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LOMBOK TOURISM SENTIMENT ANALYSIS WITH SOCIAL MEDIA MONITORING

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ARTICLE INFO	ABSTRACT
	Prior research has demonstrated that systematic media surveillance offers considerable advantages for organizational and corporate advancement. This investigation aims to examine the emotional reactions concerning Lombok's travel destinations through social media assessment tools. The methodology adopts a quantitative framework within a positivist philosophical approach, employing Brand24's media evaluation software for data collection and analysis. The findings reveal that affective response analysis regarding Lombok and Mandalika visitor attractions predominantly exhibits favorable impressions. Digital networking platforms substantially influence perceptions about Lombok's tourism landscape, with Instagram emerging as the prevailing

channel, while web-based journalism maintains substantial influence, and journey content creators exercise noteworthy authority in molding vacationer perspectives.

INTRODUCTION

Situated in the West Nusa Tenggara region of Indonesia, the isle of Lombok has witnessed significant variations in visitor numbers throughout the past several seasons. In March 2024, the island welcomed 5,208 international tourists through Lombok International Airport, marking a 32.78% decrease compared to February 2024. The majority of these visitors originated from Europe (2,120 tourists), ASEAN countries (1,878 tourists), and other Asian nations (662 tourists) (Badan Pusat Statistik Kabupaten Lombok Utara, 2025). By July 2024, international arrivals increased to 8,652, reflecting a 25.52% rise from June 2024. The highest number of visitors during this period came from ASEAN countries (3,381 tourists), Europe (3,339 tourists), and other parts of Asia (1,259 tourists) (Badan Pusat Statistik Kabupaten Lombok Utara, 2024).

In August 2024, there was a slight decline in international arrivals, with 8,122 tourists entering through Lombok International Airport, a 6.13% decrease compared to July 2024. European visitors led with 3,311 tourists, followed by ASEAN countries with 3,245 tourists, and other Asian nations with 1,165 tourists (BPS-Statistics Indonesia, 2024). Despite these monthly variations, the overall trend indicates a positive trajectory for Lombok's tourism sector. The Indonesian Ministry of Tourism reported an annual growth rate of over 15% in tourist arrivals to Lombok in recent years, with expectations of continued growth post-pandemic (Nour Estates, 2024). These statistics underscore Lombok's resilience and potential as a prominent tourist destination within Indonesia.

Tourism communication is the convergence of communication and tourism studies, which forms a specialized field termed as communication tourism. Communication is

important in tourism along all of its components and elements. As a complex product, tourism requires communication to promote, disseminate information about the destination, relate the resources as well as the tourists, and all the stakeholders in tourism, including the institutional development in the industry (Bungin, 2015).

This field represents a relatively modern and rapidly expanding sector that significantly influences the overall economy, job creation, earnings, and the efficiency of other sectors. The financial impacts generated by tourism-related activities can generally be divided into three categories: immediate, secondary, and ripple effects (Putra et al., 2017). Moreover, tourism offers substantial potential for generating foreign exchange, as demonstrated by the growing number of international travelers. Given these substantial economic advantages, it is important for both government authorities and relevant stakeholders to actively support and promote tourism growth in various regions (Putra et al., 2017; Syafarini & Adnan, 2021). Over time, these efforts will play a vital role in fostering national progress.

Therefore, tourism is a pivotal sector for economic growth and cultural exchange, with destinations vying for attention in a competitive global market. In Indonesia, the government has identified ten priority tourism destinations, designating Mandalika in Lombok as a super-priority destination. This initiative aims to boost tourism infrastructure and international appeal. Despite these efforts, Mandalika faces challenges inherent to the rapidly evolving digital landscape of the Industry 4.0 era.

Social media platforms have transformed how travelers share experiences and influence potential visitors' perceptions. Monitoring and analyzing sentiments expressed on these platforms are crucial for understanding public opinion and refining marketing strategies. Sentiment analysis involves evaluating textual data to determine public attitudes toward specific subjects, providing actionable insights for stakeholders. Prior research underscores the significance of sentiment analysis in tourism, highlighting its

role in assessing tourists' emotional responses and informing destination management strategies (Fretes et al., 2024).

Social networking sites enable marketers to effectively reach a wider audience (Pasaribu, 2021). It acts as a system for communications and social relations, allowing interaction among members of the society like never before (Liedfray et al., 2022). Due to rapid developments in technology and communications, social network marketing has emerged as a preferred option for companies because of the pivotal role social media plays in spreading information. One of its key advantages is its significant potential in business marketing communication. Social media enables business organizations to establish contacts with new customers, support relationships with current customers, and foster interactive communities (Setiadi, 2016).

The incorporation of digital platform analytics within vacation destination studies has attracted considerable scholarly interest, delivering sophisticated perspectives on voyager conduct and locale impressions. Mukhopadhyay and colleagues (2023) executed an exhaustive examination, accentuating the significance of digital platform analytics for comprehending vacationer emotions and guiding destination administration strategies (Mukhopadhyay et al., 2023). Correspondingly, Mirzaalian and Halpenny (2019) underscored the transformation of investigative methodologies in the hospitality and leisure sectors, endorsing progressive techniques such as emotional assessment and geographical examination to encapsulate the multidimensional character of tourist adventures (Mirzaalian & Halpenny, 2019).

The COVID-19 pandemic further underscored the importance of real-time sentiment analysis. Flores-Ruiz et al. (2021) utilized Twitter data to assess shifts in tourist behaviors in Andalusia during the pandemic, demonstrating the efficacy of social media monitoring in capturing immediate public reactions (Flores-Ruiz et al., 2021). Additionally, the application of deep learning approaches in sentiment analysis has shown promise. A

study on tourism destination management employed deep learning to analyze geo-tagged social media data, offering insights into tourist movements and sentiments (Paolanti et al., 2021).

Despite these advancements, a notable research gap exists in applying sentiment analysis specifically to Lombok's tourism sector using tools like Brand24. This study aims to bridge this gap by leveraging Brand24's capabilities to monitor and analyze social media sentiments, providing a localized understanding of public perceptions toward Lombok as a super-priority tourism destination.

This study focuses on employing social media monitoring tools, particularly Brand24, to conduct a sentiment analysis of Lombok's tourism sector. Brand24 offers comprehensive analytics, capturing statistical data and detailed information on public discourse related to specific topics. This research endeavors to examine the following inquiry: In what manner does sentiment examination of Lombok's hospitality industry manifest through digital platform surveillance? Through resolving this question, the examination aspires to deliver meaningful perspectives for governmental decision-makers and tourism industry participants to enhance marketing approaches and elevate visitor satisfaction. Overall, this study aims to analyze Lombok tourism sentiment using data from various social media platforms. This analysis includes positive and negative sentiments, the most influential sources of information, and potential that can be developed to increase tourism appeal in Lombok and Mandalika.

METHODOLOGY

This study utilizes a quantitative research approach to generate more comprehensive, valid, reliable, and objective data (Yuliasari & Ayuna, 2023). The quantitative method is considered scientific as it adheres to scientific principles, including empirical concreteness, objectivity, measurability, systematic structure, and rationality

(Okpatrioka, 2023). It focuses on the systematic collection and analysis of social media data related to Lombok's tourism. The study is empirical, utilizing real-world data to derive insights. For the data collection, Brand24, a social media monitoring tool, was employed to gather data. Brand24 offers real-time tracking of online mentions across various platforms, providing sentiment analysis and detailed analytics. The tool's capabilities include capturing mentions from social networks, blogs, forums, and news sites, allowing for a comprehensive assessment of public sentiment.

The collected data underwent sentiment analysis to categorize public opinions into positive, negative, or neutral sentiments. Brand24's analytical features facilitated this process, offering visual representations and statistical summaries of sentiment trends over time. The data collection that includes the keywords "Pariwisata Lombok", "Destinasi Superprioritas", "Mandalika" begins from January 1st to December 31st 2024. The analysis technique involves sentiment mapping, identification of key influencers and source sites, and exploration of tourism potential that can be developed based on public discussions on social media.

The research operates under the premise that the reactions shared by individuals on social networks genuinely represent their viewpoints regarding tourism in Lombok. Additionally, it acknowledges the dependability and appropriateness of Brand24's sentiment evaluation tools for analyzing the given context. The assessment took place within a defined timeframe to observe any changes in sentiment over time. By providing a thorough explanation of the research procedures, this study promotes transparency and enables other scholars to reproduce the investigation with similar parameters in the future.

FINDINGS & DISCUSSION

Lombok's travel industry has emerged as one of Indonesia's premier vacation spots, drawing visitors from within the country and overseas alike. With the proliferation of digital networking platforms, opinion evaluation through social media surveillance offers valuable perspectives on public sentiment regarding Lombok's tourism sector. This examination underscores the significant influence of digital networking platforms, especially Instagram, within Lombok's travel marketing framework. Engaging profiles with substantial subscriber numbers and extensive influence can boost promotional efficacy, while traditional news outlets enhance information trustworthiness.

The exhibited statistics demonstrate the consequences of Lombok's travel sector publicity across virtual and conventional channels during a designated timeframe. An aggregate of 74,604 references were documented, comprising 44,161 citations on digital networking platforms and 30,443 mentions on non-digital media.

Figure 1. Results Summary of Lombok Tourism
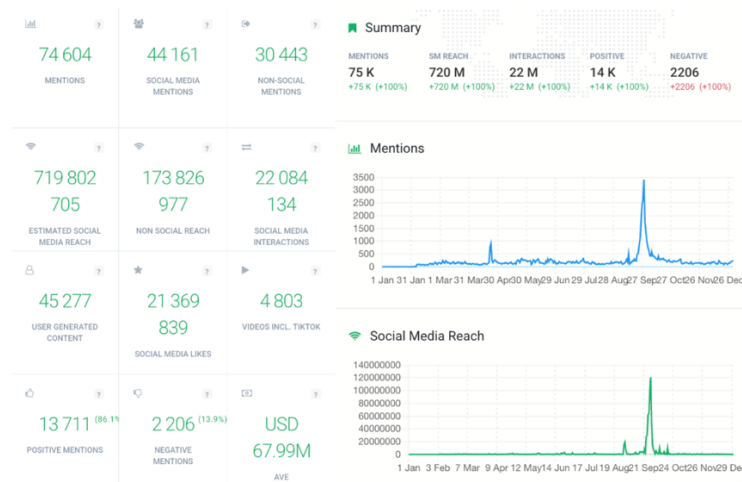
Source: Brand 24

This result is in line with previous research, from social media, businesses form relationships with current users and possible buyers, all while forming a user-friendly community for interaction (Setiadi, 2016). One of the most important advantages of social media for a company is the possibility of real-time, two-way communication that helps to capture the understanding of consumer needs, wants, and feedback. Moreover, social media offers companies the opportunity to build an active community where users can exchange experiences, provide suggestions, and even act as unofficial ambassadors for the brand.

Lombok Tourism: Sentiment Analysis Using Social Media Monitoring

Based on the collected data, positive sentiment dominates discussions about Lombok tourism on social media. User-generated content reached 45,277 instances, signifying active user participation. Most discussions revolved around natural beauty, cultural heritage, and the hospitality of the local community. The key findings related to positive and negative sentiment are as follows (Figure 1):
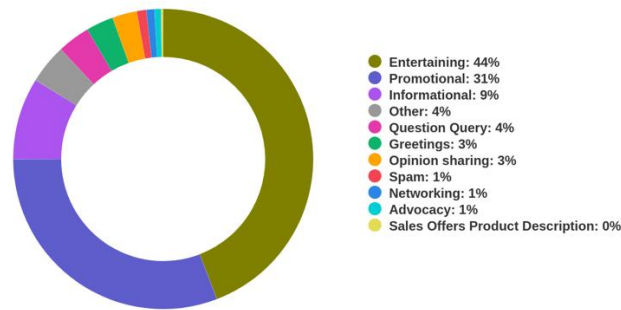
1. Positive Sentiment (86.1% or 13,711 mentions): This reflects a predominantly positive response to Lombok tourism promotions. Discussions about the beauty of beaches and nature, such as Kuta Mandalika Beach, Gili Trawangan, and Sendang Gile Waterfall, frequently appeared online. Additionally, the success of international events like the Mandalika MotoGP attracted global attention. The friendliness of the local people and the overall pleasant tourist experience contributed significantly to the positive sentiment.

2. Negative Sentiment (13.9% or 2,206 mentions): Concerns about waste management and cleanliness in certain tourist spots, suboptimal infrastructure (such as road access and public transportation), high pricing in some tourist areas, and safety issues, particularly for foreign visitors, were commonly

mentioned.

The sentiment distribution graph shows that despite the dominance of positive sentiment, certain issues require further attention from tourism stakeholders. According to the collected data, there were 30,443 mentions in non-social media (such as online news), 44,161 mentions on social media, reflecting high public engagement, 21 million likes on social media, indicating significant popularity, 371 thousand shares, highlighting the topic's appeal for widespread dissemination, and 4,803 related videos, including those on TikTok. The total advertising value equivalence (AVE) reached USD 67.99 million, signifying the substantial media exposure received by Lombok tourism. The data indicates peak mentions and reach during certain periods, likely linked to major promotional campaigns or events such as MotoGP, which garnered massive attention, particularly in April and August (Figure 1).

Geographically, discussions about Lombok and Mandalika tourism encompass several countries. The top six countries in terms of audience reach include Indonesia (730.8 million reach), Malaysia (12.3 million reach), Spain (10.8 million reach), Italy (9.4 million reach), Poland (5.6 million reach), and the United States (3.1 million reach). This indicates interest from domestic travelers, Southeast Asian markets, potential European markets, and global tourists. This finding reconfirms previous research by Pasaribu (2021), which suggests that social networking sites enable marketers to effectively reach a wider audience (Pasaribu, 2021).

Figure 2. Intents Share

- Entertaining: 44%
- Promotional: 31%
- Informational: 9%
- Other: 4%
- Question Query: 4%
- Greetings: 3%
- Opinion sharing: 3%
- Spam: 1%
- Networking: 1%
- Advocacy: 1%
- Sales Offers Product Description: 0%

Source: Brand24

Further conversation analysis revealed the following content distribution (Figure 2) includes 44% Entertainment: Lombok's attractiveness is conveyed through visual and storytelling formats, 31% Promotional: Content stems from tourism campaigns and influencer endorsements, 9% Informative: Provides insights into destinations and travel tips, 4% Queries: Reflects tourists' curiosity and interest, 3% Personal Opinions: Can be either positive or negative, 1% Spam, networking, and advocacy. These differences in content shared on social platforms reinforce earlier findings, which suggest that social media serves as a network for information exchange and fostering social connections, allowing individuals within a community to engage and interact in ways that were previously unattainable (Liedfray et al., 2022). Brand24 data analysis identified three dominant discussion topics:

1. MotoGP and Racing (64.81% Share of Voice): Discussions about MotoGP dominated Lombok-related conversations, especially regarding the Mandalika event, which has a global appeal. With a reach of 163 million, this presents a significant opportunity to boost awareness of Lombok as a tourism destination.

2. Mandalika and Lombok Tourism (23.93% Share of Voice): Discussions about Mandalika and Lombok cover tourism, local attractions, and visitor experiences,

with a total reach of 60 million.

3. Automotive Industry News (8.47% Share of Voice): This includes discussions on racing technology and vehicles, with a reach of 21 million.

The MotoGP event significantly attracts global attention to Mandalika, providing a great opportunity for Lombok to leverage this momentum by offering additional tourism experiences to MotoGP visitors. Nevertheless, the portion of local authorities and the "other" category is almost insignificant, indicating the need to strengthen local narratives. The cultural narratives of the Lombok people, especially the Sasak tribe in Sade Village, are reflected in various traditions and daily life practices that are rich in local wisdom.

The local cultural narrative of the Sasak people in Dusun Sade is deeply embedded in daily traditions and practices. One example is the traditional house architecture of "Bale Tani," which holds significant philosophical meaning. According to Sahira et al. (2023), the floor of Bale Tani is made of clay mixed with cow dung, which serves as a structural reinforcement, mosquito repellent, protective element, and purifier (Sahira et al., 2023). Additionally, the three-step entrance symbolizes the human life cycle: birth, growth, and death, while the five-step variant represents the five pillars of Islam. The house's mountain-shaped roof signifies the greatness of God and the equality of all humans before Him. This tradition reflects the values of religion, mutual cooperation, culture and beauty that are upheld by the Sasak people in Sade Hamlet (Sawaludin et al., 2023).

Figure 3. Emotion Analysis in Time
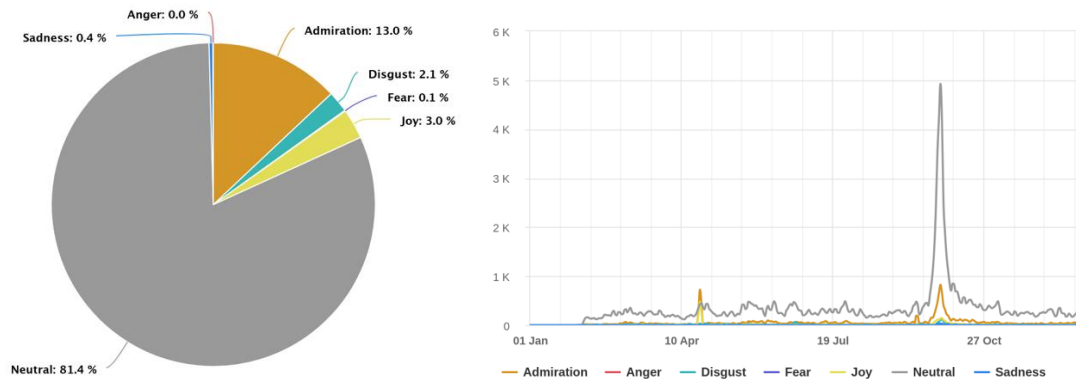
Source: Brand24

Based on the Emotion in Time and Emotional Analysis charts (Figure 3), most sentiments were neutral (81.4%), indicating that discussions on social media were primarily factual and informational. Positive emotions such as admiration (13%) and joy (3%) suggest that many people appreciate Lombok's tourism, likely due to its natural beauty, local culture, or specific events. Negative emotions, including disgust (2.1%), sadness (0.4%), and anger (0.0%), were relatively minor, indicating that negative issues do not significantly dominate discussions.

The high levels of admiration and joy indicate a significant potential for promoting local culture, including Sasak traditions, Lombok's music, and culinary heritage, as key tourism attractions. Culturally-driven promotional campaigns can further enhance tourist interest. Local culture can serve as a primary attraction, especially when promoted through high-engagement platforms such as Instagram and TikTok. Meanwhile, the dominance of neutral sentiment suggests that much of the tourism-related information is presented in a factual manner without strong emotional appeal. Local governments can collaborate with the local community and influencers to produce more engaging and emotionally driven content to enhance Lombok's tourism image.

As a growing tourist destination, Lombok requires skilled human resources in hospitality and digital marketing to capitalize on social media trends for tourism promotion. Training local communities in social media management and digital storytelling can help strengthen community-based tourism promotion.

Top Influencers and Information Sources in Lombok Tourism

To enhance Lombok's tourism visibility, the data identified five key influencers with significant social media impact. These influencers contributed through various metrics such as mentions, reach, followers, share of voice, and influence scores. Public figures with millions of followers, including @raffinagita1717, @jokowi, and @gadiiing, played a crucial role in promoting Lombok (Figure 4). Among them, Raffi Ahmad and Nagita Slavina's account had the largest reach (19 million) and the highest follower count (77 million), achieving a perfect influence score (10/10) and contributing 2.7% to the share of voice. Additionally, news accounts like @detikcom and @time played significant roles in tourism mentions. As a news media outlet, @detikcom had the highest number of mentions (19) and a reach of 9.1 million, underscoring the importance of news media in promoting Lombok tourism.

Figure 4. Top Influencers of Lombok Tourism

Profile name	Source	Mentions	Reach	Followers	Share of voice	Influence Score
raffinagita1717 instagram.com	Instagram	6	19M	77M	2.7%	10/10
jokowi instagram.com	Instagram	2	6.6M	59M	0.9%	10/10
gadiiing instagram.com	Instagram	2	3.4M	25M	0.5%	10/10
detikcom twitter.com	X	19	9.1M	24M	1.3%	10/10
TIME twitter.com	X	1	384K	19M	0.1%	10/10

Source: Brand24 Analysis

The share of voice reached 1.3%, highlighting the crucial role of media in promoting Lombok tourism. Despite having a relatively limited reach of 384,000 and only one mention, this account still achieved a maximum influence score of 10/10, indicating high credibility among audiences.

Digital platforms have a considerable influence on forming travelers' impressions of Lombok. According to the reviewed data, Instagram—referenced 24,507 times—serves as the leading venue for distributing visual depictions of Lombok. Additionally, online news media, with 27,480 citations, are instrumental in broadcasting updates and current events concerning local tourism. Twitter, mentioned 9,516 times, is widely utilized for conversations and feedback regarding tourism experiences. Alongside these, Facebook (5,331 mentions) and TikTok (4,721 mentions) also play important roles in shaping how visitors view and evaluate Lombok's tourism offerings.

Lombok and Mandalika's Tourism Potential

Lombok and Mandalika hold great potential for further development as premier tourist destinations. Key areas for development based on social media analysis include:

1. Nature and Marine Tourism
   a. Beaches remain Lombok's primary attraction for both domestic and international tourists.
   b. Activities like surfing, snorkeling, and diving generate frequent social media discussions.
2. Cultural Tourism: Discussions on Sasak culture and local festivals indicate strong tourist interest in authentic experiences.
3. International Events: The success of the Mandalika MotoGP proves that international events can be major tourist attractions.
4. Sustainable Tourism: Discussions about environmental issues are highly prominent

across social platforms, highlighting potential for responsible travel programs—such as minimizing disposable plastic usage, promoting green tourism activities, and supporting preservation projects.

Based on these insights, stakeholders in the tourism industry are able to formulate targeted approaches that leverage the unique advantages of Lombok and Mandalika, as well as address specific concerns expressed by visitors. These findings empower organizations to adapt quickly to evolving market dynamics (Desrinelti et al., 2021). Ongoing monitoring of promotional activities further allows companies to assess the effectiveness of their online marketing initiatives. The assessment of emotional responses has been shown to play a critical role in tourism, as it directly shapes how tourists perceive and react to a destination. Recognizing emotional patterns allows destination managers to refine their strategies, thereby enhancing guest satisfaction and strengthening the destination's public image. This, in turn, greatly assists localities in devising effective management plans (Fretes et al., 2024).

CONCLUSION

Sentiment analysis towards Lombok and Mandalika tourism shows a dominant positive sentiment (86.1%), reflecting a high appreciation for the natural beauty, local culture, and friendliness of the people. Tourists actively share their experiences regarding beaches, waterfalls, and cultural attractions such as the Sasak tradition, further strengthening the positive image of this destination. International events such as the Mandalika MotoGP also play a big role in increasing Lombok's global exposure, attracting tourists from various countries. However, 13.9% of negative sentiment remains a concern, with the main issues including waste management, suboptimal infrastructure, high prices in some locations, and security issues for foreign tourists. These issues must be addressed immediately to maintain Lombok's positive tourism reputation in the eyes of

both domestic and foreign tourists.

From an emotion analysis perspective, most discussions about Lombok are neutral (81.4%), indicating that much of the information is conveyed factually without strong emotional elements. However, the high levels of admiration (13%) and joy (3%) indicate that tourists highly value the beauty and their experiences in Lombok. In contrast, negative emotions such as disgust (2.1%) and sadness (0.4%) are related to environmental issues and inadequate infrastructure. To increase tourist appeal, the government and tourism industry players need to develop a more emotional and engaging storytelling-based promotional strategy. Campaigns that highlight emotionally touching tourism experiences can increase the appeal and interest in visiting Lombok.

Social media plays a key role in shaping perceptions of Lombok tourism, with Instagram being the dominant platform, while online news continues to have a big impact, with travel influencers playing a significant role in shaping tourist opinion. Interest from European and American tourists shows potential for promotional expansion. Entertainment content dominates, but more in-depth information is lacking.

However, to maintain this momentum, it is important for stakeholders to address infrastructure, cleanliness, and security issues that often complained about by tourists. Improving HR competency in the fields of hospitality and digital marketing is also an urgent need so that local communities can actively contribute to tourism promotion. Through data-based marketing strategies, more emotional storytelling, and collaboration with influencers and the media, Lombok can continue to develop as a tourist destination that is not only visually appealing but also memorable for every visitor. With the right strategy, Lombok can further strengthen its position as a leading tourist destination in Indonesia and the world. With the right use of social media monitoring, Lombok tourism can continue to grow and attract more tourists with a data-based strategy.

LIMITATION AND STUDY FORWARD

No study can comprehensively address all aspects of a research problem, and this study is no exception. While the use of Brand24 for sentiment analysis provides a robust analytical framework, several limitations must be acknowledged such as data source constraints, algorithmic accuracy, temporal scope, and lack of demographic insights. Future studies could incorporate image and video analysis alongside text-based sentiment analysis to gain deeper insights into tourist experiences. AI-driven visual sentiment analysis could enhance accuracy. Secondly, combining social media monitoring with survey-based research, government tourism reports, and economic indicators could provide a more holistic understanding of Lombok's tourism sentiment. Thirdly, studying Lombok's sentiment alongside other super-priority tourism destinations in Indonesia, such as Borobudur, Labuan Bajo, or Lake Toba, could offer comparative insights and best practices.

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