Analisis Sentimen *Review* Obyek Wisata Taman Nasional Baluran Di Kabupaten Situbondo Menggunakan Metode *Random Forest* (*Sentiment Analysis Of Visitor Reviews Of Baluran National Park In Situbondo Regency Using The Random Forest Method)***

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ABSTRACT

Baluran National Park is one of the leading natural tourist destinations in Situbondo Regency, featuring a unique savanna landscape known as the "Africa van Java". The high level of visitor interest is reflected in more than 4,000 reviews on Google Maps. However, these reviews are subjective, written in informal language, and not automatically categorized, making manual analysis difficult for management to evaluate services effectively. This study aims to classify visitor review sentiments into positive, negative, and neutral categories using the Random Forest method. Data were collected via web scraping from Google Maps and processed through text preprocessing stages, including case folding, cleansing, normalization, stopword removal, tokenizing, and stemming. Feature extraction was performed using the TF-IDF method to weight important words within the dataset. The results indicate that the Random Forest method is capable of producing accurate sentiment classification, with the highest performance achieved in a data split scenario of 80% training and 20% testing, reaching an accuracy of 80%. WordCloud visualization shows that the majority of reviews carry a positive sentiment focusing on natural beauty and wildlife , while negative reviews are dominated by complaints regarding damaged road conditions and inadequate facilities. These findings are expected to serve as a baseline for park management and the Situbondo Tourism Office to improve service quality and infrastructure based on visitor opinion data

Keywords: Sentiment Analysis, Random Forest, Google Maps, Baluran National Park, TF-IDF.