

UNIVERSITI TEKNOLOGI MARA

**Sentiment Analysis on Visitors' Review at Taman
Tamadun Islam Terengganu**

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ABSTRACT

Today, the world is experiencing rapid growth of technologies such as artificial intelligence (AI) and internet-based applications such as social media platforms that can be used for many purposes whether for personal use or business use. Social media for personal use is usually for individuals who use social media for connecting with people through online chat and give opinions on the things he/she is interested in. For business, the technology of social media allows for business improvement whether to increase sales or promoting products and services to the customers. Social Media uses can give opinions or reviewers to the business, and this is beneficial to the business. This is where business intelligence in business and organization is necessary because today the world generates large amounts of data, and that data needs to be managed and analyzed well to produce useful information. Sentiment analysis referring to activities of collecting and analyzing people's opinions, thoughts and emotions regarding various topics, business products and services. People's opinions are important to business and organization following the growth of technology enables the process of collecting information and making decisions based on the opinions. Sentiment analysis identifies and extract information from text using natural language processing (NLP) and text mining. This research discusses the application of sentiment analysis on tourism business where visitors' review data is used to gain understanding of their advantages. Finally, the insight from sentiment analysis will be presented in the form of dashboard using visualization tool and examined to determine further direction.

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