

## SENTIMENT ANALYSIS OF HOTEL REVIEWS IN ANYER BEACH TOURISM AREA: A LEXICON-BASED TEXT MINING APPROACH

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### *Abstract*

This study aims to analyze tourist sentiment towards hotels in the Anyer beach tourism area through online reviews. Sentiments and emotions expressed in these reviews were analyzed using a lexicon-based approach from the National Research Council (NRC) lexicon, which includes emotion categories such as anger, fear, sadness, joy, and disgust. Hotel review data were collected from TripAdvisor, and the analysis involved text preprocessing steps such as cleaning, case folding, stemming, and stopword removal. The sentiment analysis results reveal that most tourists provided positive reviews, with only 14.06% of the reviews displaying negative sentiment. Word cloud visualization identified the words "bad" and "dirty" as frequently appearing in negative reviews, likely pointing to cleanliness and service quality issues as the primary reasons for dissatisfaction. Emotional analysis showed dominant feelings of sadness, anger, disgust, and fear, likely triggered by unmet expectations regarding cleanliness and comfort during their stay. Based on these findings, it is recommended that hotel management in the Anyer beach tourism area address these concerns by implementing regular cleaning routines and staff training to enhance hotel service quality.

**Keywords:** Sentiment analysis, Hotel review, Lexicon-Based, NRC, Tourism

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### INTRODUCTION

Tourism forms an essential angle in the Indonesian economy. The pandemic's adverse impact on overall economic growth during the COVID-19 pandemic contributed to the fall of the tourism business in Indonesia (Yamin et al., 2021). Year 2021 was significant in the sense that it registered a rebound growth for the Indonesian economy with a growth rate of seven percent (Hotma Parlindungan & Manurung, 2023). This is a good indicator of the demand for tourism since economic growth itself is one of the determinants of tourism demand in Indonesia (Medyawati & Yunanto, 2022).

One of the tourist attractions in Indonesia is the Anyer beach tourism region. Tourism in Anyer is favored by both local and international tourists owing to availability of various activities for family vacations (Sasmita, 2023). The temptation of the visit to Anyer Beach area is one of the reasons why it is a growing center for tourist activities (Mujahid, 2023). There is hope that the desire of tourists to come to Anyer Beach is hopes to be complimented by improvement in and increase in the facilities of tourism such as accommodation popularly known as hotels. Hotels in the Anyer beach area will naturally make them more aggressive because this would give birth to this competition among hotels in the Anyer beach area. Hotels in the Anyer Beach area must be able to compete by using strategies to gain a competitive advantage over their rivals, one of which is by improving service quality.

Service quality is one of the main factors influencing customer satisfaction, meaning that the better the quality of service provided, the higher customer satisfaction will be (Herdinata, 2024). In line with the development of the digital era, many applications or websites now provide information about hotels that can be accessed online anytime. In terms of service quality, one of the pieces of information provided through online platforms is user reviews of the hotels where they had stayed. Hotel reviews from online platforms offer an insight into the service quality of a hotel by focusing more on user sentiment (Wąsowicz-Zaborek, 2023). User reviews are important, as most tourists will read reviews of the hotel they are considering before making their final accommodation choice, using them as a reference for their decision. These reviews contain opinions from tourists who have stayed at the reviewed hotels. Of course, reviews are not always positive, sometimes, they include negative feedback and contain a wide range of emotions (Pandya & Mehta, 2020).

Large number of reviews can lead to inefficiency in understanding user preferences, making it difficult for hotel management to manually analyze them. Thus, sentiment analysis can be used as a solution to process reviews from

tourists who have stayed at the hotel or at least visited the area. Sentiment analysis has proven to be very useful across various disciplines. Additionally, it can provide an efficient overview of both positive and negative sentiments (Rodríguez-Ibáñez et al., 2023). Sentiment analysis, also known as opinion analysis, is a method used to automatically extract and analyze perspectives and emotions in textual data (Mao et al., 2024). One approach that can be used in sentiment analysis is the lexicon-based method. A lexicon refers to a collection of words, and in lexicon-based sentiment analysis, two common approaches are dictionary-based lexicons and corpus-based lexicons. This study will use a dictionary-based approach by using the sentiment and emotion lexicon developed by the National Research Council Canada (NRC) (Mohammad & Turney, 2013). The NRC lexicon is well-established, formed through crowdsourcing, and linked to Plutchik's eight primary emotions (Davenport-Klunder et al., 2024). The aim of this research is to provide a descriptive overview to hotel managers in the Anyer tourism area regarding the sentiments of tourists who have stayed there, based on the reviews available on online platforms.

Research on sentiment analysis of hotels in Indonesia has been conducted previously, such as the multilevel sentiment analysis using deep learning on hotel reviews in Indonesia (Kusumaningrum et al., 2023). Other studies have also analyzed hotel user sentiment based on online reviews using methods like Word2Vec (Nawang Sari et al., 2019) and Long-Short Term Memory (LSTM) (Muhammad et al., 2021). However, research on sentiment analysis for hotels in Indonesia, especially in tourism areas, using NRC lexicon-based sentiment analysis is still very limited. Therefore, this research is expected to contribute to the sentiment analysis literature and help hotel management understand customer perceptions, particularly in the Anyer tourism area.

## RESEARCH METHODS

The study utilized data from online user reviews of several hotels in the Anyer tourism area via the TripAdvisor website. The reviews analyzed were user comment texts. The first step in the study was sentiment analysis toward the reviews to determine whether they were positive or negative. Accordingly, a text mining method was used to conduct the sentiment analysis by undertaking text preprocessing. This preprocessing step aimed to improve the accuracy of the sentiment analysis results, and it consisted of several stages.

The first step in text preprocessing was cleansing, which removed unnecessary words from the reviews to reduce noise, such as hashtags, emoticons, usernames, and other irrelevant elements (Buntoro et al., 2014). After cleansing, case folding was performed to convert all text to lowercase, processing only alphabetic characters, while removing punctuation and numbers (Syafrianto, 2022) and it was followed by stemming as a final preprocessing step, where the removal of prefix, suffix, and infix was performed to get the root form of each word (Ariadi & Fithriasari, 2015). After stemming, the next step of preprocessing data was stopword removal, where common words are removed that do not contribute to the main meaning of the review. Some examples include "and," "from," and "because" (Sarica & Luo, 2021). Stopwords used were from the Natural Language Tool Kit (NLTK) library (Bird et al., 2009). The final step taken is tokenizing with the aim of cutting the sentence into the words (Ariadi & Fithriasari, 2015). Sentiment analysis was performed using a lexicon-based approach after pre-processing the text data. This approach relied on assigning values to the words using a lexicon dictionary: words with negative meanings—for instance, "bad"—were given a negative value (<0); and words with positive meanings—for example, "good"—were given a positive value (>0). For each review, the values were summed to produce an overall sentiment score. Reviews with scores above 0 were marked as positive, while those that scored below 0 were marked as negative. The used lexicon was from the NRC of Canada and is made up of 5,636 English words with an association score with anger, fear, anticipation, trust, surprise, sadness, joy, disgust, and simultaneously both positive and negative sentiments. (Mohammad & Turney, 2013).

After labeling the sentiment, a descriptive comparison for each sentiment category was made, and text visualization by means of word cloud was performed. The word cloud is currently one of the most favorite methods of text visualization where the size of font represents the importance or prominence of certain terms, depending on how often they occur. (Islam et al., 2024).

Meanwhile, sentiment analysis using a radar chart found the dominant emotions of every review, either positive or negative. From the results, one should expect to assess hotel services in the Anyer Beach tourism area and give input to developing hotel services in the future.

## RESULT AND DISCUSSION

### Data Scrapping

Data scraping was conducted by collecting all English-language reviews from the five hotels with the highest number of reviews. A total of 3,292 user reviews were successfully gathered for the five hotels. The details of the number of reviews for each hotel can be seen in the Table 1.

**Table 1. Review Count per Hotel**

No	Hotel	Reviews Count
1	Hotel A	1185
2	Hotel B	1344
3	Hotel C	107
4	Hotel D	460
5	Hotel E	196

Based on Table 1, it is evident that the number of reviews for each hotel varies significantly. Hotel B has the highest number of online reviews, totaling 1,344, while Hotel C has the fewest reviews among the five hotels included in the study.

**Cleansing**

After the online review data was successfully collected, text preprocessing could begin with the cleansing process. Cleansing was applied to all review data to reduce noise, using R programming version 4.3.1 and the "tm" package. An example of the cleansing results from randomly selected reviews can be seen in Table 2.

**Table 2. Cleansing Process Example**

Original Review Text	Review After Cleansing
The room is very comfortable, the view is very nice, the staff is friendly, the facilities are very satisfying, the service is very good, for access to the beach is deck and there is a vehicle from the hotel directly 🍷🍷🍷🍷🍷🍷🍷🍷	The room is very comfortable, the view is very nice, the staff is friendly, the facilities are very satisfying, the service is very good, for access to the beach is deck and there is a vehicle from the hotel directly
The food is delicious. I ordered Carbonara fettuccine, baked rice, and calamari. ★★★★★	The food is delicious. I ordered Carbonara fettuccine, baked rice, and calamari.
overall I've got best services, nice staffs, good meals, and this hotel has full facilities, no need to go out. very recommended hotel for staycation with family. hopefully we'll be back there soon 🙌	overall I've got best services, nice staffs, good meals, and this hotel has full facilities, no need to go out. very recommended hotel for staycation with family. hopefully we'll be back there soon

**Case folding**

The next step in text preprocessing is case folding, which involves converting all alphabetic characters to lowercase and removing all punctuation from the user-provided online reviews. The results of the case folding process applied to the sample user reviews can be seen in Table 3.

**Table 3. Case Folding Process Example**

Before Case Folding	After Case Folding
The room is very comfortable, the view is very nice, the staff is friendly, the facilities are very satisfying, the service is very good, for access to the beach is deck and there is a vehicle from the hotel directly	the room is very comfortable the view is very nice the staff is friendly the facilities are very satisfying the service is very good for access to the beach is deck and there is a vehicle from the hotel directly
The food is delicious. I ordered Carbonara fettuccine, baked rice, and calamari.	the food is delicious i ordered carbonara fettuccine baked rice and calamari
overall I've got best services, nice staffs, good meals, and this hotel has full facilities, no need to go out. very recommended hotel for staycation with family. hopefully we'll be back there soon	overall i ve got best services nice staffs good meals and this hotel has full facilities no need to go out very recommended hotel for staycation with family hopefully we ll be back there soon

Additionally, at this stage, duplicate reviews were removed to ensure that only unique reviews remained, thereby avoiding bias in the sentiment analysis. As a result, a total of 155 duplicate reviews were identified, leaving 3,144 unique reviews.

**Stemming**

After all user online reviews have been cleaned, the reviews will undergo stemming to convert them into their root forms. An example of the stemming results applied to the user online reviews can be seen in Table 4.

**Table 4. Stemming Process Example**

Before Stemming	After stemming
the room is very comfortable the view is very nice the staff is friendly the facilities are very satisfying the service is very good for access to the beach is deck and there is a vehicle from the hotel directly	the room is very comfort the view is very nice the staff is friendly the facility are very satisfy the service is very good for access to the beach is deck and there is a vehicle from the hotel direct
the food is delicious i ordered carbonara fettuccine baked rice and calamari	the food is delicious i order carbonara fettuccine baked rice and calamari
overall i ve got best services nice staffs good meals and this hotel has full facilities no need to go out very recommended hotel for staycation with family hopefully we ll be back there soon	overall i ve got best service nice staff good meal and this hotel has full facility no need to go out very recommend hotel for staycation with family hopeful we ll be back there soon

The root words obtained will provide a clearer overview and will be useful for subsequent analyses in determining the frequency of the most frequently occurring words.

**Stopwords**

The stopwords phase involves removing words that do not carry significant meaning in the user online reviews, ensuring that the sentiment analysis conducted is more accurate. An example of the stopwords processing results can be seen in Table 5.

**Table 5. Stopword Removal Process Example**

Before Stopwords	After Stopwords
the room is very comfortable the view is very nice the staff is friendly, the facility are very satisfy the service is very good for access to the beach is deck and there is a vehicle from the hotel direct	room very comfortable view nice staff friendly facility satisfy service very good access beach deck vehicle hotel direct
the food is delicious i order carbonara fettuccine baked rice and calamari	food delicious order carbonara fettuccine baked rice calamari
overall i ve got best service nice staff good meal and this hotel has full facility no need to go out very recommend hotel for staycation with family hopeful we ll be back there soon	overall best service nice staff good meal hotel full facility no need go out recommend hotel staycation family hopeful back soon

Based on the results of the stopwords phase, the reviews now contain only words relevant to the expected comments, free from conjunctions and common words. Consequently, the remaining words from the reviews, after the removal of conjunctions and common words, will be separated into individual tokens during the tokenization phase.

**Tokenizing**

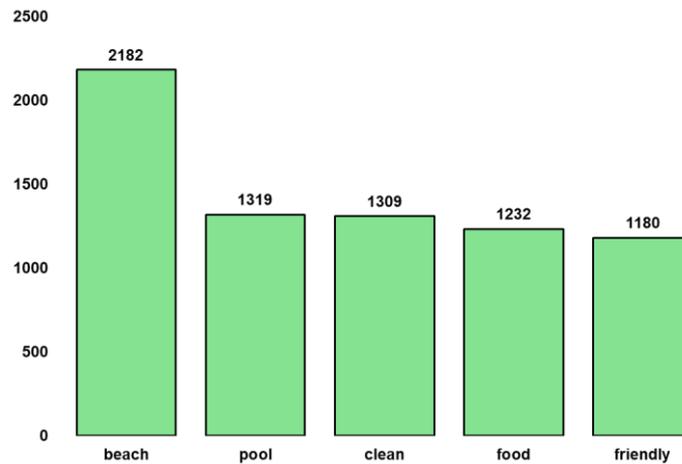
In this stage, the reviews are transformed from sentence form into individual words to facilitate the counting of word frequencies for sentiment analysis. The results of the tokenization process applied to the sample user online reviews can be seen in Table 6.

**Table 6. Tokenizing Process Example**

Before Tokenizing	After Tokenizing
the room is very comfortable the view is very nice the staff is friendly, the facility are very satisfy the service is very good for access to the beach is deck and there is a vehicle from the hotel direct	"room" "very" "comfortable" "view" "nice" "staff" "friendly" "facility" "very" "satisfy" "service" "good" "access" "beach" "deck" "vehicle" "hotel" "direct"
the food is delicious i order carbonara fettuccine baked rice and calamari	"food" "delicious" "order" "carbonara" "fettuccine" "baked" "rice" "calamari"
overall i ve got best service nice staff good meal and this hotel has full facility no need to go out very recommend hotel for staycation with family hopeful we ll be back there soon	"overall" "best" "service" "nice" "staff" "good" "meal" "hotel" "full" "facility" "no" "need" "go" "out" "very" "recommend" "hotel" "staycation" "family" "hopeful" "back" "soon"

**Sentiment Analysis**

After the reviews have been converted into individual words during the tokenization process, the user reviews can proceed to sentiment analysis. The first step in the sentiment analysis is to create a visualization of the most frequently occurring words from the online reviews provided by travelers for the hotels being studied. This visualization is performed using a bar chart, displaying the five most mentioned words in the reviews. The results of this visualization can be seen in



**Figure 1. Most Frequent Words**

Based on Figure 1, the most frequently occurring word is "beach," likely because the hotels in this study are in the Anyer tourist area, where most travelers come to enjoy the beach. The next word, "pool," indicates that many tourists are reviewing the swimming pool facilities offered by the hotels. Additionally, travelers frequently mention "food," and they also pay attention to cleanliness, as indicated by the word "clean," and friendly service, as highlighted by the word "friendly".

User reviews will be automatically labeled using word assessments based on the NRC lexicon. The results of this analysis will include the evaluation of words categorized into several emotions, including anger, anticipation, disgust, fear, joy, sadness, surprise, and trust. In addition to emotions, there will also be a sentiment polarization assessment that categorizes words into two groups: positive and negative. The results of the sentiment analysis can be seen in Table 7.

**Table 7. Sentiment Labeling by Word**

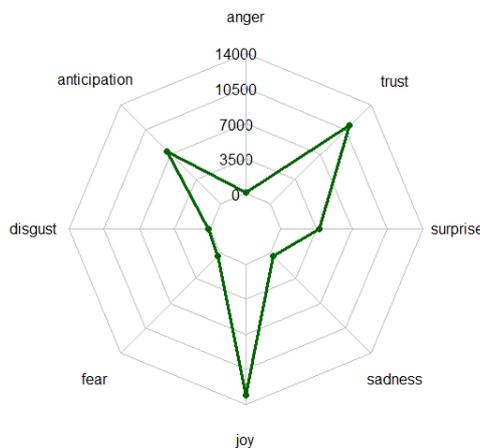
Word	Sentiment	Count
beach	joy	2182
pool	positive	1319
clean	joy	1309
clean	positive	1309
clean	trust	1309
food	joy	1232
food	trust	1232
friendly	anticipation	1180
friendly	joy	1180
friendly	positive	1180
⋮	⋮	⋮
worship	positive	1
worship	trust	1



unsatisfactory experiences, such as finding their rooms or the beach in an unclean state. This contrast highlights the importance of maintaining high cleanliness standards to ensure positive guest experiences.

After comparing the sentiment, the next step is to analyze the emotions of users who provided online reviews for hotels in the Anyer tourist area. Emotion analysis on the users' online reviews is conducted using a radar chart. The emotions are categorized into anger, anticipation, disgust, fear, joy, sadness, surprise, and trust.

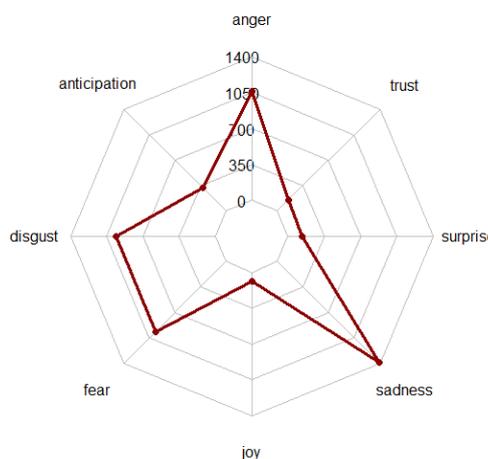
The radar chart visualization, which shows the emotional analysis results of positive sentiment reviews, can be seen in Figure 4. This chart illustrates the distribution and intensity of each emotion in the reviews.



**Figure 4. Positive Sentiment Emotion**

Figure 4 shows three dominant positive emotions are joy, trust, and anticipation. Joy is the most prevalent emotion, indicating that many reviews reflect feelings of happiness or satisfaction, which suggests that tourists had positive experiences with the services and facilities provided by the hotels. Additionally, trust is another prominent emotion, signifying that tourists staying at the hotels in the Anyer beach destination area feel that these hotels can build a positive relationship with their guests. The emotion of anticipation suggests that tourists had good expectations or hopes before or during their stay.

In addition to the analysis of positive emotions, the negative sentiment emotions will also be discussed to better understand the complaints from tourists staying at hotels in the Anyer beach area. The radar chart for negative sentiment emotions can be seen in Figure 5.



**Figure 5. Negative Sentiment Emotion**

Figure 5 shows that the most dominant emotions are sadness, anger, disgust, and fear. The emotion of sadness indicates dissatisfaction among tourists staying at hotels in the Anyer tourism area, which may be related to unmet expectations or unpleasant experiences. Anger suggests that some tourists felt upset, possibly due to poor service, inadequate facilities, or other issues during their stay. Meanwhile, disgust and fear point to concerns about safety, cleanliness, or discomfort, causing tourists to feel disturbed or anxious during their visit.

Final step of this study is analyzing the negative sentiment based on descriptive analysis through visualization. It was found that 14.06% of tourists gave reviews with negative sentiment. These negative reviews were dominated by the words "dirty" and "bad," which are likely the main factors contributing to the negative feedback. The word "dirty" indicates that the cleanliness of the hotel or its facilities was lacking, so hotel management should improve by regularly cleaning the premises and maintaining hygiene, as this greatly affects the comfort of guests. In addition to "dirty," the word "bad" frequently appeared in negative reviews, likely caused by poor service, facilities, or cleanliness in Anyer hotels, which aligns with the previous observation of "dirty" suggesting insufficient cleanliness. This analysis is reinforced by the radar chart visualization of negative sentiment emotions, particularly disgust and fear, which highlight the discomfort tourists experienced, likely due to cleanliness issues and poor service quality. Hotel management can address these problems by conducting regular cleaning throughout the hotel and ensuring hygiene standards are upheld. Additionally, offering staff training to improve service quality and quick responses to complaints will help reduce negative sentiment.

## CONCLUSION

The conclusion from the analysis reveals that most tourists provided positive reviews, with only 14.06% of reviews showing negative sentiment. Referring to the wordcloud visualization, "bad" and "dirty" are the two words that frequently appeared in negative sentiment reviews, which are likely the main reasons tourists left negative feedback. In the emotional analysis, feelings of sadness, anger, disgust, and fear emerged, likely due to unmet expectations during their stay. These issues seem related to cleanliness problems within the hotel area, leading to negative reviews.

It is recommended that hotel management in the Anyer beach tourism area address these concerns by ensuring regular cleaning and providing staff training to improve service quality. Further research is suggested to explore the relationship between negative reviews and specific factors, such as service quality (Servqual), integrated with sentiment analysis to provide more comprehensive insights.

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