

ABSTRACT

Village-based tourism development has become a significant focus in rural economic empowerment for developing countries such as Indonesia. Many villages hold the potential to serve as centers of cultural heritage and tourism. Mekarmaju Village is one of the many villages in Bandung Regency that has been recognized as a Mandala Wisata Village since 1982, demonstrating its role as a model in village-based tourism development. Despite their rich cultural heritage and strategic proximity to established tourist hubs, numerous villages face challenges in optimizing their tourism potential. Common issues include limited digital presence, inadequate promotion of cultural assets, and poor information dissemination about village attractions. Consequently, these problems have led to a decline in visitor interest and the underutilization of unique rural offerings. This research focuses on developing an integrated website with sentiment analysis to enhance information dissemination for Mekarmaju Tourism Village. The study employs a mixed-method approach, combining qualitative stakeholder interviews with quantitative sentiment analysis of social media data. Using Python's twscrape library, public sentiment data was collected through web scraping from X (formerly known as Twitter). The collected data then cleaned to remove to ensure the data's quality and relevance before preparing the raw social media data for sentiment analysis. Finally, it is analyzed using an Indonesian BERT-based model for sentiment classification. Among the numerous advantages of having a dedicated website are its 24/7 accessibility, allowing potential tourists to explore information about the village from anywhere at any time. The website features includes promotion package, infographic, video, news articles, event calendar, and village profile, serves as way to promote Mekarmaju Village as a tourist destination. The website was developed using PHP with the Yii framework, incorporating features such as cultural information, tour packages, and an interactive dashboard displaying sentiment analysis results. One of the platform's primary advantages is an administrator dashboard that streamlines content management, which removes the need for manual coding to update the website. Administrators can efficiently manage and update news articles, event calendars,

promotional packages, and village information (including mission, vision, and village profile) directly from the dashboard. Additionally, it enables straightforward uploading of images for infographics, news articles, and promotional packages, further simplifying website maintenance. The website successfully deployed with the name of mekarmaju.id. System Usability Scale (SUS) testing with 20 respondents successfully receiving an average score of 89.3, indicating excellent usability. The research demonstrates how integrating traditional cultural tourism with modern digital solutions can effectively promote tourism villages while preserving their cultural heritage.

Keywords – **tourism village; sentiment analysis; website development; waterfall methodology;**