ABSTRACT

The government sets priority tourism destinations that aim to increase the number of tourists and introduce other tourism besides Bali. *The growth of internet users also increased rapidly. People tend to search for various information and share their activities on the internet. By using the development of the internet, the government and tourism destination managers can continue to improve and evaluate their products and services by looking at the reviews left by tourists on the internet.*

This study aims to determine the perception of priority tourist destinations that have been set by the government. Data for this study were obtained through the TripAdvisor *site. This study uses the big data method, namely sentiment analysis to test* TripAdvisor *user reviews and modeling topics to find out topics that are often discussed about attractions in tourist destinations.*

The results of sentiment analysis show that each tourist destination has a dominant emotional perception of joy. These results show that most tourists feel happy when they are in the tourist destination. Whereas for modeling topics generate information about popular topics that are often discussed by TripAdvisor *users about tourist attractions. Destinations with the same characteristics almost have the same topic of discussion. The most discussed topics are the sights, services, and activities available. The results obtained through this sentiment analysis and topic modeling can be used as information for product development and service improvement in the tourism industry.*

Keywords: Sentiment analysis, topic modeling, tourist attraction, tourist experience.