

ABSTRACT

Social media is a digital technology that is useful as a forum to accommodate various tourist perceptions. This perception can contain information needed by other tourists and tourism destination stakeholders to make decisions in the future. This study aims to identify and analyze tourist sentiment based on perceptions on Instagram social media regarding the Klayar Beach tourism destination in Pacitan Regency and identify responses and strategies for destination managers.

This type of research is descriptive analysis research using a qualitative approach. The techniques used for data collection in this study were observation and interviews. Data was obtained from tourist comments on Instagram social media regarding the Klayar Beach tourism destination, Pacitan Regency. The data used in this study were obtained from the Instagram account @pacitanku from June 2021 to June 2022. The tourist perception data was then processed using an analysis tool, namely RStudio with the R programming language.

The results obtained are tourist perceptions about Klayar Beach destinations, Pacitan Regency, including the topics of Natural Beauty of Klayar Beach, Access to Klayar Beach, Tourist Experience, Revisit Intention, Disappointment, Klayar Beach Facilities and Infrastructure. Furthermore, the results of the analysis of tourist sentiment using the Rstudio application show that tourist sentiment regarding the Klayar Beach Tourism Destination, Pacitan Regency on Instagram social media is a positive trend. However, apart from the emergence of emotions of joy and trust, various other tourist emotions were also identified anger, anticipation, disgust, fear, sadness, and surprise.

The results of the interviews can be concluded that the manager of the Klayar Beach tourism destination in Pacitan Regency makes observations and pays attention to tourist perceptions on Instagram social media. Tourist perceptions are then used as one of the determinants of policy making. In addition, managers also try to overcome various problems of tourists who give negative perceptions about destinations. The strategy carried out by the Klayar Beach tourism destination manager in Pacitan Regency is to develop the destination by maintaining good relations with tourists and the public, providing an understanding of interesting social media content to social media managers, trying to meet the needs of tourists and taking advantage of tourist participation in Klayar Beach marketing promotions.

Keywords: *sentiment, perception, destination development, social media.*