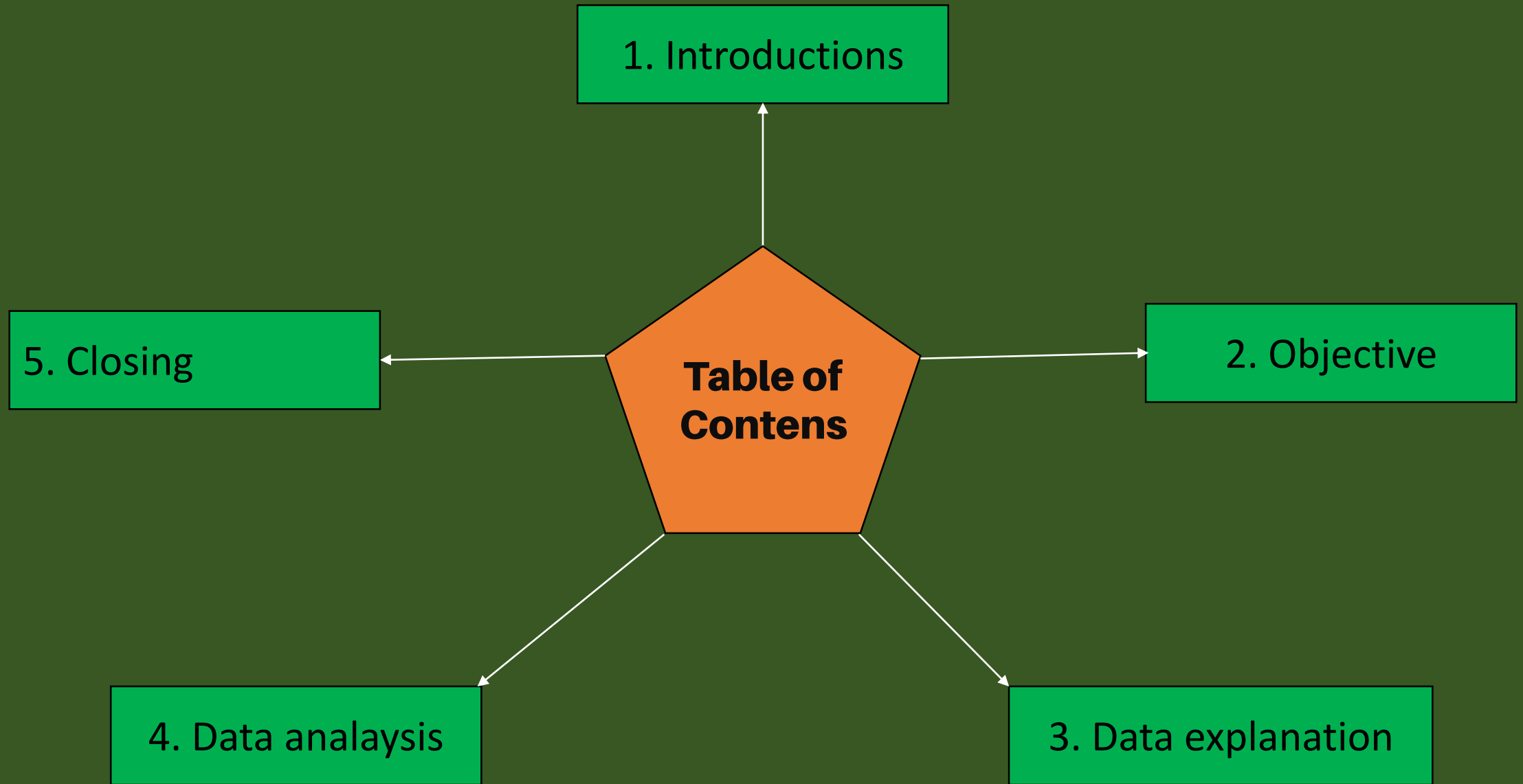


5 Top City Indonesia Tourism Destination Data Analysis

Yogyakarta, Surabaya, Bandung, Semarang, Jakarta



Rifah Nur Hasanah



Introductions

- Indonesia tourism destination dataset contains tourist destinations in 5 major cities in Indonesia, namely Jakarta, Yogyakarta, Bandung, Semarang and Surabaya.
- This dataset is used in the Bangkit Academy 2021 Capstone Project called GetLoc.
- Getloc is able to provide several recommendations for tourist attractions that users want. Such as category, city, entrance ticket property, and distance traveled.
- This dataset have 4 files like tourism with id, users, tourism rating, and package_tourism.

Data source

<https://www.kaggle.com/datasets/aprabowo/indonesia-tourism-destination>



Objective



Purpose

To find out how many visitors, entrance ticket prices, what categories are popular, to visitor reviews in 2021.

Hope

The results of this data analysis are expected to be used as a guide or evaluation material, to increase the number of visitors in the coming year.

Data Explanation

Data analysis stages

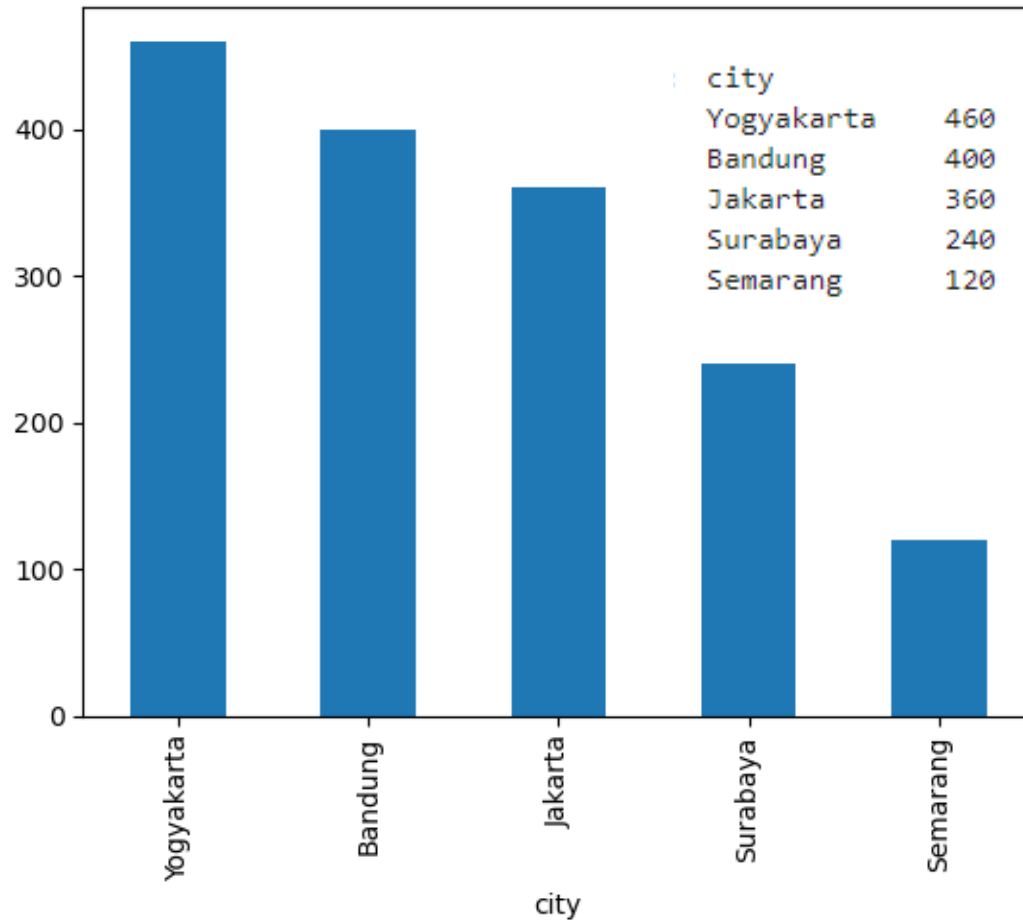
- Import library
- import dataset
- Merge dataset
- Data cleansing (missing value and check duplicate row)
- Data analysis
- Visualization

Data analysis

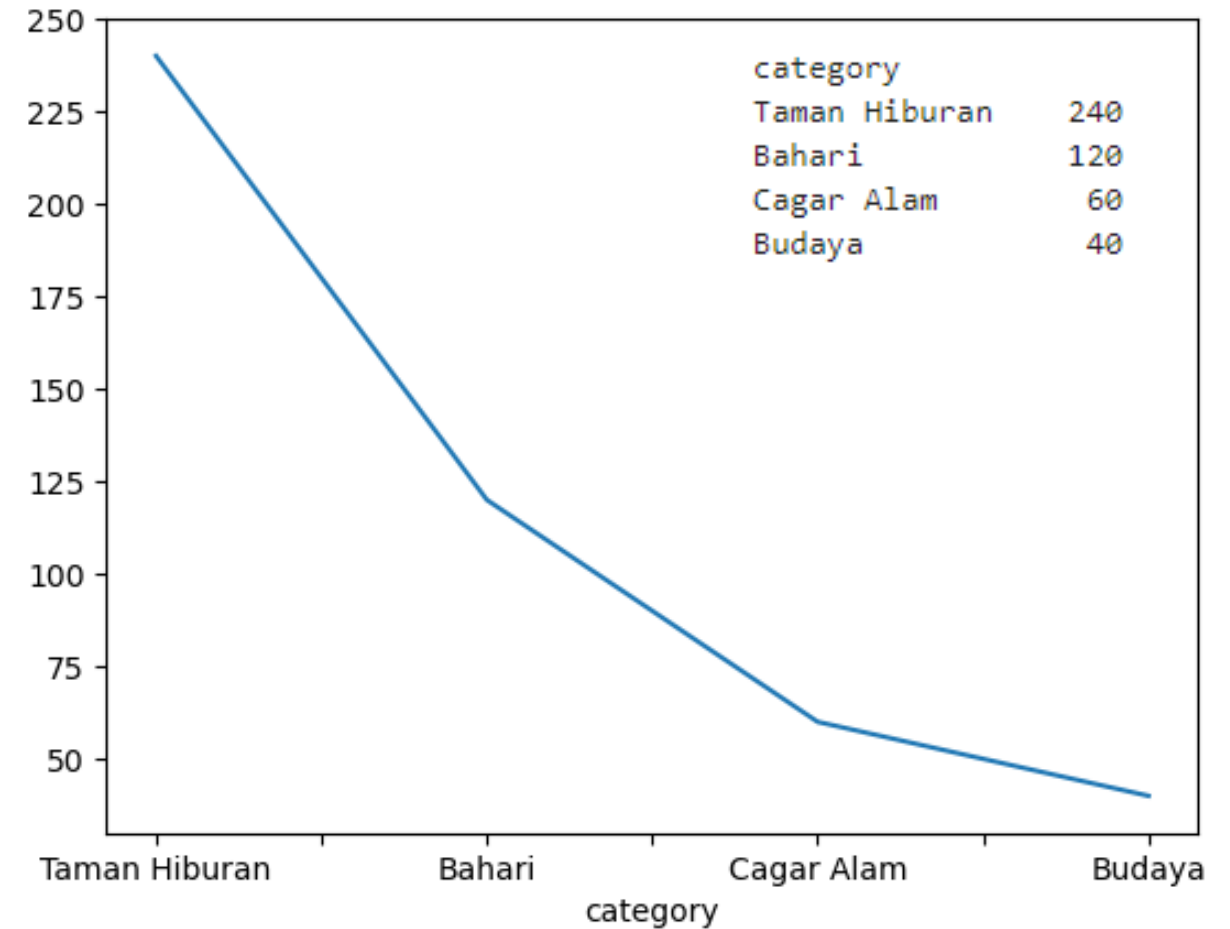
- Analyze data regarding cities with the highest number of visitors
- Popular categories in each city
- Popular tourist attractions in each city
- Level of visitor satisfaction
- Grouping tourist categories
- Tourist age grouping

Data Analysis

The city with the most visitors
from the 5 tourist cities



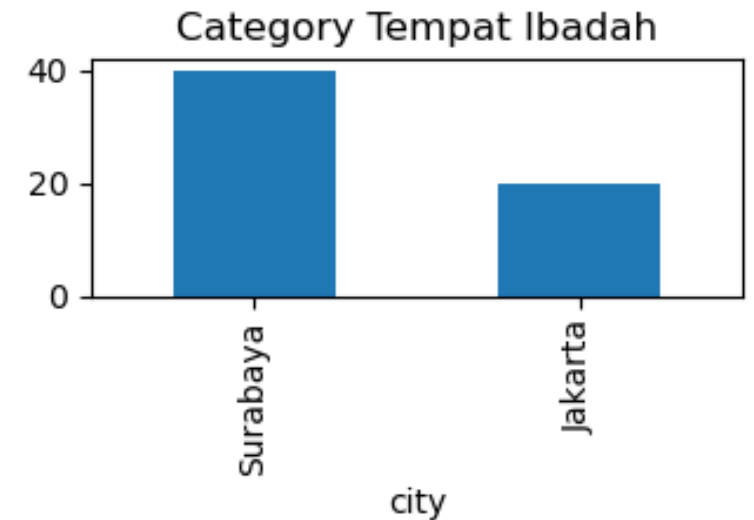
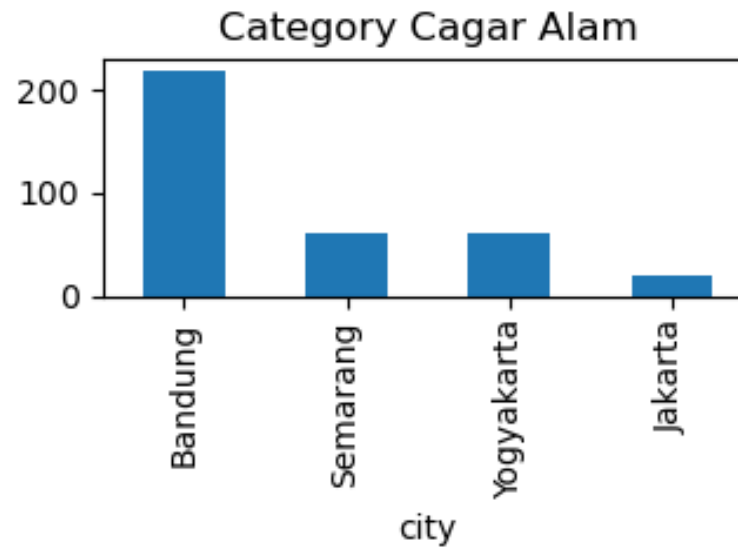
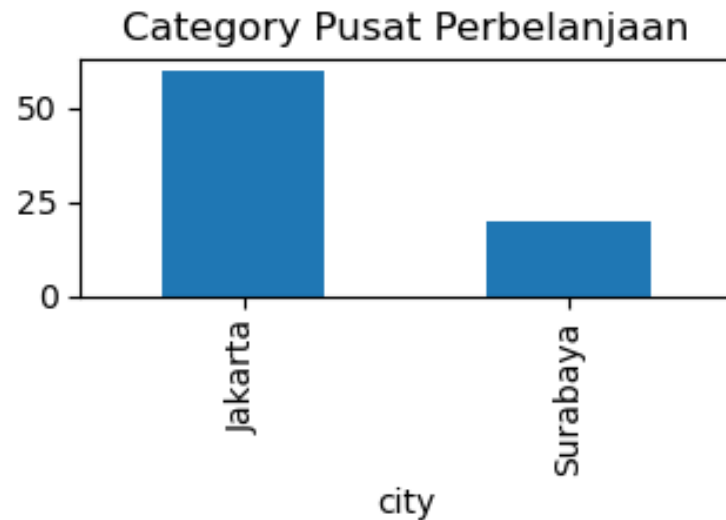
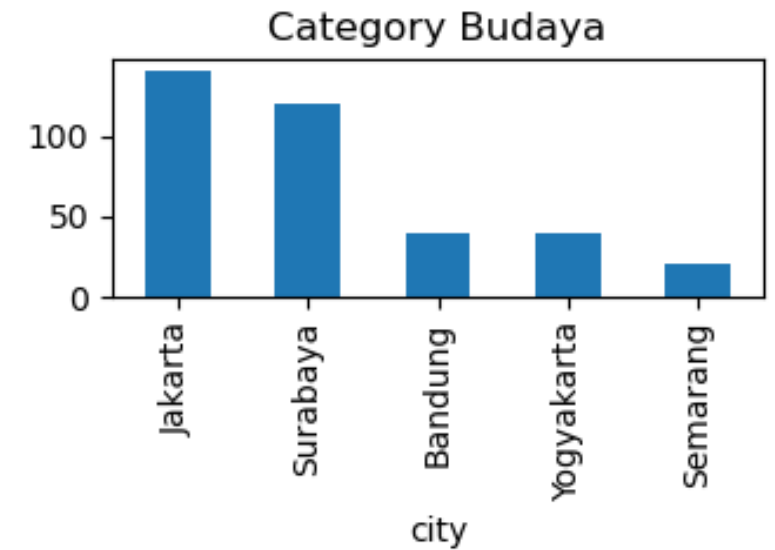
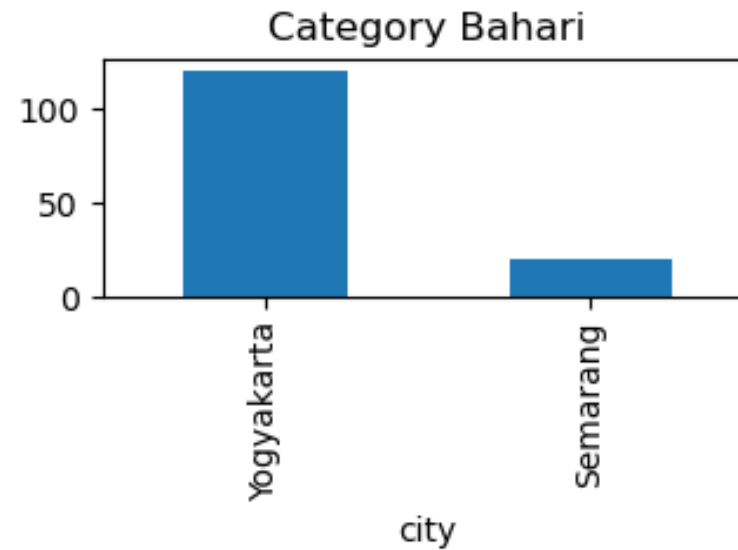
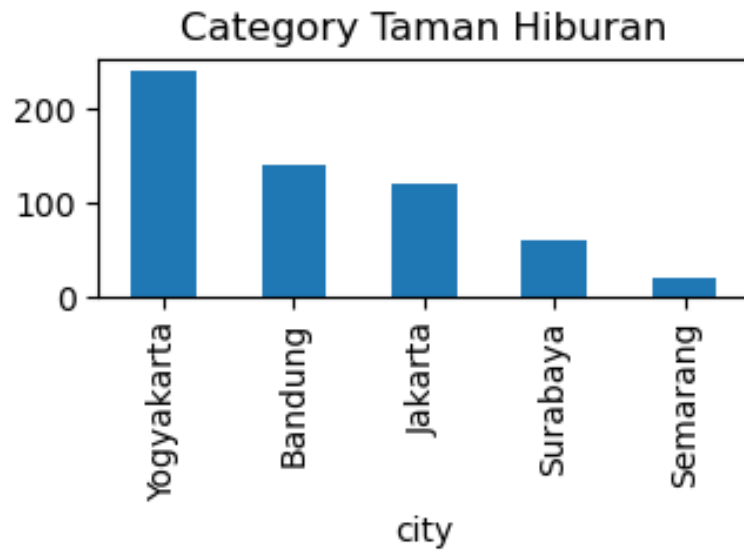
Top category in Yogyakarta



Details each category in Yogyakarta

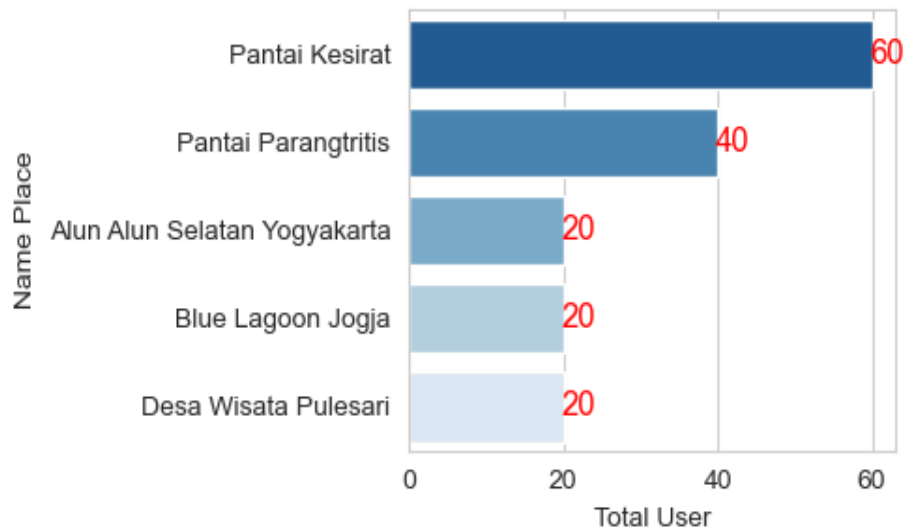
category	place_name	rating	price	time_minutes	
Bahari	Pantai Greweng	4.6	5000	0.0	20
	Pantai Kesirat	4.6	5000	90.0	60
	Pantai Parangtritis	4.5	10000	0.0	40
Budaya	Monumen Yogya Kembali	4.5	15000	30.0	20
	Museum Sonobudoyo Unit I	4.6	5000	120.0	20
Cagar Alam	Geoforest Watu Payung Turunan	4.5	0	60.0	20
	Goa Cerme	4.4	3000	90.0	20
	Goa Pindul	4.5	40000	0.0	20
Taman Hiburan	Alun Alun Selatan Yogyakarta	4.6	0	60.0	20
	Blue Lagoon Jogja	4.3	10000	0.0	20
	Desa Wisata Pulesari	4.4	0	0.0	20
	Desa Wisata Tembi	4.5	50000	0.0	20
	Embung Tambakboyo	4.4	0	0.0	20
	Jogja Exotarium	4.4	20000	120.0	20
	Kampung Wisata Taman Sari	4.6	5000	0.0	20
	Puncak Pinus Becici	4.5	3000	0.0	20
	Sindu Kusuma Edupark (SKE)	4.2	20000	120.0	20
	Situs Warungboto	4.4	0	60.0	20
	Studio Alam Gamplong	4.4	10000	120.0	20
	The Lost World Castle	4.3	30000	0.0	20

Top city with category tour many visitor

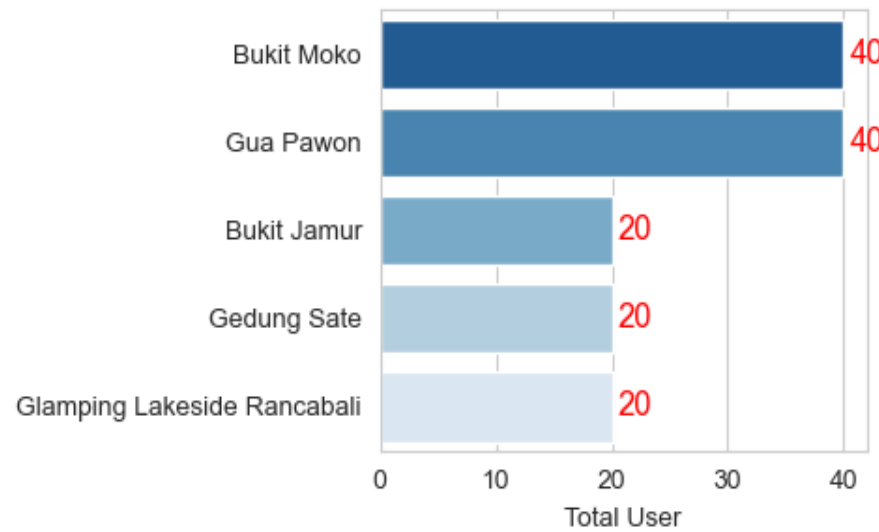


5 most popular tourist attractions in each city

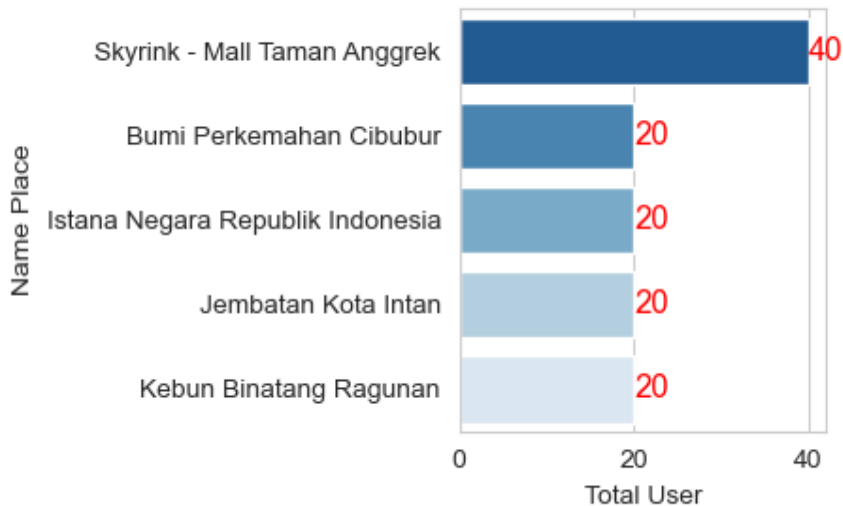
5 top wisata Yogyakarta



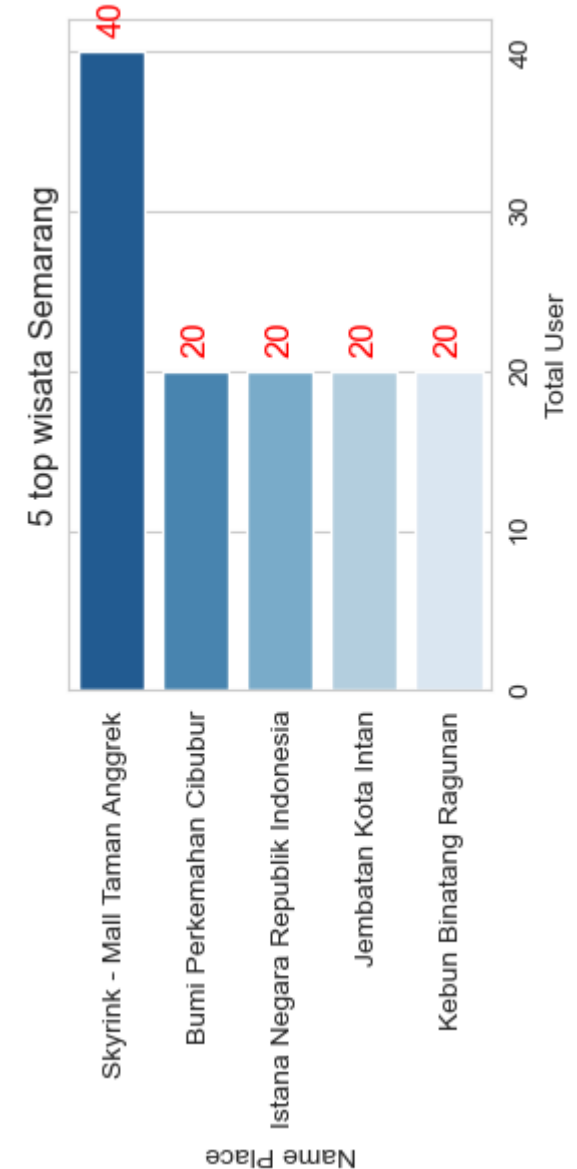
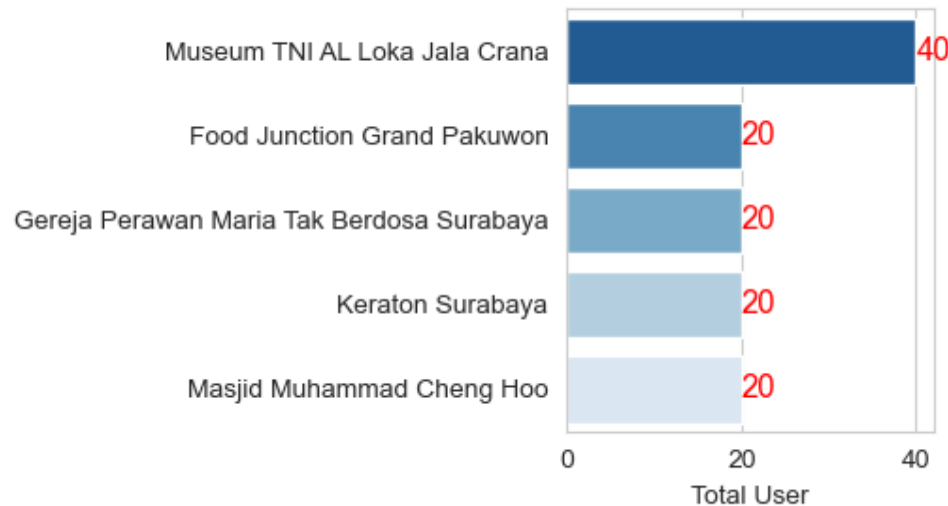
5 top wisata Bandung



5 top wisata Jakarta



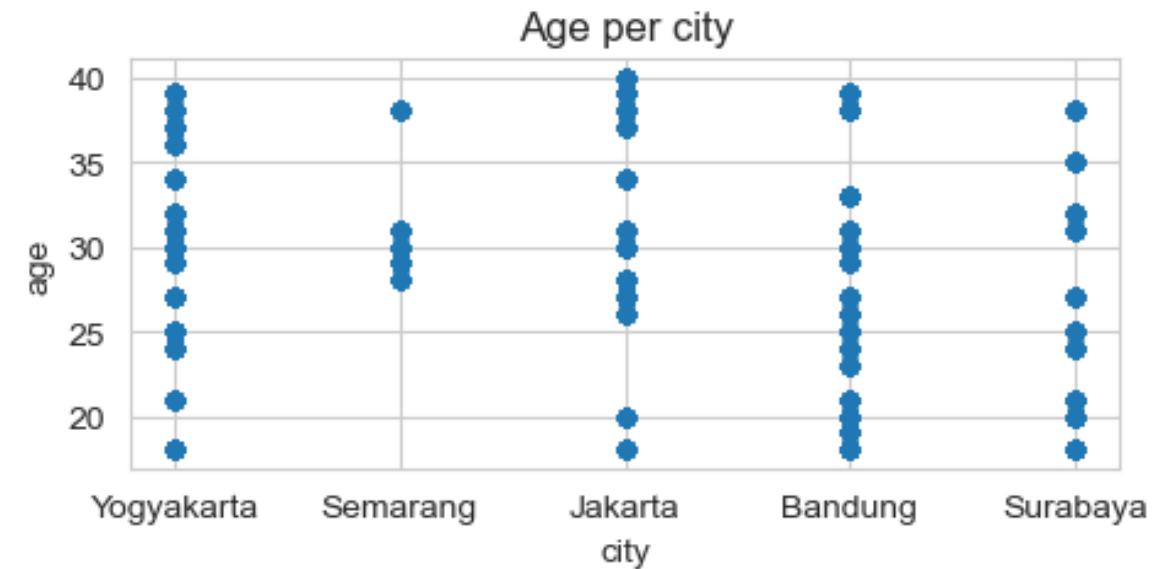
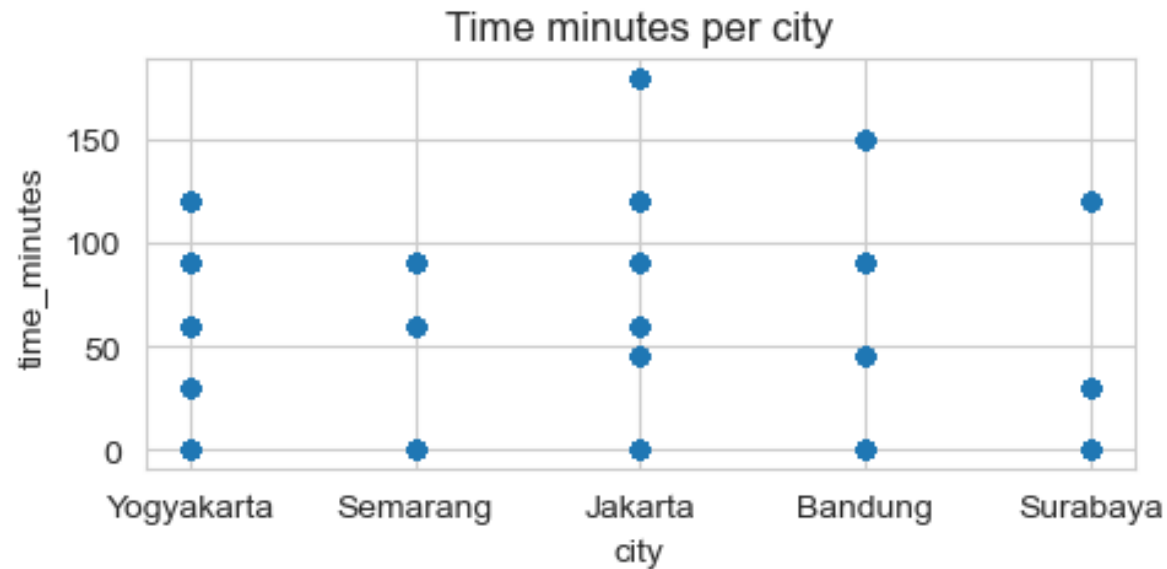
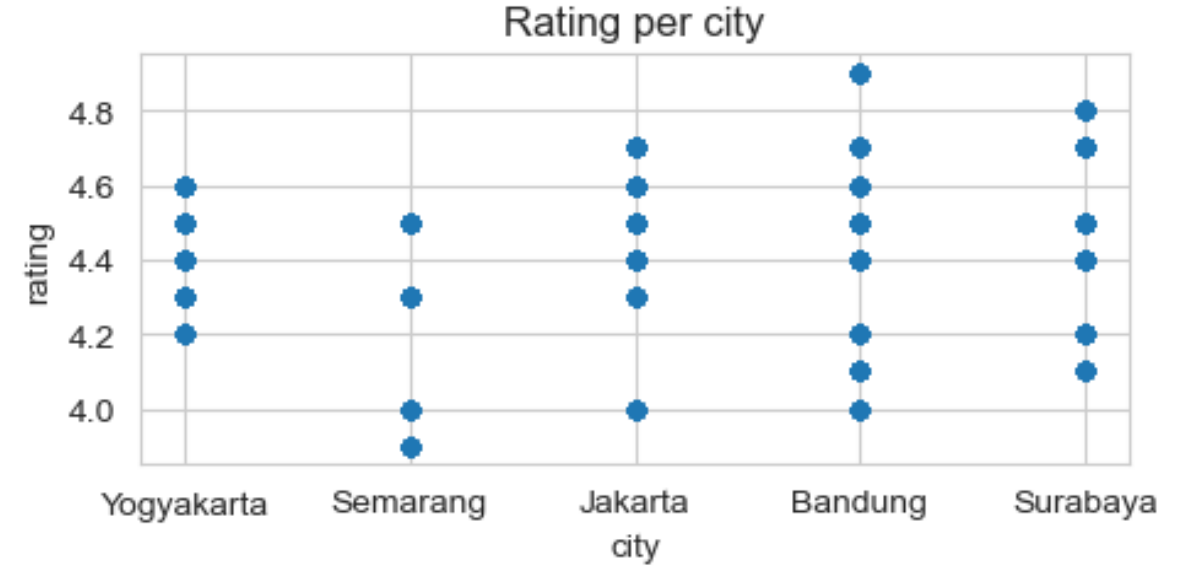
5 top wisata Surabaya



Average rating, price, time minutes, and age for each city

city	rating	price	time_minutes	age
Bandung	4.4	25800.0	23.2	26.6
Jakarta	4.5	29333.3	54.2	31.1
Semarang	4.2	7666.7	55.0	30.8
Surabaya	4.4	4083.3	17.5	25.8
Yogyakarta	4.5	10913.0	45.7	28.8

Range price, rating, time minutes, and age each city



Grouping price each city

	price_yogyakarta	price_semarang	price_jakarta	price_surabaya	price_bandung
cheap	400	100	240	240	200
normal	60	20	40	0	180
expensive	0	0	80	0	20

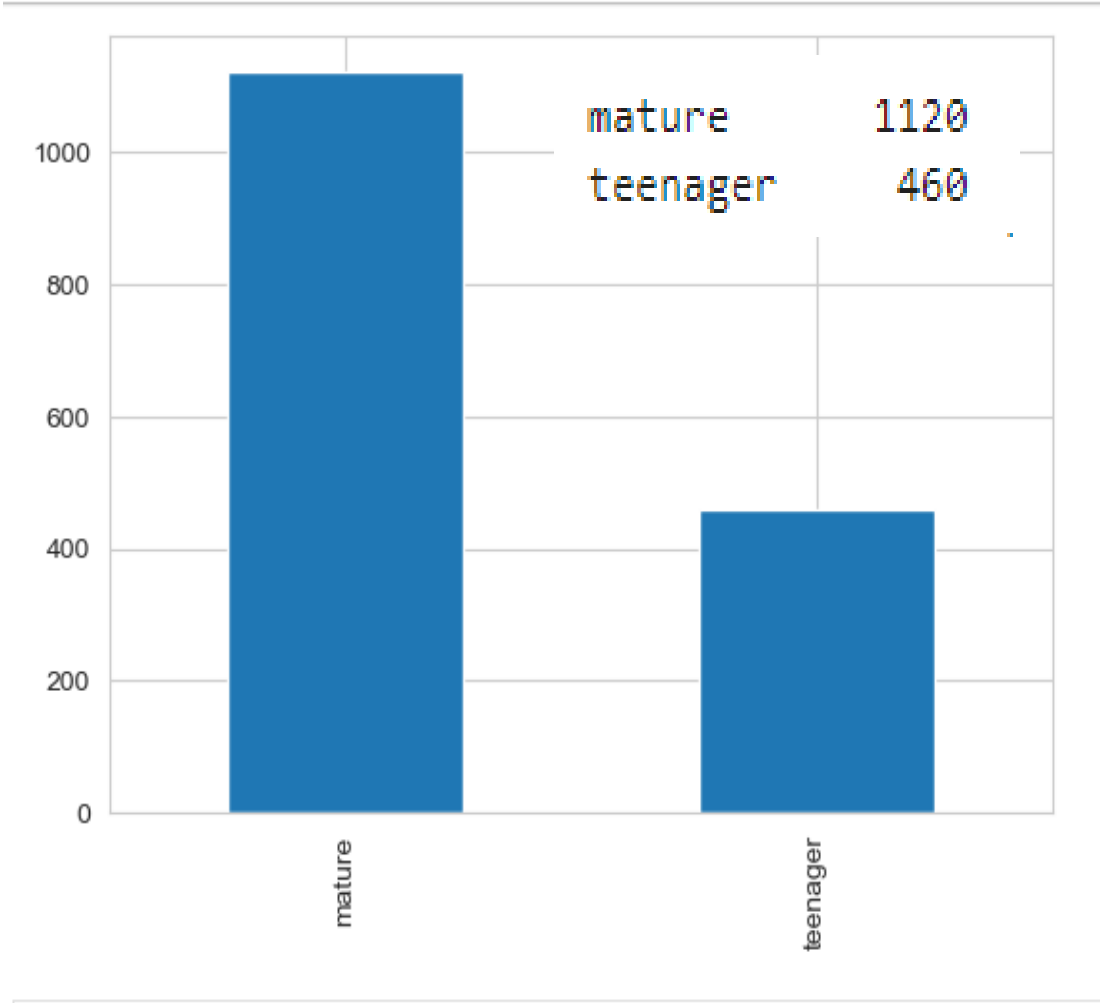
Cheap : 0 – 25.000
Normal : 26.000 – 50.000
Expensive : > 50.000

Grouping time minutes each city

	time_minutes_yogyakarta	time_minutes_semarang	time_minutes_jakarta	time_minutes_surabaya	time_minutes_bandung
near	240	40	200	220	300
far	160	60	120	20	80
normal	60	20	40	0	20

Near : 0 – 45 minutes
Far : 46 – 90 minutes
Normal : > 90 minutes

Grouping age all user



Users reviews

	user_id	rating	price	time_minutes
user_adress				
Lampung, Sumatera Selatan	180	4.4	22778.0	23.333333
Jakarta Utara, DKI Jakarta	160	4.3	15500.0	24.375000
Bekasi, Jawa Barat	160	4.5	11250.0	22.500000
Depok, Jawa Barat	140	4.4	28571.0	38.571429
Yogyakarta, DIY	100	4.4	23800.0	78.000000
Serang, Banten	100	4.3	46000.0	78.000000
Semarang, Jawa Tengah	100	4.5	20200.0	30.000000
Surabaya, Jawa Timur	80	4.4	3750.0	60.000000
Sragen, Jawa Tengah	80	4.4	12000.0	0.000000
Bandung, Jawa Barat	60	4.6	39333.0	90.000000
Jakarta Selatan, DKI Jakarta	60	4.5	6333.0	0.000000
Jakarta Pusat, DKI Jakarta	60	4.6	6667.0	50.000000
Cirebon, Jawa Barat	60	4.5	1667.0	15.000000
Ponorogo, Jawa Timur	40	4.4	7500.0	15.000000
Cilacap, Jawa Tengah	40	4.4	11500.0	45.000000

Conclusions

Yogyakarta

1. Most visitors for 5 city
2. Most category :
 - Taman hiburan
 - Bahari

Bandung

- Most category :
-Cagar alam

Jakarta

- Most category :
-Category budaya
-Category pusat perbelanjaan

Surabaya

- Most category :
-Tempat ibadah

Suggestions

Special Semarang

- Not have a most category
- Focus on increasing the rating, so that it is not in the lowest position
- You have to think about a strategy on how to have superior categories that visitors will be interested in
- One way is to highlight the characteristics of the city of Semarang, to attract tourists

General

- Each tourist city further enhances promotions so that next year visitors can reach hundreds or even thousands



Thank You

