

What Do Tourists Say About Popular Tourist Destinations in Eastern Indonesia?

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Abstract

This study analyses tourists' reviews of three leading tourist destinations in Eastern Indonesia: Raja Ampat, Bunaken National Park, and Gili Trawangan, utilising big data. The theory underlying the research is the service quality dimension based on online reviews. Primary data was collected through text mining from Google Maps Review. The content analysis draws some critical themes, including natural beauty, tourist activities, environmental conditions, facilities, and services. Natural beauty emerges as the dominant theme across all three destinations, with tourists praising the stunning landscapes and rich marine biodiversity. Activities such as diving and snorkelling are highly valued, reflecting tourists' interest in exploring the uniqueness of the destinations. Environmental conditions, particularly concerning cleanliness and sustainability, also receive attention. While facilities and services are generally rated positively, some concerns about cleanliness exist. The findings of this study highlight the importance of environmental conservation efforts and the improvement of facilities to support sustainable tourism and provide an optimal tourist experience.

Keywords: Online tourist reviews, Eastern Indonesia, Raja Ampat, Bunaken National Park, Gili Trawangan.

1. Introduction

Eastern Indonesia is renowned for its breathtaking natural beauty and unique cultural richness, making it one of the premier tourist destinations in Southeast Asia (Alam et al., 2022; Hani et al., 2019b, 2019a; Kusumasari et al., 2022; Ollivaud & Haxton, 2019; Putri & Sudaryanto, 2018; Rhama & Setiawan, 2022). Three of the top tourist destinations in this region are Gili Trawangan in Lombok, West Nusa Tenggara; Bunaken in North Sulawesi; and Raja Ampat in West Papua. These three destinations are famous for their underwater beauty, attracting many domestic and international tourists (Isti'anah, 2019; Kamagi et al., 2022; King, 2017; Kwong, 2024; Sunarti et al., 2018; Tiku et al., 2022; Widarmanti & Kusumaningrum, 2023). In the current digital era, online reviews from tourists play a crucial role in shaping the perceptions and decisions of other prospective travelers (Alamsyah et al., 2021; Handani et al., 2023; X. Li et al., 2023; Y. Li et al., 2023; Su et al., 2022; Sudaryanto et al., 2021, 2023, 2024; Widarmanti & Kusumaningrum, 2023). Reviews from platforms such as Google Maps Reviews provide valuable insights into the

experiences of 'real users' and offer an overview of the aspects that they most appreciate or criticize (Abdurrazak et al., 2024; Sukmana et al., 2023; Sukmana & Mayani, 2024).

Previous studies have highlighted the importance of online reviews in the tourism industry. These reviews not only serve as a source of information for potential tourists but also as an evaluation tool for destination managers to improve their services and facilities (Annisa et al., 2019; Gursoy et al., 2022; Kladou & Mavragani, 2015; Y. Li et al., 2023; Liu et al., 2019; Utari et al., 2021; Wu et al., 2022). Research by Sparks and Browning (2011) demonstrates that online reviews can influence tourists' perceptions and visit intentions. Furthermore, other studies have found that positive reviews can enhance hotel occupancy rates and the number of visits to specific tourist destinations (Ye et al., 2009).

Although much research has been conducted on the impact of online reviews in the tourism industry, studies specifically examining tourists' reviews of destinations in Eastern Indonesia remain limited. Moreover, few studies have explored how these reviews can be used to identify the strengths and weaknesses of particular tourist destinations. This study aims to fill that gap by analyzing online reviews of Gili Trawangan, Bunaken, and Raja Ampat.

This research seeks to analyze online reviews from tourists regarding the three top tourist destinations in Eastern Indonesia: Gili Trawangan, Bunaken, and Raja Ampat. The research questions addressed in this study include:

1. What are the main themes emerging from tourists' reviews of these three destinations?
2. How do tourists perceive specific aspects of these destinations, such as natural beauty, facilities, and services?

This research is expected to provide in-depth insights into tourists' experiences at the top tourist destinations in Eastern Indonesia and assist destination managers and other stakeholders in improving the quality of their services and facilities. Additionally, the findings of this research can contribute to the existing academic literature on online reviews and tourism, particularly in the context of tourist destinations in Indonesia.

2. Literature Review

2.1. Online Reviews in the Tourism Industry

Online reviews have become one of the most crucial sources of information in the tourism industry. Research by Vermeulen and Seegers (2009) indicates that online reviews not only provide information to potential tourists but also influence their perceptions and decisions. Positive reviews can enhance interest and visitation intent, while negative reviews can diminish the attractiveness of a tourist destination. Litvin et al. (2008) emphasize the importance of electronic word-of-mouth (eWOM) in influencing travel decisions. eWOM has significant power in shaping consumer perceptions because it is considered more credible and relevant than information provided through traditional marketing.

In analyzing online reviews, content analysis methods are frequently employed to identify the key themes within the reviews. Previous researchers, such as Olorunsola et al. (2023, 2024), utilized content analysis to identify the factors most valued by tourists in hotel reviews. The results showed that factors such as location, cleanliness, and service have a significant impact on customer satisfaction.

2.2. Case Study: Tourist Destinations in Eastern Indonesia

Research on tourist destinations in Eastern Indonesia, particularly Gili Trawangan, Bunaken, and Raja Ampat, remains relatively limited compared to other destinations in Indonesia. However, several studies have begun exploring the potential and challenges faced by these destinations.

Gili Trawangan is known as a major destination for diving and snorkeling activities (Dodds et al., 2010; Hakim et al., 2017; Kwong, 2024; Najhalidi & Rosilawati, 2023; Nelson et al., 2021; Tamrin & Septianasari, 2021). A study conducted by Najhalidi and Rosilawati (2023) revealed that the underwater beauty and relaxed island atmosphere are the main attractions for tourists. However, the study also identified issues such as waste and pollution that could reduce the destination's appeal.

Bunaken, one of the oldest marine parks in Indonesia, has attracted the attention of many researchers (Kamagi et al., 2022; Mandagi et al., 2021; Umboh & Aryanto, 2015). Ross and Wall (1999) highlighted that the biodiversity and stunning coral reefs of Bunaken are the primary factors attracting tourists. However, challenges such as coral reef damage caused by human activities need to be addressed to ensure the sustainability of tourism in the area.

Raja Ampat, renowned for its extraordinary biodiversity, has also become the focus of various studies. Research by Atmodjo et al. (2017, 2020) emphasized the importance of sustainable conservation and management of natural resources to preserve the rich marine ecosystems in Raja Ampat. This research also highlighted the role of local communities in environmental conservation and the economic benefits derived from tourism.

Although there has been substantial research on tourism destinations, there are still knowledge gaps that need to be filled. One of the main gaps is the lack of studies that specifically examine online reviews of tourist destinations in Eastern Indonesia. Additionally, there is limited research exploring how online reviews can be used to identify and address environmental and social issues in these destinations.

Based on the above discussion, it is clear that online reviews play a crucial role in the tourism industry and have the potential to provide valuable insights into tourists' experiences. However, more research is needed to gain a deeper understanding of tourist opinions or perceptions (in this context, through online reviews) about tourist destinations in Eastern Indonesia and how this information can be used to improve the quality of services and the sustainability of these destinations. This study aims to fill this gap by analyzing online reviews of Gili Trawangan, Bunaken, and Raja Ampat.

3. Methodology

This study adopts a text analysis approach to examine online reviews from Google Maps Reviews, referring to methodologies previously employed in the literature. (Chen et al., 2022; Garner et al., 2022; Ihwandi & Sukmana, 2022; Setiawan & Sukmana, 2023; Sukmana et al., 2023; Sukmana & Mayani, 2024; Zheng et al., 2024). Data collection was conducted through web scraping techniques, which automatically gather reviews from various tourist destinations targeted in the research. (Boegershausen et al., 2022; Guyt et al., 2024; Han & Anderson, 2021). This technique facilitates the extraction of relevant data, which is subsequently analysed using content analysis to identify the main themes of the reviews. (Hase, 2023; Niekler et al., 2023; Shum et al., 2023; Yan et al., 2022; Yeung, 2022). The research procedure will be explained in detail, from data collection to content analysis.

The online review data was collected from three major tourist destinations in Eastern Indonesia: Gili Trawangan, Bunaken, and Raja Ampat. This process began by identifying Google Maps reviews for each destination as the primary data source. Subsequently, scraping tools such as Python with BeautifulSoup and Selenium libraries were employed to extract the reviews, including user details, review time, and review text. The collected data was stored in CSV format to facilitate further processing.

Following data collection, processing steps were taken to clean and prepare the data obtained from the scraping results (Ihwandi & Sukmana, 2022; Setiawan & Sukmana, 2023; Sukmana et al., 2023; Sukmana & Mayani, 2024). Irrelevant, duplicate, and incomplete data were removed. All reviews were then translated into English. Subsequently, the review texts were normalised by converting all text to lowercase, removing punctuation, and applying stemming or lemmatisation. The text was then tokenised into individual tokens (words or phrases) as a preparatory step for further analysis.

For the data analysis stage, JMP Pro 16 was used, specifically through its Text Explorer feature (Ihwandi & Sukmana, 2022; Setiawan & Sukmana, 2023; Sukmana et al., 2023; Sukmana & Mayani, 2024). The processed review data was imported into the software to generate word cloud visualisations, which helped identify the most frequently occurring words. The frequency of each word's occurrence was analysed to identify key themes and frequently co-occurring word combinations. The reviews were categorised into themes using the categorisation feature in Text Explorer.

Content analysis was systematically conducted to identify the main themes emerging from tourist reviews, following the approach outlined by Olorunsola et al. (2023, 2024). This process began by reviewing each review to find recurring patterns that reflected tourists' experiences. Relevant themes were then identified and coded according to the content of the reviews. For example, reviews containing key terms such as "diving" and "coral" were coded under the theme "tourism activities," while reviews containing keywords like "beautiful," "heaven on earth," and "paradise" were categorised under the theme "natural beauty." Each coding step was carefully executed to ensure that the resulting categories accurately and consistently reflected tourists' experiences. Furthermore, a thorough re-examination was applied to maintain consistency and avoid bias in data interpretation. Once coding was completed, the identified themes were further

analyzed and integrated to provide a comprehensive overview of tourists' experiences at each destination. Through this approach, the strengths and weaknesses of each destination could be mapped, ultimately offering clear insights into areas that require improvement. The results of this analysis were also used to formulate strategic recommendations that destination managers can implement to enhance service quality and improve tourists' experiences in the future.

4. Results and Discussion

This section presents the results and discussion regarding analysing online reviews from tourists who visited three leading destinations in Eastern Indonesia: Gili Trawangan

, Bunaken, and Raja Ampat. Using a data-driven approach, this study explores the main themes emerging from tourist reviews and evaluates their perceptions of various aspects of the destinations. These findings provide valuable insights into the factors contributing to tourist satisfaction and dissatisfaction, which can serve as a basis for destination managers to enhance the quality of the tourist experience.

4.1. Raja Ampat

Based on the collected and processed data, the following are the results of the content analysis related to Raja Ampat (see Figure 1 and Table 1):

Figure 1. Word Cloud of Raja Ampat reviews



Natural Beauty. Key Terms: "beautiful" (96), "beautiful place" (12), "heaven on earth" (8), "natural beauty" (7), "paradise" (29), "amazing" (23), "natural" (22), "nature" (10), "wonderful" (10)

Raja Ampat is renowned for its extraordinary natural beauty, often described by tourists as "beautiful," "heaven on earth," and "paradise." This natural beauty includes stunning ocean views, coral reefs, and remarkable underwater biodiversity. Using terms such as "natural beauty"

and "nature" indicates that tourists highly value Raja Ampat's pristine and well-preserved environment.

Geographical Location and Uniqueness. Key Terms: "raja ampat" (85), "west papua" (19), "west papua province" (8), "ampat regency" (8), "papua province" (8), "raja ampat regency" (8), "ampat islands" (7)

Reviewers frequently mention "Raja Ampat" and its geographical location in West Papua. This demonstrates that tourists are strongly aware of this destination's specific location. The unique geography of Raja Ampat, as part of West Papua province, provides a strong identity that enhances its attractiveness to tourists.

Tourist Activities and Experiences. Key Terms: "diving" (13), "coral" (12), "spot" (11), "visit" (10)

The main activities that attract tourists to Raja Ampat are diving and viewing coral reefs. Raja Ampat is one of the world's best diving spots, with exceptional dive sites. Tourists frequently desire to "visit" this place, indicating a solid appeal and intent to experience Raja Ampat's underwater beauty firsthand.

General Experiences and Impressions. Key Terms: "good" (36), "really" (33), "one" (28), "like" (24), "go" (22), "love" (11), "great" (15), "best" (14), "extraordinary" (14), "wonderful" (10)

Tourists tend to leave positive reviews about their experiences in Raja Ampat, using words like "good," "really," "great," "best," and "extraordinary." Phrases "really want" and "want to go" reflect a strong desire to visit or return to Raja Ampat. The word "love" conveys tourists' satisfaction and fondness for this destination.

Accessibility and Facilities. Key Terms: "place" (53), "islands" (43), "good" (36), "nice" (19), "people" (10)

The reviews reflect positive impressions of the place and islands of Raja Ampat. Tourists also highlight the friendliness of the local people ("people") and the availability of adequate facilities ("good," "nice"). However, the reviews do not explicitly mention accessibility issues, which may suggest that tourists did not face significant challenges in reaching this destination.

Table 1. Summary of the Most Frequently Mentioned Terms and Phrases in Raja Ampat Reviews

Phrase	Count	Term	Count	Term (Cont...)	Count
raja ampat	85	beautiful	96	want	17
west papua	19	ampat	89	tourist	16
beautiful place	12	raja	86	come	15
heaven on earth	8	place	53	great	15
raja ampat regency	8	islands	43	best	14
west papua province	8	good	36	extraordinary	14
ampat regency	8	indonesia	34	district	13
papua province	8	papua	34	diving	13
want to go	7	really	33	coral	12
ampat islands	7	paradise	29	earth	12
natural beauty	7	one	28	world	12
really good	7	island	24	located	11
one of the district	6	like	24	love	11
raja ampat islands	6	amazing	23	spot	11

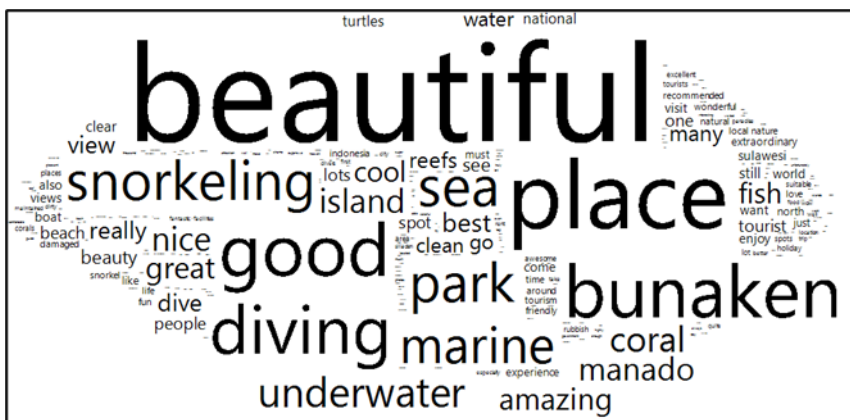
nice place	6	go	22	archipelago	10
really want	6	natural	22	country	10
		cool	20	four	10
		west	20	indonesian	10
		nice	19	nature	10
		beauty	18	people	10
		heaven	18	province	10
		view	18	visit	10
		sea	17	wonderful	10

Based on the content analysis results described above, Raja Ampat is a highly valued destination for its natural beauty, outstanding diving opportunities, and unique geography. Tourists provide positive reviews and express a strong desire to visit or return to this destination. This indicates that destination managers and other stakeholders must continue maintaining and enhancing the environmental quality and facilities in Raja Ampat to retain and increase tourist appeal. Additionally, it is essential to consider environmental conservation and sustainability in destination management. Practical conservation efforts and active participation from the local community in tourism management can help ensure that Raja Ampat remains an attractive destination without compromising its unique biodiversity and ecosystems.

4.2. Bunaken National Park

The content analysis of tourist reviews regarding Bunaken National Park reveals key themes encompassing underwater beauty, geographical location, facilities, tourist experiences, and environmental conditions. Tourists highly appreciate the beauty and biodiversity of Bunaken, expressing significant satisfaction with their overall experience (see Figure 2 and Table 2). Destination managers must maintain the quality of facilities and the environment, while also developing sustainability strategies to ensure that Bunaken National Park remains an attractive and sustainable tourist destination. Based on the analysis of 1006 reviews of Bunaken National Park, the following results were obtained:

Figure 2. Word Cloud of Bunaken National Park reviews



Underwater Beauty and Biodiversity. Key Terms: "beautiful" (260), "marine park" (67), "coral reefs" (34), "diving" (129), "snorkeling" (103), "underwater" (80), "marine" (98), "underwater views" (13), "marine life" (12), "underwater beauty" (9)

Tourists frequently describe Bunaken National Park using words like "beautiful," "beautiful place," and "beautiful marine park," reflecting their high appreciation for its underwater natural beauty. The marine biodiversity, including coral reefs and marine life, serves as a major attraction for visitors, with snorkeling and diving being the most sought-after activities.

Location and Accessibility. Key Terms: "north sulawesi" (22), "bunaken" (141), "manado" (62), "city of manado" (9)

The geographical location of Bunaken in North Sulawesi is frequently mentioned in reviews, indicating tourists' awareness of the destination's setting. Manado, as the nearest city, is also often highlighted, underscoring its importance as the main gateway to Bunaken National Park.

Facilities and Infrastructure. Key Terms: "good" (139), "nice" (67), "clean" (42), "facilities" (12), "maintained" (11)

Reviews show that tourists generally have positive impressions of the facilities and cleanliness at Bunaken National Park, with many describing the site as "good" and "clean." However, some reviews mention terms like "damaged" and "rubbish," indicating that there is still room for improvement in terms of environmental maintenance and cleanliness.

Tourist Experience. Key Terms: "amazing" (60), "great" (57), "fun" (19), "wonderful" (18), "awesome" (16), "fantastic" (11), "trip" (11), "experience" (23)

Tourists often describe their experiences at Bunaken using positive terms such as "amazing," "great," "fun," and "wonderful," indicating a high level of satisfaction with their visit. Words like "trip" and "experience" also highlight the profound impressions tourists had during their stay.

Environment and Sustainability. Key Terms: "natural" (18), "nature" (18), "corals" (17), "damaged" (18), "rubbish" (17)

Although many reviews are positive regarding the natural beauty and marine life, some tourists express concerns about the environmental conditions at Bunaken, using terms like "damaged" and "rubbish." This indicates the need for greater attention to environmental conservation and sustainability efforts within Bunaken National Park.

Table 2. Summary of the Most Frequently Appearing Terms and Phrases in Bunaken Reviews

Phrase	Count	Term	Count	Term (Cont...)	Count
marine park	67	beautiful	260	must	23
coral reefs	34	place	183	north	23
beautiful place	24	bunaken	141	just	22
north sulawesi	22	good	139	love	21
snorkeling and diving	20	diving	129	recommended	21
national park	20	sea	109	indonesia	20
place for snorkeling	17	park	106	life	20
nice place	17	snorkeling	103	time	20
bunaken national	16	marine	98	around	19
diving and snorkeling	15	underwater	80	fun	19
beautiful marine	15	coral	69	local	19

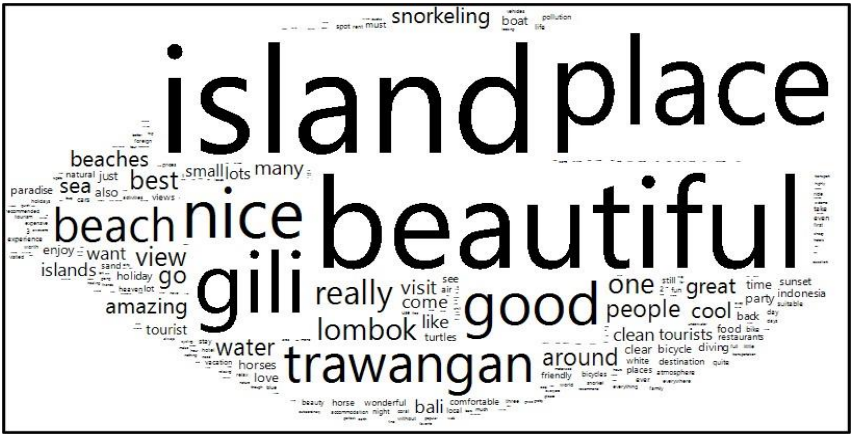
bunaken marine park	13	island	67	tourism	19
beautiful underwater	13	nice	67	damaged	18
best place	13	manado	62	friendly	18
bunaken island	13	amazing	60	natural	18
bunaken marine	13	great	57	nature	18
great place	13	cool	54	snorkel	18
underwater views	13	fish	54	wonderful	18
beautiful marine park	12	best	51	corals	17
marine life	12	really	48	rubbish	17
one of the best	11	dive	47	spots	17
place for diving	11	view	46	awesome	16
bunaken national park	10	many	44	holiday	16
good place	10	reefs	44	lot	16
tourist spot	10	clean	42	tourists	16
city of manado	9	go	42	area	15
highly recommended	9	water	41	excellent	15
really good	9	beauty	38	places	15
sea water	9	see	38	suitable	15
underwater beauty	9	one	35	paradise	14
underwater view	9	beach	34	quite	14
underwater world	9	spot	33	better	13
beautiful coral	8	tourist	33	city	13
national marine	8	lots	32	first	13
go to bunaken	7	people	32	take	13
go to manado	7	clear	31	dirty	12
national marine park	7	national	31	especially	12
place to dive	7	still	31	facilities	12
beautiful sea	7	turtles	30	food	12
really cool	7	come	28	wow	12
tourist attraction	7	also	27	divers	11
underwater tourism	7	visit	27	fantastic	11
bunaken national marine park	6	world	27	location	11
bunaken national marine	6	boat	26	maintained	11
enjoy the beauty	6	enjoy	26	rent	11
amazing place	6	sulawesi	26	siladen	11
coral reef	6	want	26	trip	11
nice view	6	views	25	well	11
really beautiful	6	like	24	always	10
siladen island	6	experience	23	colorful	10
underwater park	6	extraordinary	23	interesting	10

Based on these findings, it can be concluded that Bunaken National Park is a highly valued destination for its underwater beauty and outstanding diving and snorkeling activities. Tourists provide positive reviews and demonstrate a high level of satisfaction with their overall experience. However, there are environmental issues, such as coral reef damage and litter, that require further conservation actions.

4.3. Gili Trawangan

Gili Trawangan, one of the three Gili Islands located in West Nusa Tenggara, is a well-known tourist destination in Indonesia and a primary destination for international travelers. The island is renowned for its beautiful beaches, snorkeling and diving activities, and vibrant nightlife. The following is a content analysis of Gili Trawangan (see Figure 3 and Table 3):

Figure 3. Word Cloud of Gili Trawangan Reviews



Natural Beauty and Island's Uniqueness. Key Terms: "island" (616), "beautiful" (527), "place" (506), "gili trawangan" (207), "gili" (352), "nice" (288), "beach" (197), "natural" (40)

Tourists frequently describe Gili Trawangan with words such as "beautiful," "island," and "place," reflecting a high appreciation for the island's natural beauty and visual appeal. The beauty of the beaches and the surrounding natural scenery are the main attractions, with reviews often mentioning the "beautiful beach" and "beautiful views."

Tourist Activities and Visitor Experiences. Key Terms: "snorkeling" (96), "diving" (47), "party" (55), "activities" (30), "fun" (36), "experience" (38)

Activities such as snorkeling and diving are highlighted in many tourist reviews, indicating that underwater activities are in high demand. Additionally, Gili Trawangan is known as a "party island," with its lively nightlife and various recreational activities appealing to tourists, creating enjoyable and memorable experiences.

Accessibility and Mobility on the Island. Key Terms: "bike" (35), "bicycles" (34), "motorized vehicles" (14), "public boat" (12), "horse drawn" (14), "boat" (60)

Accessibility on the island is frequently reviewed, with mentions of bicycles and non-motorized transportation such as cidomo (horse-drawn carts). This creates a peaceful and pollution-free atmosphere, which is appreciated by visitors. Boat transport is also often mentioned, underscoring the importance of water transport for reaching Gili Trawangan.

Facilities and Infrastructure. Key Terms: "good" (245), "nice" (288), "comfortable" (39), "restaurants" (39), "accommodation" (23), "clean" (77)

Reviews indicate that tourists generally have a positive impression of the available facilities on Gili Trawangan, including restaurants and accommodation. The island is described as a "comfortable place" with a wide range of quality dining and lodging options.

Environmental Conditions and Sustainability. Key Terms: "pollution" (36), "natural beauty" (12), "clean" (77)

Tourists praise the clean and pollution-free environment of Gili Trawangan. Reviews mentioning "pollution" refer to the island's good environmental and air conditions due to the absence of motor vehicles, highlighting tourists' appreciation for the island's environmental preservation efforts. The "natural beauty" and "cleanliness" are key aspects that enhance Gili Trawangan's appeal as an eco-friendly tourist destination.

Based on the content analysis, tourists generally provide positive reviews and express high satisfaction with their travel experiences in Gili Trawangan. However, it is recommended that destination managers take strategic steps to enhance the island's appeal and sustainability. First, improving facilities and infrastructure is essential, particularly to ensure that amenities remain clean and well-maintained, optimizing the tourist experience. Second, more intensive conservation programs should be implemented to preserve Gili Trawangan's natural environment. Third, educating tourists and the local community should be a priority, aiming to raise awareness about the importance of maintaining cleanliness and preserving the island's environment.

Table 3. Summary of the Most Frequently Mentioned Terms and Phrases in Gili Trawangan Reviews

Phrase	Count	Term	Count	Term (Cont...)	Count
gili trawangan	207	island	616	must	44
nice place	81	beautiful	527	air	43
beautiful island	79	place	506	views	43
beautiful place	76	gili	352	white	43
good place	45	nice	288	wonderful	41
around the island	44	good	245	natural	40
small island	41	trawangan	222	comfortable	39
beautiful beach	35	beach	197	places	39
nice view	29	really	145	restaurants	39
white sand	29	lombok	123	sand	39
amazing place	24	one	121	still	39
best place	24	best	108	experience	38
come back	23	view	107	night	37
want to go	22	people	105	fun	36
gili t	22	around	104	pollution	36
great place	22	go	104	atmosphere	35
really cool	22	water	102	bike	35
foreign tourists	20	great	98	life	35
gili islands	20	snorkeling	96	beauty	34
nice island	20	beaches	94	bicycles	34
really beautiful	20	amazing	93	cars	34
beautiful beaches	19	sea	93	day	34
gili air	19	cool	92	even	33
must visit	19	many	86	ever	33
one of the best	17	visit	85	quite	33
beautiful views	17	come	84	spot	33
go around	17	like	84	stay	33
gili trawangan is one	16	want	84	local	32
trawangan is one	16	bali	80	heaven	31
beautiful view	16	clean	77	suitable	31
lombok island	16	islands	77	take	31
tourist destination	16	lots	72	vacation	31
go around the island	15	tourists	70	activities	30
want to come	15	small	69	full	30

gili meno	15	tourist	64	recommended	30
trawangan island	15	also	60	without	30
gili trawangan island	14	boat	60	relax	29
even though	14	time	60	days	28
horse drawn	14	horses	59	little	28
motorized vehicles	14	love	59	snorkel	28
sea water	14	just	58	coral	27
place to relax	13	clear	55	everything	27
place to visit	13	party	55	much	27
clear water	13	enjoy	54	visited	27
really good	13	back	52	everywhere	26
heaven on earth	12	bicycle	52	ride	26
comfortable place	12	food	52	tourism	26
good view	12	paradise	52	vehicles	26
highly recommended	12	holiday	50	expensive	25
little island	12	see	48	family	25
natural beauty	12	sunset	48	first	25
party island	12	turtles	48	rent	25
public boat	12	diving	47	worth	25
best island	11	indonesia	47	foreign	24
coral reefs	11	destination	44	prices	24
tourist spot	11	friendly	44	world	24
wonderful place	11	horse	44	accommodation	23
rent a bicycle	10	lot	44	holidays	23

5. Conclusion

The present study identifies and analyzes the n themes emerging from tourist reviews of three premier destinations in Eastern Indonesia: Raja Ampat, Bunaken National Park, and Gili Trawangan. Content analysis reveals various aspects deemed important by tourists, offering insights into their perceptions of natural beauty, facilities, and services at these three destinations.

From the reviews of Raja Ampat, Bunaken National Park, and Gili Trawangan, several key themes emerge natural beauty, tourist activities, environmental conditions, and facilities and services. Natural beauty is a dominant theme across all three destinations, with tourists frequently mentioning the stunning landscapes, beaches, and underwater biodiversity. Tourist activities, such as diving, snorkeling, and cycling, are also highlighted, reflecting tourists' interests in exploring the uniqueness and beauty of each destination. Environmental conditions, particularly related to cleanliness and sustainability, receive significant attention, with tourists appreciating the conservation efforts at these sites. Lastly, facilities and services encompass reviews on the quality of accommodation, dining, and transportation, which greatly influence tourists' experiences.

Tourists express positive perceptions of natural beauty at all three destinations. Raja Ampat is praised as a "paradise on Earth" with breathtaking views and exceptional coral reefs. Bunaken National Park is renowned for its beautiful marine park and underwater biodiversity, while Gili Trawangan is recognized for its white sandy beaches and stunning scenery. Facilities and services at these destinations also receive favorable reviews. Tourists commend the comfort and quality of accommodation and dining at Gili Trawangan, while the snorkeling and diving facilities at Bunaken and Raja Ampat are rated highly. However, there are some notes regarding environmental conditions, particularly at Gili Trawangan, where cleanliness is a concern.

Conservation and cleanliness efforts at Raja Ampat and Bunaken National Park are appreciated, with tourists rating the cleanliness and maintained natural beauty at these locations highly.

In summary, this study demonstrates that tourists highly value the natural beauty and diverse tourist activities offered by Raja Ampat, Bunaken National Park, and Gili Trawangan. Tourist reviews underscore the need for consistent conservation efforts and improvements in facilities to support eco-friendly and memorable tourism.

Acknowledgement

This research is funded by the Directorate General of Higher Education, Research, and Technology through the Directorate of Research, Technology, and Community Service (Direktorat Riset, Teknologi, dan Pengabdian kepada Masyarakat - DRTPM), Ministry of Education, Culture, Research, and Technology, Republic of Indonesia, under the Postgraduate Research-Doctoral Dissertation Research (PPS-PDD) scheme with the number: 5080/UN25.3.1/LT/2024. We express our gratitude for the financial support provided.

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