

ABSTRAK

Perkembangan sektor pariwisata di Indonesia mendorong kebutuhan pengelolaan informasi untuk memahami persepsi pengunjung terhadap destinasi wisata. Namun, pengelola desa wisata masih menghadapi tantangan dalam mengolah ulasan pelanggan secara sistematis sebagai bahan evaluasi dan perumusan strategi. Penelitian ini bertujuan menganalisis sentimen wisatawan terhadap Desa Wisata Pagubugan Melung berdasarkan ulasan Google Maps menggunakan algoritma Naïve Bayes, serta merumuskan strategi *Customer Relationship Management* (CRM) yang relevan. Metode penelitian menggunakan *Mixed Methods Research* yang mengintegrasikan pendekatan kuantitatif dan kualitatif. Data dikumpulkan melalui web *scraping* menggunakan platform *Apify* diperoleh 253 ulasan, diseleksi menjadi 123 data setelah *preprocessing* (*cleaning, case folding, normalization, stopword removal, tokenizing*). Pemodelan menggunakan Multinomial Naïve Bayes dengan ekstraksi fitur TF-IDF, data dibagi rasio 80:20. Hasil klasifikasi menunjukkan sentimen netral mendominasi sebanyak 63 ulasan (51,2%), positif 36 ulasan (29,3%), dan negatif 24 ulasan (19,5%). Evaluasi model menghasilkan akurasi 72%, *precision* 73,06%, *recall* 72%, dan *F1-score* 72,26%. Sentimen positif didominasi suasana alam sejuk, asri, dan harga terjangkau, sedangkan sentimen negatif berkaitan dengan kebersihan kolam, kondisi toilet, dan sarana rusak. Berdasarkan temuan tersebut, disusun strategi CRM melalui tiga tahapan *acquire, enhance*, dan *retain* untuk meningkatkan kualitas pelayanan dan loyalitas pengunjung. Penelitian ini membuktikan bahwa analisis sentimen berbasis Naïve Bayes efektif sebagai alat pendukung pengelola destinasi wisata dalam menyusun strategi CRM berbasis kebutuhan pengunjung.

Kata kunci: analisis sentimen, Naïve Bayes, Google Maps, *Customer Relationship Management*, desa wisata.

ABSTRACT

The development of Indonesia's tourism sector drives the need for more effective information management to understand tourists' perceptions of tourist destinations. However, tourism village managers still face challenges in processing customer reviews systematically as evaluation material and strategy formulation. This study aims to analyze tourist sentiment toward Pagubugan Melung Tourism Village based on Google Maps reviews using the Naïve Bayes algorithm, as well as to formulate relevant Customer Relationship Management (CRM) strategies. This research employs Mixed Methods Research (MMR) integrating quantitative and qualitative approaches. Data were collected through web scraping using the Apify platform, yielding 253 reviews, which were filtered to 123 data entries after preprocessing stages including cleaning, case folding, normalization, stopword removal, and tokenizing. Modeling was conducted using the Multinomial Naïve Bayes algorithm with TF-IDF feature extraction, and the data were divided in an 80:20 ratio for training and testing. Classification results show that neutral sentiment dominates with 63 reviews (51.2%), followed by positive sentiment with 36 reviews (29.3%), and negative sentiment with 24 reviews (19.5%). Model evaluation yielded an accuracy of 72%, precision of 73.06%, recall of 72%, and F1-score of 72.26%. Positive sentiment was dominated by assessments of the cool, natural atmosphere and affordable prices, while negative sentiment related to pool cleanliness, toilet conditions, and damaged facilities. Based on these findings, CRM strategies were formulated through three stages: acquire, enhance, and retain to improve service quality and tourist loyalty. This study proves that Naïve Bayes-based sentiment analysis can serve as an effective decision support tool for tourism destination managers in formulating visitor needs-based CRM strategies.

Keywords: sentiment analysis, Naïve Bayes, Google Maps, Customer Relationship Management, tourism village.