

Analisis Sentimen Pada Ulasan di TripAdvisor Menggunakan Metode Long Short-Term Memory (LSTM)

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Abstract

The development of technology in particular social media and internet make both of those as people basic needs, because they can help people to reach out and spread information. One of the important information that needed by people is information about tourist attraction. The biggest media that contribute in spreading information is website. In the spreading process, information divided to two kind, they are negative information and positive information. Sentiment Analysis is used to processing a paragraph that consist of human daily language becomes computer language. This research is intend to classifying people's review about COVID-19 impact toward tourist attraction at Bali from Tripadvisor using Long Short-Term Memory (LSTM) method. Before it processed with LSTM, every review text would be vectorized with Word2Vec. The result of model testing obtained accuration score as much as 71,67%.

Keywords: tourist attraction, website, review, sentiment analysis, LSTM, word2vec, COVID-19 in Bali, Tripadvisor
