

ABSTRACT

The COVID-19 pandemic has driven the tourism sector in Indonesia to undergo a transformation aimed at accommodating the changing preferences of travelers during the pandemic and restoring the tourism sector in Indonesia post-pandemic. Kabupaten Bandung Barat, known for its natural attractions, have great potential for developing its natural tourism sites. In support of these efforts, the Department of Tourism and Culture of West Java Province has designed a "new normal strategy" that is customer-centric, focusing on the needs of travelers. To identify traveler preferences and giving recommendation to improve the conditions of natural tourist attractions, a research study was conducted using *topic modeling* with the latent semantic analysis (LSA) method, using traveler reviews from Google Maps as data. The study tested various scenarios and found that the optimal number of topics was 2, using the pre-processing advance stopword scenario and the bag of words (BoW) representation model, resulting in a score of 0.717. Analysis of traveler reviews revealed frequently mentioned keywords such as accessibility, location, parking, tickets, beauty, nature, and facilities. Based on these findings, recommendations can be made, including improving accessibility, enhancing parking and payment systems, enhancing photo spots, and improving facilities at the waterfalls in Kabupaten Bandung Barat. By implementing the findings of this study, it is hoped that the government can take appropriate actions to enhance the traveler experience, optimize natural tourist attractions, and promote Kabupaten Bandung Barat as an attractive tourist destination post-pandemic.

Keywords: *topic modeling, latent semantic analysis, traveler reviews, natural tourist attractions, West Bandung Regency*