVISOR MENGGUNAKAN SUPPORT VECTOR MACHINE

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ABSTRAK

Industri pariwisata global, termasuk Indonesia, mengalami dampak mendalam dari pandemi COVID-19, yang ditandai dengan penurunan jumlah pengunjung internasional dan domestik pasca-2019. Sebagai tanggapan, Indonesia menerapkan inisiatif Destinasi Super Prioritas dengan fokus terutama pada situs seperti Candi Borobudur di Pulau Jawa, yang diakui dunia karena signifikansi budaya dan sejarahnya sebagai situs Warisan Dunia UNESCO. Penelitian ini bertujuan untuk melakukan analisis sentimen ulasan TripAdvisor berbahasa Inggris tentang Candi Borobudur dengan menggunakan Support Vector Machine untuk klasifikasi. Data yang digunakan dalam penelitian ini dikumpulkan dari Oktober 2005 hingga Mei 2024. Studi ini mencakup berbagai tahap: mulai dari pengumpulan data dan preprocessing teks hingga pembagian data untuk pelatihan dan pengujian, anotasi manual label sentimen, ekstraksi fitur TF-IDF, pelatihan model SVM, dan evaluasi kinerja. Akurasi 80%, dengan skor F1 0,77, presisi 0,78, dan recall 0,83.

Kata Kunci: *Pariwisata, Sentimen Analisis, Support Vector Machine, Borobudur, TripAdvisor.*

SENTIMENT ANALYSIS OF BOROBUDUR TEMPLE REVIEWS ON TRIPADVISOR USING SUPPORT VECTOR MACHINE

Arrange by

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ABSTRACT

The global tourism industry, including Indonesia, experienced profound repercussions from the COVID-19 pandemic, marked by a notable downturn in international and domestic visitor numbers post-2019. In response, Indonesia implemented the Super Priority Destinations initiative, focusing particularly on iconic sites such as Candi Borobudur on Java Island, recognized worldwide for its cultural and historical significance as a UNESCO World Heritage site. This research utilizes Support Vector Machine (SVM) for sentiment analysis of English-language TripAdvisor reviews of Candi Borobudur, leveraging TripAdvisor's role as a pivotal platform for travelers to express opinions and share experiences. The data used in this study was collected from October 2005 to May 2024. The study encompasses various stages: from data collection and text preprocessing to partitioning data for training and testing, manual annotation of sentiment labels, TF-IDF feature extraction, SVM model training, and subsequent performance evaluation. Achieving an accuracy of 83%, with an F1-score of 0.77, precision of 0.78, and recall of 0.83.

Keywords: *Tourism, Sentiment Analysis, Support Vector Machine, Borobudur, TripAdvisor.*

DAFTAR ISI

PERNYATAAN.....	i
KATA PENGANTAR.....	ii
UCAPAN TERIMAKASIH	iii
ABSTRAK	v
ABSTRACT.....	vi
DAFTAR ISI.....	vii
DAFTAR GAMBAR	ix
DAFTAR TABEL.....	xi
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	3
1.3 Tujuan Penelitian.....	3
1.4 Batasan Masalah.....	4
1.5 Sistematika Penulisan	4
BAB II KAJIAN PUSTAKA	5
2.1 Pariwisata	5
2.1.2 Jenis Pariwisata	6
2.1.3 Komponen Pariwisata	10
2.2 Destinasi Super Prioritas Borobudur.....	11
2.3 TripAdvisor	14
2.4 Analisis Sentimen.....	16
2.5 Machine Learning	21
2.6 Natural Language Processing.....	26
2.7 Support Vector Machine.....	34
2.8 TF-IDF	41
2.9 Scikit Learn	42
2.10 Website Scraping.....	45
2.11 Confusion Matrix	46
2.12 Penelitian Terkait.....	48
BAB III METODE PENELITIAN.....	56
3.1 Desain Penelitian.....	56

3.2 Alat dan Bahan Penelitian	58
3.2.1 Alat Penelitian	58
3.2.2 Bahan Penelitian.....	58
BAB IV HASIL DAN PEMBAHASAN.....	60
4.1 Pengumpulan Data	60
4.2 Perancangan Model Komputasi	61
4.2.1 Perancangan Data Collection	61
4.2.2 Perancangan Text Preprocessing	65
4.2.3 Perancangan Analisis Sentimen	68
4.2.4 Perancangan Data Visualisasi	72
4.3 Implementasi Model Komputasi	75
4.3.1 Implementasi Data Collection.....	75
4.3.2 Implementasi Text Preprocessing.....	76
4.3.3 Implementasi Analisis Sentimen	81
4.3.4 Implementasi Data Visualisasi	86
4.4 Skenario Eksperimen	91
4.5 Hasil dan Analisis Eksperimen	92
4.5.1 Hasil Eksperimen	92
4.5.2 Analisis Eksperimen.....	97
BAB V KESIMPULAN	114
5.1 Kesimpulan	114
5.2 Saran.....	114
DAFTAR PUSTAKA	116
LAMPIRAN.....	128

DAFTAR GAMBAR

Gambar 1. 1 Statistik Wisatawan Indonesia (Badan Pusat Statistik).....	1
Gambar 2. 1 Candi Borobudur (Dokumentasi Pribadi, 2015)	11
Gambar 2. 2 Struktur Candi Borobudur (Mujiono, 2021)	12
Gambar 2. 3 Antarmuka Destinasi Wisata	14
Gambar 2. 4 Bagian Ulasan TripAdvisor.....	15
Gambar 2. 5 Contoh Ulasan Positif di TripAdvisor.....	16
Gambar 2. 6 Contoh Ulasan Negatif di TripAdvisor	16
Gambar 2. 7 Pendekatan Sentimen Analisis (Birjali, et. al., 2021).....	19
Gambar 2. 8 Tahapan Text Preprocessing	31
Gambar 2. 9 Tahapan Proses Case Folding.....	32
Gambar 2. 10 Tahapan Proses Tokenization	32
Gambar 2. 11 Tahapan Proses Stopwords Removal.....	33
Gambar 2. 12 Tahapan Proses Stemming.....	34
Gambar 2. 13 Contoh Pemisahan Linear (Kononenko & Kukar, 2007).....	35
Gambar 2. 14 Contoh Hyperplane Optimal (Kononenko & Kukar, 2007).....	35
Gambar 3. 1 Desain Penelitian.....	56
Gambar 4. 1 Contoh Ulasan pada TripAdvisor.....	60
Gambar 4. 2 Model Komputasi.....	62
Gambar 4. 3 Flowchart Website Scraping.....	63
Gambar 4. 4 Pseudocode Text Preprocessing	65
Gambar 4. 5 Contoh Proses Text Filtering.....	65
Gambar 4. 6 Contoh Proses Case Folding	66
Gambar 4. 7 Contoh Proses Tokenization.....	66
Gambar 4. 8 Contoh Proses Stopword Removal.....	67
Gambar 4. 9 Contoh Proses Stemming	67
Gambar 4. 10 Pseudocode Data Splitting	69
Gambar 4. 11 Proses TF-IDF	69
Gambar 4. 12 Pseudocode TF-IDF	70
Gambar 4. 13 Pseudocode RBF Kernel	71
Gambar 4. 14 Pseudocode Evaluasi Model.....	72

Gambar 4. 15 Contoh Output Aspect Filtering	73
Gambar 4. 16 Rancangan Dashboard.....	74
Gambar 4. 17 Dashboard Analisis Sentimen.....	90
Gambar 4. 18 Distribusi Klasifikasi Sentimen.....	93
Gambar 4. 19 Tren ulasan per Tahun	94
Gambar 4. 20 Tren Sentimen Ulasan per Tahun	94
Gambar 4. 21 Distribusi Aspek per Sentimen.....	95
Gambar 4. 22 Distribusi Rating	95
Gambar 4. 23 Distribusi Rating per Sentimen	96
Gambar 4. 24 Distribusi Tipe Kunjungan	96
Gambar 4. 25 Wordcloud sentimen positif, netral, dan negatif.....	97
Gambar 4. 26 Word frequency sentimen positif, netral, dan negatif	97
Gambar 4. 27 Perbandingan Akurasi	99
Gambar 4. 28 Perbandingan F1-score.....	100
Gambar 4. 29 Perbandingan Precision	100
Gambar 4. 30 Perbandingan Recall.....	101
Gambar 4. 31 Perbandingan Waktu.....	101
Gambar 4. 32 Jumlah Pengunjung Candi Borobudur (BPS, 2023)	102
Gambar 4. 33 Jumlah Ulasan Candi Borobudur dari 2019-2024.....	103
Gambar 4. 34 Jumlah Pengunjung Candi Borobudur per Bulan Tahun 2021 – 2023	103
Gambar 4. 35 Jumlah Kunjungan per Bulan Tahun 2021 – 2023	104
Gambar 4. 36 Sentimen per Bulan Tahun 2021	105
Gambar 4. 37 Sentimen per Bulan Tahun 2022	105
Gambar 4. 38 Sentimen per Bulan Tahun 2023	106
Gambar 4. 39 Sentimen per Bulan Tahun 2024	106

DAFTAR TABEL

Tabel 2. 1 Contoh Perhitungan SVM	36
Tabel 2. 2 Kernel Populer di SVM (Cervantes, 2019)	38
Tabel 2. 3 Contoh Confusion Matrix (Kulkarni, et, al. 2020).....	46
Tabel 2. 4 Penelitian Terkait Sentimen Analisis.....	49
Tabel 4. 1 Contoh Output Website Scraping	64
Tabel 4. 2 Contoh Data Pelabelan	68
Tabel 4. 3 Contoh Output TF-IDF	70
Tabel 4. 4 Output Data Collection.....	77
Tabel 4. 5 Output Proses Text Preprocessing	80
Tabel 4. 6 Pelabelan Data	81
Tabel 4. 7 Hasil Proses TF-IDF	83
Tabel 4. 8 Bentuk Data Training dan Data Testing	84
Tabel 4. 9 Hasil Prediksi Sentimen	85
Tabel 4. 10 Kata Kunci Setiap Aspek.....	86
Tabel 4. 11 Output Aspect Filtering	88
Tabel 4. 12 Parameter Simulasi Skenario	91
Tabel 4. 13 Confusion Matrix	92
Tabel 4. 14 Perbandingan Kernel	97
Tabel 4. 15 Hasil Eksperimen Parameter	98
Tabel 4. 16 Harga Tiket Candi Borobudur Tahun 2024	107
Tabel 4. 17 Hasil Evaluasi Klasifikasi dengan Evaluator	107
Tabel 4. 18 Perbandingan dengan Penelitian Sebelumnya.....	110

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