THE APPLICATION OF K-NEAREST NEIGHBOR (KNN) METHOD IN SENTIMENT ANALYSIS OF TOURISM OBJECT REVIEW OF JEMBER REGENCY

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ABSTRACT

Tourism is one of the important sectors in Indonesia's economy. The number of tourists who come to visit can help improve the facilities and quality of tourist attractions. People can visit a tourist spot by looking at several reviews or reviews on various social media. Google Maps is one of the media that can see to provide a review of a tourist spot. Google Maps is one of the sources of review data or community sentiment that is often used. Review data from Google Maps containing public opinion or sentiment towards tourist attractions can be collected to provide conclusions about the good and bad of a tourist spot. This research uses the K-Nearest Neighbor (KNN) method to analyze public sentiment towards tourist attractions in Jember Regency. Datasets are collected through Google Maps. The data that has been obtained will be carried out preprocessing, TF-IDF and classification stages using the K-Nearest Neighbor (KNN) method. The results of the implementation of the K-Nearest Neighbor (KNN) algorithm in this study to show the results of the accuracy level of tourist attractions in Jember Regency with existing review data, namely Kebun Teh Gunung Gambir 85%, Air Terjun Tancak 70%, Pantai Tanjung Papuma 55%,Taman Botani Sukorambi 60% and Teluk Love 85%.

Keywords: Tourist Attractions, Jember Regency, Google Maps, K-Nearest Neighbor