

Mapping the Perspectives of Urban Tourism Attractions: A Sentiment Analysis on Gastronomic Tourism in Bandung City

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Abstract: *Gastronomy tourism encompasses the entire food experience in a region. More than just tasting food and drink, gastronomy tourism invites tourists to delve into the unique culture and traditions associated with the food. This includes the way people eat, how the food is prepared, the ingredients used, as well as the historical aspects and cultural values attached to the dishes. This research aims to discuss the sentiment analysis of Google Review users towards gastronomic tourism in Bandung City. This research starts from determining the formulation of existing problems, then identifying these problems, then conducting a literature study. Furthermore, collecting data from Google Review. From the data obtained previously, a process of selecting appropriate and relevant data is carried out so that it can be used further. The results of this study indicate that gastronomic tourism in Bandung City is generally pleasant for tourists who come to visit it, even so it still has several shortcomings that give a sense of dissatisfaction to tourists due to several existing shortcomings such as facilities, location access, parking, security and congestion. However, this does not make tourists feel disappointed. Tourists want improvements to tourist attractions in the Bandung City in order to reduce existing inconveniences, and the Bandung City is considered to provide joy or Joy and a city full of surprises. Recommendations for further research, can be done on other aspects of tourism such as wellbeing tourism (happy tourism) in the Bandung City, branding of tourist destinations and the special uniqueness of urban tourism in Bandung City as a deepening of this research.*

Keywords: urban tourism, gastronomic, attraction, sentiment analysis.

1. INTRODUCTION (*Heading 1*)

The tourism sector according to the opinion of (Soedarso, 2014), (Rusman, 2004) is one of the strategic sectors in driving the Indonesian economy and is part of the global economy. The 3T revolution, transport, telecommunication, tourism, shows that tourism activities have become one of the forces capable of accelerating the unification of the world in economic integration and human movement across regions and even across countries.

Cooper (1993) argues that tourism is a series of travel activities carried out by individuals or families or groups from their place of origin to various other places with the aim of making tourist visits and not to work or earn income at the destination. The intended visit is temporary (1 day, 1 week, 1 month) and in time will return to the original place of residence. So there are two important elements, namely: the trip itself and a temporary stay at the destination with various tourist activities.

Indonesian Law Number 9 of 1990 states that tourism is a travel activity that is carried out voluntarily and temporarily to enjoy objects and tourist attractions (article 1 paragraph 1). So tourism activities are leisure activities that spend money or consumptive actions.

This paper focuses on tourist attractions in the context of urban-based tourism (urban tourism) or commonly referred to as urban tourism which is still rarely discussed by taking place in the city of Bandung. This is also in line with and strengthens

the Ministry of Tourism's 2019-2024 strategic plan for tourism development in Indonesia which strengthens and improves tourist attractions in Indonesia, especially in tourism priority areas, one of which is in the city of Bandung.

Most of the activities in urban tourism are man-made, facilities that are used for recreation by city residents as well as tourists. Due to the difficulty of separating the use of functions for tourists and non-tourists, researchers have gradually begun to write research on urban tourism. Much has been written about policy, business planning and promotion and urban development since the 1980s. Urban planners and politicians have the perception that tourism development can reduce the quality of the city center. However, cultural policies and tourism development policies have been used to address urban development issues. Therefore, tourism policy can be seen in the context of other social and economic issues and policies including identifying tourists in urban areas and their motivations and spatial behavior used for tourism activities (Burton, 1995).

According to Jansen-Verbeke (Burton, 1995) urban tourism describes tourist activities that occur in metropolitan areas and involve interaction between visitors and the environment with respect to the city. Visitors to urban tourism are motivated by destination areas that include business, conferences, and entertainment, as well as sports, education, special interests or culture. Urban Tourism existed alongside

the formation of cities including the deindustrialization of large cities, and the rise of the information economy. Many people come to the city, associated with the "post-modern" big city supported by the growth of big events, image and lifestyle. Until recently, tourism studies have focused less on urban areas (urban tourism) as destinations.

As one of the top ten tourist cities in Indonesia, the Bandung City has a great interest in the tourism sector. Approximately 30% of its Regional Original Revenue (PAD) in 2019 or around 210 M came from the tourism sector. It can be said that the life and death of Bandung depends on the success of its tourism sector.

One that has a large contribution to its Regional Original Revenue is gastronomic tourism or what is commonly referred to as culinary tourism. The Bandung City has many types of culinary both in form, name, taste, texture, and interesting places to be visited by tourists, so it is not surprising that Bandung City has become one of the references for gastronomic tourism destinations.

Various gastronomic tourism centers grow and develop in the Bandung City, can be seen in the table below:

Table 1: Gastronomy Tourism Centers, Bandung City

| N | Type | Address |
|----|------------------|---|
| 1 | Food court | Street. Cikapundung Barat |
| 2 | Food court | Street. Semar |
| 3 | Restaurant | Street. Kemuning |
| 4 | Restaurant | Street. PHH. Mustofa No.210 |
| 5 | Javanese | Street. Dipati Ukur No.67 |
| 6 | Restaurant | Street. Dipati Ukur No.21 |
| 7 | Food court | Street. Pajajaran No.69 |
| 8 | Porridge | Street. Cikapundung Barat No.1 |
| 9 | Night market | Street. Cibadak No.50-155 |
| 10 | Food court | Semar Sentra Kuliner, Street. Pajajaran No.69 |
| 11 | Food court | Street. Terusan Buah Batu No.203,205 |
| 12 | Restaurant | 4J39+8HJ, Street. Japati |
| 13 | Food court | Street. Jend. Sudirman No.107 |
| 14 | Catering food | Cisangkuy St No.64 |
| 15 | Indonesian | Street. Pelajar Pejuang 45 No.82 |
| 16 | Restaurant | Street. Cihampelas No.84 |
| 17 | Restaurant | Street. Musaen No.31/30 |
| 18 | Food court | Paskal Hyper Square, Street. Pasir Kaliki No.25-27 |
| 19 | Food court | Semar Sentra Kuliner, Street. Pajajaran No.69 |
| 20 | Tourist | Street. Pagermaneuh No.556-584 |
| 21 | Food court | Street. Pelajar Pejuang 45 No.82 |
| 22 | Chinese | Street. Cibadak No.117 |
| 23 | Food court | Street. Abdul Rahman Saleh |
| 24 | Brunch | Street. Panca Karya |
| 25 | Food court | B 23, Ruko Cipta Pesona, Street. Cipamokolan |
| 26 | Satay restaurant | Terminal St. Hall, Street. Stasiun Barat Selatan No.11-12 |
| 26 | Coffee shop | Street. Cikapundung Barat No.68 |

(Source: Google Maps, 2023)

However, despite its considerable contribution to the economic growth of Bandung City, the Bandung City gastronomy tourism sector still has several problems that need to be examined in order to be able to remain contributive and sustainable in the future. One of the things that is quite interesting to observe is that most of the actors in the gastronomic sector are the Small and Medium Enterprises sector so that there is usually no standardization in food, taste, price, place and service provided, causing discomfort to tourists who come.

This paper is also research that needs to be done and needs to be improved in line with the opinion of Singalen (2021), namely in the form of developing sentiment analysis on internet media and is relevant to case studies or the scope of discussion in the context of socio-economic dynamics of society, especially in the tourism sector.

2. METHODS

The research method describes the research design which includes the procedures or steps that must be taken. The research method that researchers use in this research is Mix Method (Creswell, 2014). Qualitative methods can be shown by text analysis using keywords as search material. While the quantitative method is indicated by the amount of data on the opinions of Twitter users. This is done to obtain data and analyze public opinion sentiments associated with tourist attractions in Bandung City.

Qualitative stages include crawling data with text characters from Google Maps, processing data, interpreting and analyzing data. This research uses several keyword variables. The variable measured is a number of Google Review data that can be identified which contains elements of keywords using text mining algorithms. The software tools or software needed in conducting this research are:

- 1) Google Chrome software as programming to retrieve Google Review data from the internet.
- 2) Instant Data Scraper software as programming to retrieve Google Reviews from the internet.
- 3) Orange software to process qualitative data and perform sentiment analysis.

The next step is data processing which in this study uses the data preprocessing stage on the data from crawling Google Review data. The data analysis carried out in this study is to apply Big Data Analytics, namely Sentiment Analysis to get data about what sentiments are generated about gastronomic tourism in Bandung City. The place of this research is Bandung City. This research location was chosen based on the progress of its tourism sector, which is included in the top 10 best tourist cities in Indonesia and is one of the references for gastronomic tourism in Indonesia. The data collected for this research consists of Google Review data obtained by crawling data using element settings that contain keywords data, namely "*sentra wisata kuliner kota bandung*" ("culinary tourism center of Bandung City). Then setting the tweet search from April 1, 2023 to April 7, 2023 with the condition that the language used is a mixture of English and Indonesian. The data retrieval uses the help of Google Chrome Software and Instant Data Scraper Software.

The Google Review data is crawled from the official Google Maps and Google Review databases, where before crawling the data, we must register and obtain a Google account so that we are allowed to access the data. Data Analysis Techniques In this study, several stages of analysis were carried out. The first is to do a series of Sentiment analysis, which is to get the results whether the Google Review contains positive, negative, or neutral. In conducting Sentiment Analysis, there are data processing stages so that the data is suitable for analysis.

The data processing stage is Preprocessing. Preprocessing is used to avoid imperfect data results, there are disturbances in the data, and there are inconsistent data. The stages of text preprocessing that are carried out are:

1. Filtering duplicate tweets, stages for the same data will be deleted to avoid duplicates.
2. Case Folding, a stage where all letters in text characters are converted into lowercase letters. Only the letters "a" to "z" are accepted.
3. Cleaning, a stage where characters other than letters that have been processed in Case Folding are removed and considered delimiters and also remove mentions and hastags.
4. Tokenizing / parsing, the stage of cutting the input string into words. Usually separated by a "|", or "," sign.
5. Filtering, the stage of saving fragments of important words from the results of Tokenizing / parsing. Usually using a stoplist algorithm (avoiding words that are less used) or a wordlist algorithm (saving important fragments of words).

The data from this stage will produce data in Comma-Separated Values (CSV) format. In conducting Sentiment analysis, this stage requires Orange Software which will process the CSV data. Orange is an open source software for Data Analytics / Data Mining processing. This software uses the Python programming language. Each component in Orange is called widgets whose functions include displaying data tables and selecting features, reading data, displaying data elements, and so on.

Sentiment analysis is carried out using the Multilingual Sentiment option with the Indonesian language option because from the beginning it uses Indonesian language rules. The output of this analysis will produce WordCloud data, Sentiment data with a range of values below 0 (minus), to values above 0 (positive). The values are then labeled with the options "negative", "neutral", "positive". The labeling is as follows: (a) <0 = Negative, (b) 0 = Neutral, (c) >0 = Positive.

3. RESULT AND DISCUSSION

3.1 RESULT

Search results using the keyword "*sentra wisata kuliner kota bandung*" ("culinary tourism center of Bandung City). using Google Chrome Software and Instant Data Scraper Software in the period April 1, 2023 to April 7, 2023. The search results using these keywords resulted in 41 Google Review users in 2 locations, namely the *Lengkong Kecil* Culinary Center and the *Paskal* Hyper Square Culinary Center. Both were chosen because they are considered to represent a relatively new culinary center and a relatively long-standing culinary center in Bandung City. Google Review data was downloaded into CSV format and then processed using Orange Software. Furthermore, text processing is carried out until the analysis sentiment is obtained using Orange Software with the following research scenario:

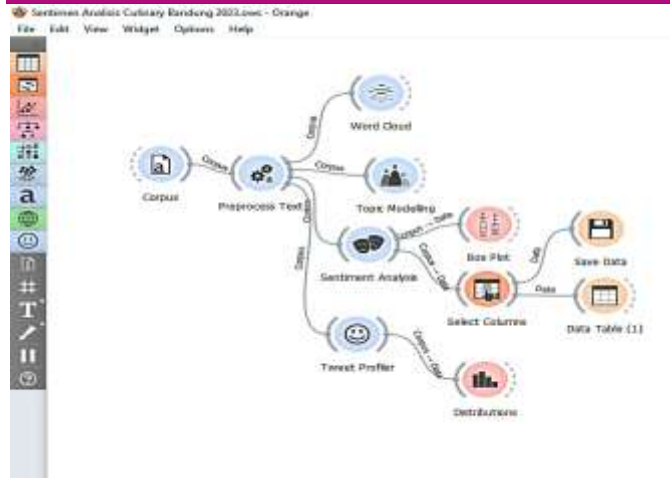


Fig. 1. Research Scenario

1. Processing Text

Processing Text using Orange Software by performing transformation, tokenization, normalization and filtering using an Indonesian dictionary that is tailored to the needs and made by the researcher himself.

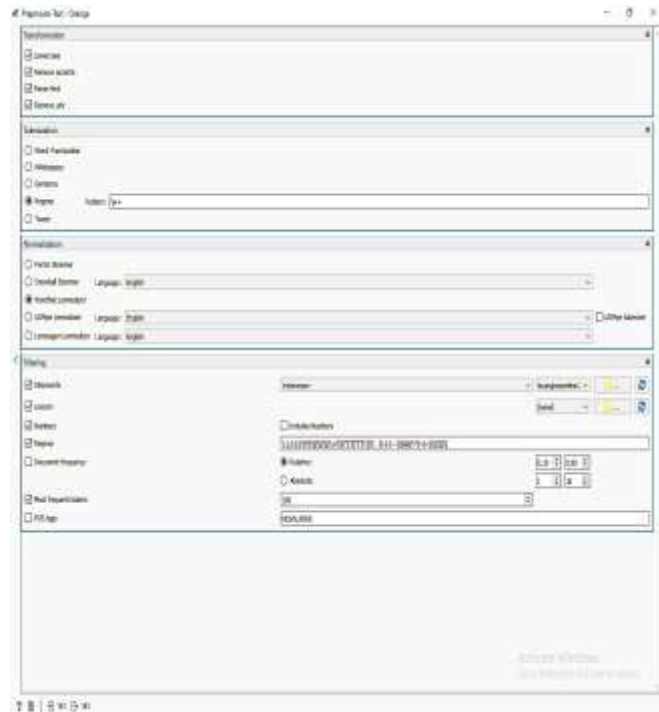


Fig. 2. Processing Text

2. Word Cloud

From the results of Processing Text using Orange Software by performing transformation, tokenization, normalization and filtering using an Indonesian dictionary that is tailored to the

needs and made by the researchers themselves, the Word Cloud is obtained as follows:



Fig. 3. Word Cloud

3. Topic Modeling

From the results of Processing Text using Orange software by performing transformation, tokenization, normalization and filtering using an Indonesian dictionary that is tailored to the needs and made by the researchers themselves, the following topic modeling arrangement is obtained:



Fig. 4. Topic Modeling

4. Sentiment Analysis

Furthermore, sentiment analysis is carried out with the Vader method, the Sentiment Analysis is obtained as follows:

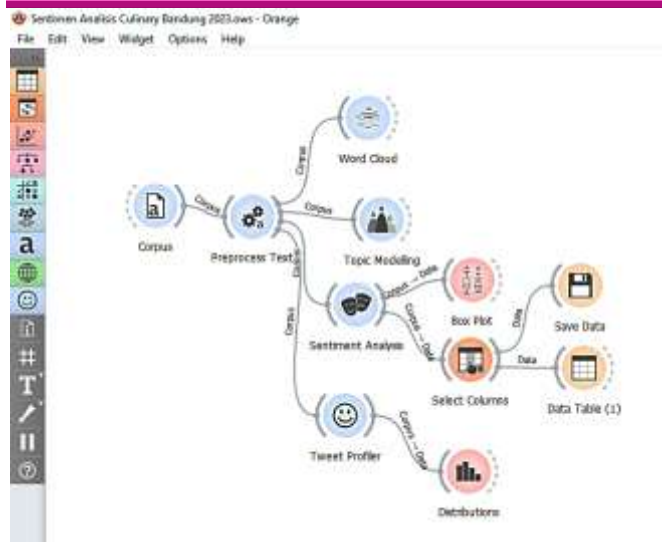


Fig. 5. Sentiment Analysis with Vader method

While the results of sentiment analysis with the Vader method in the form of Box Plot are obtained as follows:

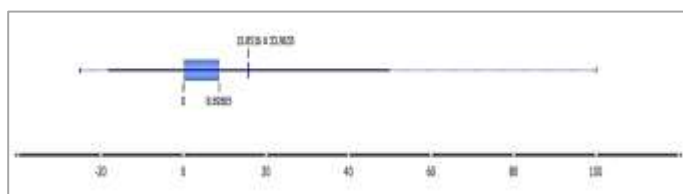


Fig. 6. Sentiment Analysis in Box Plot form

The sentiment analysis value obtained is 8.69565 or has a value above 0 or positive. In other words, the sentiment of Google Review users towards gastronomic tourism in Bandung is positive or good.

When viewed in the form of a sentiment analysis table, the results are as follows:

Table 1: Sentiment Analysis Categories

| sentiment | Komentar |
|-----------|---|
| 0 | Berbagai makanan dan tempat! |
| 0 | Kami sangat beruntung tinggal di lingkungan yang penuh dengan kafe, kedai kopi, dan pusat jajanan kaki lima yang bagus. |
| 0 | Jika Anda lapar, ini adalah tempat yang bagus untuk mencari makanan... mereka menawarkan keragaman makanan... mulai dari dimsum, bbq korea, pasta, steak, pecel, dan berbagai jenis makanan ringan... cukup mudah untuk menemukan tempat yang enak atau tidak... restoran yang ramai, mungkin itu yang favorit... dan kamu harus mencoba... |
| 0 | Begitu banyak warung makan... surga makanan bagi pecinta kuliner |
| 0 | Jalan besar yang dipenuhi penduduk setempat dan kedai makanan lokal. |
| 0 | Prasmanan shabu-shabu yang terjangkau di makanan jalanan |
| 0 | Makanan oke, sangat ramai jadi cepat panas. |
| 0 | Lalu lintas lalu lintas lalu lintas sepanjang jalan. |
| 0 | Berbagai macam makanan. |
| 0 | Banyak jajanan bandung yang "hipe" disana... Seperti cilok, sebak juga bbq n suki |
| -8.33333 | Many choice of food, not too expensive. Difficult to find parking for car. |
| 0 | Loved it! The Vibe, the ambience, the food choice and the price range are amazing. Mostly crowded at 5 - 7 pm, so I recommend to come at 7 pm when the crowd already winded down ?? |
| -25 | Too crowded the food not so cheap still expensive.. Some of the tenant not hygiene.. |
| 100 | Good! |
| 0 | anyone who like Night street food must try this |
| 100 | Good. |
| 0 | So many street foods ??????? |
| 0 | Hard to find parking lot especially for car |
| 11.1111 | If you love culinary, this is the right place for ya! |
| 50 | Love it |
| 0 | The place not the food |
| -20 | It was great if it was not rain |
| 100 | Good |
| 0 | Nigh cool |
| 50 | Love it |
| 33.3333 | Great experience of food |
| 100 | nice |
| 100 | amazing |
| 0 | Healing |
| 0 | Tempatnya asik banget. Jajannya banyak dan bermacam-macam. Mulai dari dimsum, bola ubi, es pisang ijo, cruffe, pancake, babycrab, nge-grill, sempol, gyoza dan lain-lain. Main kesini bener? kalap. Keletatannya baru beli sedikit tapi ? |
| 0 | Selalu menjadi tempat saya untuk pergi di Bandung. |
| 8.69565 | A large food market with good ambience. Located near business center, hotel, and shopping center. I love how they created the outdoor space with garden, pond and also it is a good idea to throw a coin at the fountain. ? |
| 3.84615 | It's my first time came here. This place hv many foods that we can choose for eat. Also the view very good. Many beautiful spots that we can take photos. Recommended place you must visit when in Bandung ??????? |
| 3.84615 | Supposedly one of the best food market in Bandung. Its near the Paskal 23 Mall. There's a huge variety of food on offer here as you browse around the stalls. Seats are aplenty but take note that its mostly outdoor seating. Nevertheless, you ? |
| 6.38298 | I love being here. Good vibes, spacious outdoor area, and so many choices of food and clean toilets. The prices are quite standard and affordable, taste of food also good. I can spend so many hours with family and |

5. Tweet / Google Review Profiler

The Tweet/Google Review Profiler retrieves sentiment data from the server for any given data (or document). The widget sends the information to the server, where the model calculates the probability and/or score of the emotion. The widget supports 3 emotion classifications, namely Ekman's, Plutchik's and Profile of Mood States (POMS). There are 3 categories of emotion classification, namely Ekman's, Plutchik's or Profile of Mood States.

Multi-class classification will produce a single emotion that is very likely to be perdocument, while multiple labels will create values in columns for each emotion. This research will use Content attributes for analysis, Ekman emotion classification with multi-class options and choose to observe the Emotion variables that have been grouped with orange data mining. In this study using data 41 Google Review data about tourist attractions in Bandung City. Data that has been crawled using widgets from orange data mining with Corpus and connected to Tweet/Google Review Profiler.

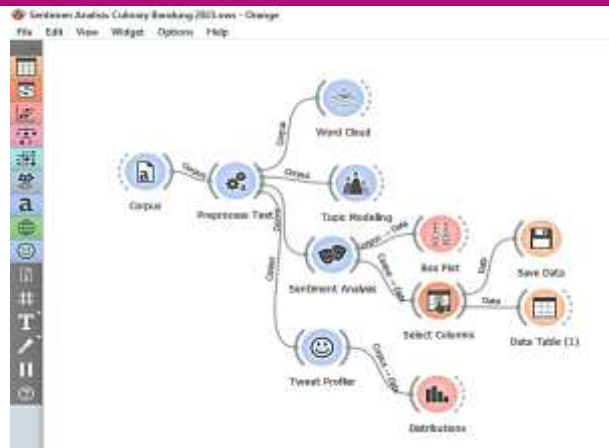


Fig. 7. Tweet/Google Review Profiler

6. Distribution

The Distribution widget displays the distribution of discrete or continuous attribute values. If the data contains a class variable, the distribution can be conditioned on the class. After doing the Tweet/Google Review Profiler on the widget, the next step is to connect the corpus to the distribution. The results will show 6 forms of emotion from the twitter data that has been input. In this study, the widget displays the emotions of Google Review users with the keyword "culinary tourism centers in Bandung City". From the results of these 6 emotions, the data shows that the responses from twitter as of April 16-23, 2023 are Joy and Surprise.

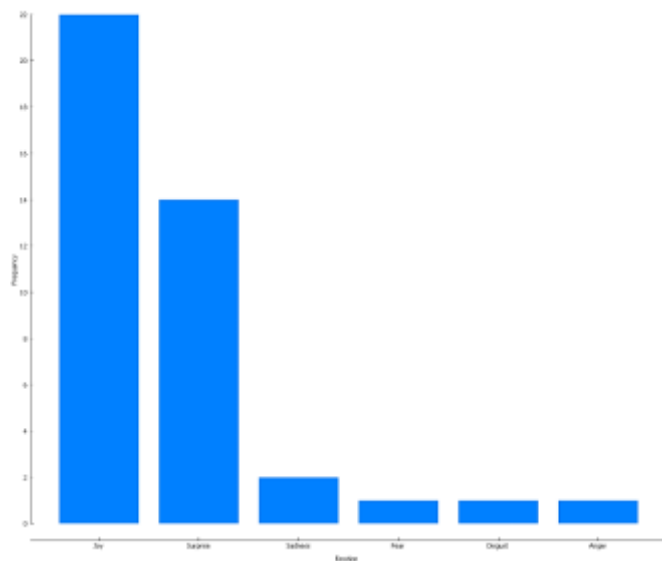


Fig. 8. Distribution

It can be seen that those who felt Joy were 22 reviews or 53.65% while those who felt Surprise were 14 tweets or 34.14%. This is interesting because two extreme emotions

dominate namely Joy and Surprise and only 1 review or 2% for each of Fear, Disgust and 2 reviews or 4% for Anger. In the opinion of the researcher this shows that gastronomic tourism in Bandung City is fun and full of happy surprises even though it still gives a sense of dissatisfaction due to some existing shortcomings such as facilities, location access, parking, security and congestion, however it does not make them feel disappointed. Tourists want to improve tourist attractions in Bandung City in order to reduce the existing inconvenience.

Based on the analysis results, it is found that the sentiment value of Google Review user analysis of tourist attractions in Bandung City is 8.69565, which has a value above 0 or positive. In other words, the sentiment of Google Review users towards gastronomic tourism in the city of Bandung is generally good. While the emotions of Google Review users are Joy is 22 reviews or 53.65% while those who feel Surprise are 14 tweets or 34.14%. This is interesting because two extreme emotions dominate, namely Joy and Surprise.

3.2 DISCUSSION

Tourism potential and attraction is one of the main factors in tourism development. Pendit (2002) explains that tourism potential is a variety of resources contained in a particular area that can be developed into tourist attractions that are utilized for economic purposes while still paying attention to other aspects.

While in the opinion of Yoeti (2002) Attractions or tourist attractions are everything that can attract tourists to visit a tourist destination, such as: natural attractions (landscape, seascape, beaches, climate and other geographical features of the destination), cultural attractions (history and folklore, religion, art and special events, festivals), social attractions (way of life, population, language, opportunities for social gatherings), and building attractions (buildings, historic and modern architecture, monuments, parks, gardens, marinas).

The definition of tourist attraction according to the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism Chapter I, article 5, also states the definition of tourist attraction, namely tourist attraction "is everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture and man-made products that become the target or destination of tourist visits." While in Chapter I, article 10, the definition of tourist attraction is "everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture and man-made products that become the target or destination of tourist visits.

While in Chapter I, article 10, it is mentioned that strategic tourism areas are areas that have the main function of tourism or have the potential for tourism development that has an important influence in one or more aspects, such as economic growth, social and cultural, empowerment of natural resources, environmental carrying capacity, and defense and security. Meanwhile, according to Cooper, there are 4 (four) components that must be owned by a tourist attraction,

namely: (1) First, attractions, such as attractive nature, charming regional culture and performing arts; (2) Second, accessibility (accessibilities), such as local transportation and the presence of terminals; (3) Third, amenity or facilities (amenities), such as the availability of accommodation, restaurants, and travel agents; (4) Fourth, ancillary services, namely tourism organizations for tourist services such as tourism marketing management organizations (Cooper, 2005).

Then Yoeti (2002) argues that the success of a tourist spot to achieve a tourist area is highly dependent on 3A, namely attractions (attraction), easy to achieve (accessibility), and facilities (amenities). While Middleton (2001) provides a deeper understanding of tourism products, namely tourism products are considered as a mixture of the three main components of attraction, destination facilities and destination accessibility, namely:

First, attractions: The elements within a tourist attraction that broadly determine consumer choice and influence the motivation of potential buyers include: natural attractions (including landscapes, beaches, climate and other geographical formations of a destination and other natural resources), man-made attractions (including buildings and tourism infrastructure including historic and modern architecture, monuments, pavements, parks and gardens, convention centers, marinas, ski areas, archaeological sites, golf courses, Cultural attractions, (including history and folklore, religion and art, musical theater, dance and other performances, museums and some of these can be developed into special events, festivals, and carnivals), social attractions, including a region's way of life, native people, language, and social gathering activities.

Second, amenity/facilities: there are elements within an attraction or related to an attraction that allow visitors to stay overnight and in other words to enjoy and participate in a tourist attraction. These include: accommodation (hotels, tourist villages, apartments, villas, caravans, hostels, guest houses), restaurants, transportation (taxis, buses, bicycle and ski rental in snowy attractions), activities (ski schools, sailing schools and golf clubs), other facilities (language centers and skills courses), retail outlets (shops, travel agents, souvenirs, camping manufacturers), other services (beauty salons, information services, equipment rental and tourism policy).

Third, accessibility: these elements are those that affect the cost, smoothness and comfort of a tourist who will travel to an attraction, such as infrastructure, roads, airports, railways, seaports, equipment (size, speed, range of public transportation facilities), operational factors such as operating lines / routes, frequency of service, and prices charged, government regulations which include supervision of the implementation of transportation regulations.

Although some of the above experts mention there are three products or components of tourism that must be owned, but the Directorate General of Tourism of the Republic of Indonesia which mentions the development of tourism products associated with 4 factors, namely: First, attractions: site attractions (historical places, places with a good climate, beautiful scenery), event attractions (events or events such as

congresses, exhibitions, or other events); Second, amenities (facilities) available facilities, namely: lodging, restaurants, local transport that allows tourists to travel, communication tools; Third, accessibility (accessibility) is the place is not too far away, available transportation to the location, cheap, safe, and comfortable; Fourth, tourist organizations to develop a framework for tourism development, regulate the tourism industry and promote the region so that it is known to many people.

According to WTO (2004) the Culinary phenomenon is part of human activities, which includes behavior, life style, purchasing power capacity, consumption environment faced in daily life. While Morison (2016) describes gastronomic or culinary tourism is the activity and motive of traveling in the form of culinary activities of goods and services outside the daily residence to create memories and experiences during the trip. The benefits of developing culinary tourism and shopping, is as a world / global traded service, this sector provides 1 out of every 11 jobs and for many developing countries is one of the main sources of foreign exchange earnings, creating jobs and opportunities to develop development (UNWTO: 2013). Culinary tourism in Bandung includes Martabak Bandung, Soto Bandung, Mie Kocok, Bandros, Cireng, Peuyeum Bandung, Misro, Oncom, Serabi, Batagor, etc.

Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is online media that supports social interaction and social media uses web-based technology that turns communication into an interactive dialog. The definition of social media according to Chris Brogan (2010) is a set of new communication and collaboration tools that enable various types of interactions that were previously unavailable to ordinary people.

Internet technology automatically influences the development of data analytics into several sectors, one of which is social media. Data analytics itself is a data processing method that is able to unite the substance of each data collected from various sources to be converted into a big picture of the information needed. So, nowadays many social media use data analytics tools to develop their features better.

Social media is an online medium that supports social interaction. Social media has become the main pillar in the delivery of information such as, used for socialization of programs and policies, introducing products and their potential, restoring and improving the image of tourism and social media can be used as a means of community learning (Suryani, 2017).

With the existence of social media, communication and information dissemination occurs very quickly so that a consumer will increasingly want to know information quickly and can be accessed at any time. Since the emergence of this, it has become easier for people to connect to interact with each other. They communicate, behave, work, and think as a digital society (digital native) (Supratman, 2018). This certainly

opens up opportunities to utilize social media as material for public policy studies and opens up new dimensions in the entire public policy cycle cyclically starting from agenda setting, policy formulation, policy implementation, policy evaluation and policy recommendations.

In assisting the dissemination of this unstructured information, analytics tools have emerged that are useful for public policies taken by the government. Social media analytics (SMA) is starting to get a lot of attention, which is defined as "an emerging interdisciplinary research field aimed at combining, extending, and adapting methods for social media data analysis" (Noprianto, 2018). Search engines in this case Google in this case related to its use is one of the social media that is often used from various circles today. The aim to be achieved in this study is to determine the extent to which the utilization of social media analytics among Google users in a public policy phenomenon in this case sentiment analysis of gastronomic tourism in Bandung City.

4. CONCLUSION

The conclusions that can be drawn, among others, from the results of crawling data from 41 Google Review data on gastronomic tourism in Bandung City are as follows

- 1) The sentiment analysis value is 8.69565 or positive, in other words, the sentiment towards gastronomic tourism in Bandung City is generally good.
- 2) The description of the emotions of Google Review users towards gastronomic tourism in the city of Bandung is Joy and Surprise. While the emotions of Google Review users are Joy is 22 reviews or 53.65% while those who feel Surprise are 14 tweets or 34.14%.
- 3) Gastronomic tourism in Bandung City is generally pleasant for tourists who come to visit it, even so it still has several shortcomings that give a sense of dissatisfaction to tourists due to several existing shortcomings such as facilities, location access, parking, security and congestion. However, this does not make tourists feel disappointed.
- 4) Tourists want to improve tourist attractions in the city of Bandung in order to reduce the existing inconvenience, and the city of Bandung is considered to provide joy or Joy and a city full of surprises or Surprise.

The limitation of this research is that the sample data collection is not comprehensive and holistic from all culinary tourism location centers in Bandung City where the research sample is only taken from the point of view of the newest culinary tourism centers and the oldest culinary tourism centers.

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