

The Reliability of Tripadvisor Filter Search. A Case Study @alevavilla Hotel Bali

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Abstract

The ethnography research for hotel proposition delivered via social media is scarce. Research comparing the reliability of the Tripadvisor filter search to look for a hotel-related to the preference of the consumers is scarce. This research selects a family hotel with a good rating in Bali, further exploratory factor analysis conducted through the dataset captured from the Facebook @alevavilla. Hotel Aleva Villa is the hotel that comes up from the filter search and ranks five in Tripadvisor. The findings show that @alevavilla proposition dominated with the romantic and also a couple of holiday experience, which is different from the family hotel filter search in the Tripadvisor. The analysis is not only focused on the Tripadvisor and Facebook but also the Twitter and the Instagram post @alevavilla. The multichannel social media @alevavilla shows that there is a lack of a family trip proposition promoted compare with a romantic visit on social media. Finally, there are two future studies from this research; the first one is to conduct reliability research for the Tripadvisor filter search consistency with the exploratory factor analysis. The second, further multichannel research analysis via social media should further be conducted.

Keywords: @alevavilla, Family Hotel, Unstructured Dataset, Filter Search, Exploratory Factor Analysis

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1. Introduction

The Online Travel Agent generates the opportunity for the hotel to reach the targeted consumer worldwide. Digital communication raising the opportunity to reach numerous potential consumers (Nawangsari, Kusumaningrum, & Wibowo, 2019). The technology advancement improves the capabilities of the consumers to evaluate choices of hotels and finally deciding which hotel to visit for the next destination (Annisa, Surjandari, & Zulkarnain, 2019; Nawangsari et al., 2019).

Technology raising opportunities for tourism via the application called social media (Su, 2018). The social media enhanced the capabilities of the Online Travel Agent to influence the willingness of the netizen to visit destinations. Since social media promoting the destination, therefore, netizens persuasively promoted to visit the destination and experience the same things posted on social media (Nugroho & Sihite, 2015).

Social media also generate a new kind of ethnography activities, a new research methodology based on the interaction in the internet application. Some researchers state that ethnography is the primary technique to reach an in-depth understanding of how the direction within the social media create relational dynamics (Madianou, 2015).

The ethnography approach proposes a holistic, contextual richness compare with other methods such as surveys and questionnaires (Sinanan & McDonald, 2018). Since the social media have so many things in context to explore compare with an only right or wrong answer, nor close-ended questionnaire. The richness of the context could only capitalize on the ethnography research methodology. Furthermore, ethnography provides holistic contextualization compare with the other social media use. Therefore, this research is exploring the holistic contextualization of one of the family hotels in Bali with ethnography research methodology via the multichannel social media account of the hotel. The research gathers an insight related to the holistic context of the hotel, comparing the Tripadvisor and the proposition delivered via the other social media. The research select hotel the Tripadvisor filter search conducted for a family hotel, with a good rating in the area of Bali.

2. Literature Review

Social media influence the intention of the netizen to visit destination. The image of the destination delivered via social media and also the textual proposition related to the benefit of the destination will become information for the targeted consumer. These phenomena were also beneficial for preferences to visit a hotel. The images of the hotel and also the information related to the functional benefit, facilities of the hotel are essential for the targeted consumer. Image of specific destination influence tourist behavior (Tasci, 2018) (Giglio, Pantano, Bilotta, & Melewar, 2019).

Previous research related to the application of Twitter to promote tourism shows that twitter @AirAsiaID extended to @AirasiaGoID Twitter (Sihite & Nugroho, 2017). The company was extending the proposition from the airline company into the travel and airline proposition services—one of the phenomena related to this extension captured at Twitter @AirAsiaID and @AirAsiaGoID. Therefore the social media show the application in

@AirAsiaGoID as the extension from the @AirAsiaID (Sihite & Nugroho, 2017).

Moreover, Tripadvisor is an application beneficial for travel and tourism. Tripadvisor promoting information related to the destination, hotel, restaurant, and many activities related to leisure. This application utilizes for branding places and also a hotel (Giglio et al., 2019). There is numerous information related to consumer needs before the pre-visit, such as the type of the hotel, the room provided, the facility offered, and also reviews and comments related to the experience in the hotel. Therefore, browsing in Tripadvisor, looking at the variety of information provided in the application, is an essential activity to improve the consumer decision confidence before selecting the destination, hotel and other facilities when they are going for leisure.

Tripadvisor provides numerous online reviews (Tripadvisor, 2020). There are 859 Million reviews and opinion, 463 Million monthly average unique visitors, and 8.6 Million accommodations, airlines, experiences, and restaurants. The figure shows that the information provided by Tripadvisor covers worldwide travel and tourism information.

Moreover, the online reviews is a wom (word of mouth) to influence the consumer intention to purchase. In the new era where everyone could see the information from their gadget, Tripadvisor provides limitless information related to the variety of destinations, hotels, and restaurants. Word of mouth also provides a new feature related to information; it is not only delivering information about the facilities but also the experience of the travelers related to the facilities. This experience is essential for the potential traveler since experience is the essence of travel and tourism activities.

This research will capture the data from the selected hotel in Bali, and ethnographic research from these social media will holistically explain the proposition the hotel offered. Therefore the approach of multi ethnography from several social media such as Tripadvisor, Facebook, Instagram, Twitter will enrich the picture related to the hotel proposition to the targeted consumers (Whittle, 2018).

3. Research Method

The research methods start with the hotel sample choices selected on March 15, 2020. The Tripadvisor filter enabled us to choose the type of hotel that meets our preference, a hotel that has an excellent rating (4 items and beyond), and also meets the style for a family. @alevavilla come up as the fifth rank hotel and chosen to analyzed further. A total of 205 postings captured from @alevavilla facebook, the dataset range from March 2020 until July 2019. The research process follows the figure 1 below.

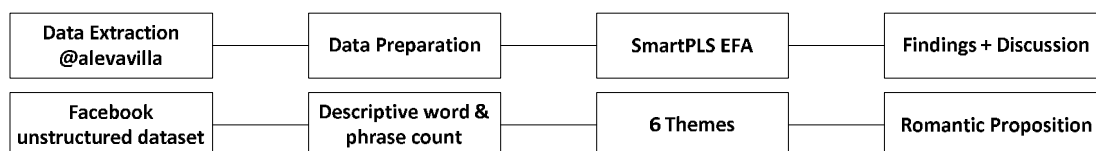


Figure 1. Research Process

The hotel analyzed for the research selected by browsing choices in the Tripadvisor app. The Tripadvisor app for booking hotels is an app for traveling that provides several information options such as transportation, hotel lodging, restaurant. This application provides reviews and specifications from various hotels in worldwide tourist destinations. There are luxury quality hotels to standard according to filter options and preferences desired by app users.

The Traveloka filter the property type hotel, rating with review more than four and above from the reviewer, and the preferred hotel style is the family-friendly hotel. Up to approximately 50 hotels correspond to the selected preference. The filter process conducted on March 15, 2020, and the rank of the hotel from 1 to 5 is Hard Rock Hotel Bali, Kuta Central Park Hotel, Harris Hotel Seminyak, The Sankara Resort Ubud by Pramana and Aleva Villa.

The results come out, and the option to conduct an exploratory proposition decided to Hotel Aleva Villa (@alevavilla), which is ranked No. 5. The exploratory factor analysis for proposition delivered by the @alevavilla to its target audience via Facebook conducted by first collecting the post data submitted on the Facebook account @alevavilla. Data collected is an unstructured dataset that processed using Provalis Research software application.

The unstructured dataset analyzed with the exploratory factor analysis technique to reveal the relationship within the tweet dataset to find the insight within the data (Wijanto, 2008) (Hair, Anderson, Tatham, & William, 1998). The techniques have been conducted for coffee shop (Yuli Harwani & Janfry Sihite, 2019), breadstore (Arissetyanto Nugroho, 2019) (Arissetyanto Nugroho & Sihite, 2020), the hospitality (Arissetyanto Nugroho, 2018b) (Arissetyanto Nugroho, Sihite, & Harwani, 2019), education (Arissetyanto Nugroho & Janfry Sihite, 2015a) (Arissetyanto Nugroho & Janfry Sihite, 2015b), National Tourism Organization (Sihite & Nugroho, 2018) (Arissetyanto Nugroho & Sihite, 2018) (Arissetyanto Nugroho, 2017), kitchen application (Sihite, 2019b), online transportation (Sihite, 2019a), banking (Arissetyanto Nugroho & Sihite, 2016) (Arissetyanto Nugroho, 2018a), airline (Arissetyanto Nugroho, Sudirja, & Sulistiyo, 2019; Sihite, Harun, & Nugroho, 2015) (Arissetyanto

Nugroho & Janfry Sihite, 2015), ecommerce (Arissetyanto Nugroho, 2019) and ready to drink tea (Yuli Harwani & Janfry Sihite, 2019).

The techniques reveal themes that easy to interpret since the complexity of the data reduced to a specific dimension (Campbell, Pitt, Parent, & Berthon, 2011). The Provalis Research Software utilized to identify the relationship between keywords (Silver & Lewins, 2014).

4. Results

The result for @alevavilla proposition shows a romantic nuance. Moreover, the facilities shown are excellent and luxurious, the price is quite affordable compared with the facilities provided. The location is strategic, it is not too far from the airport, close to the shopping center, there is a nearby tourist attraction, and this hotel is serene because it is far away from the traffic jam.

Table 1. Top 10 Frequency

NO	WORD	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	TF • IDF
1	ROMANTIC	1155	4.96%	4.79%	2.80%	30.1
2	VILLA	1059	4.55%	4.39%	2.57%	27.6
3	SEMINYAK	696	2.99%	2.88%	1.69%	21.3
4	ALEVAVILLA	596	2.56%	2.47%	1.45%	15.5
5	TRIP	448	1.93%	1.86%	1.09%	13.7
6	PRIVATE	393	1.69%	1.63%	0.95%	11.1
7	BATHTUB	390	1.68%	1.62%	0.95%	11.9
8	MAKE	389	1.67%	1.61%	0.94%	12.8
9	BEDROOM	388	1.67%	1.61%	0.94%	11.0
10	SPECIAL	388	1.67%	1.61%	0.94%	11.0

The phrase descriptive analysis from the Facebook unstructured dataset presented as follows.

Table 1. Top 10 Topics

NO	NAME	KEYWORDS	EIGENVALUE	% VAR	FREQ
1	POOL; BOOKING	POOL; BOOKING; WWW; HONEYMOON; WEBSITE; INIVIEHOSPITALITY; MANAGED; BOOK; SARASWATI; PROMO; PROPOSAL; GATEWAY; VILLAS; SURPRISE; PACKAGES	679.54	397.59	2409
2	SPECIAL; ALEVA	SPECIAL; ALEVA; SUNSHINE; STAY; TIME; TRAVELPHOTOGRAPHY; TRAVELS; TRAVELLER; TRAVELLING; TRAVELER; TRAVELTHEWORLD; THEBALIGURU; THEBALIGUIDELIDE; TRAVELAWESOME; SWANFLOAT	67.09	43.63	2680
3	HONEYMOON ~ ROMANTIC; LOWER RATE	ROMANTIC; RATE; PRIVATE; POOL; BOOKING; PROMO; GRAB; JALAN; DEWI; BOOK; LOWER; HONEYMOON; DIRECT; GUARANTEE; PACKAGES	45.38	25.03	2920
4	LUXURY; LUXURYVILLABALI	LUXURY; LUXURYVILLABALI; LUXURYHOTEL; MAG; INIVIEHOSPITALITY; BOOKING; AIRPORT; JALAN; HOLIDAY; DEWI; HIGH; HEAD; INTERNATIONAL; FAMOUS; GUSTI	39.83	28.47	3520

NO	NAME	KEYWORDS	EIGENVALUE	% VAR	FREQ
5	ALEVA; ALEVAVILLA	ALEVA; ALEVAVILLA; BALILOCAL; BALIGOOFFICIAL; BALIGASM; BALIBIBLE; BALIHONEYMOON; BALIROMANTICVILLA; BABYMOON; BALIPEDIA; BALIVIBE; BALILUXURYVILLA; BALIVILLA; BOOKING; BATHROBE	34.60	32.06	2586
6	SEMINYAK; SMILE	SEMINYAK; SMILE; SEMINYAKVILLA; ALEVA; SOURCES; POOL; PROMO; RAI; NGURAH; MINUTES; NEARBY; BOOK; RESTAURANT; ANNIVERSARY; SHOPPING	28.22	19.36	1272
7	PRIVATE POOL; POTATO	PRIVATE; POTATO; BOOK; LOWER; POOL; BOOKING; HONEYMOON; JALAN; GRAB; PACKAGES; DEWI; MANAGED; GATEWAY; DIRECT; RATE	17.04	18.20	1446
8	ALEVA; ANNIVERSARY	ALEVA; ANNIVERSARY; PRWIVATEPOOL; GOODBIVES; HALLOWEENINBALI; HALLOWEEN; GENIC; INSTATRavel; BEAUTIFULPLACES; CHILL; BALIVIBE; MAG; RELAX; BATHTUB; BATHROBE	13.36	21.34	2347
9	ANNIVERSARY; HONEYCOMBERSBALI	ANNIVERSARY; HONEYCOMBERSBALI; LIBURANBALI; VILLASEMINYAK; HONEYMOONVILLABALI; VILLAROMANTICBALI; ROMANTICSEMINYAK; ROMANTICVILLA; THEBALIGURU; THEBALIGUIDELIDE; PRIVATEPOOLVILLABALI; SEMINYAKVILLA; LUXURYVILLABALI; EXPERIENCE; BATHTUB	9.92	13.81	2808
10	BABYMOON #ANNIVERSARY	ANNIVERSARY; ALEVA; COUPLE; HOTEL; IGTRAVEL; GETAWAY; BABYMOON; BALIPEDIA; VISITING; LUXURYHOTEL; HAPPINESS; LOVE; TRIP; BOOKING; TRAVELTHEWORLD	8.71	16.28	1856

In the first topic obtained from the exploratory factor analysis @alevavilla show the topic as the best 4-star hotel in Bali, this hotel is suitable for business travel, honeymooners, and holidays with the family. @alevavilla is one of the romantic hotels in Bali, and the facilities provided by this hotel are also charming and luxurious. @alevavilla is located quite far from the road traffic, and it is serene and suitable to rest and make visitors comfortable and calm.

The comfort and tranquility of Aleva Villa conveyed by visitors through comments posted in Tripadvisor. For example, in March 2020, visitors Yuen May H commented on the feelings during their stay in @alevavilla, which is a bit far from the street but still affordable by a grab. Here is the comment "Stayed 2 nights in this villa and it was great. The service is excellent and the staff take time to explain the amenities of the villa to us. Room is clean but the pool could use a bit of cleaning. There are few hiccups happened during our stay but it was handled fast and professionally by the management. Food is good too. Location wise it's slightly further away from the central Seminyak, but easily reached by getting a Grab ride. Overall it was a very good stay and we'll definitely come back again one day".

@alevavilla also provides a romantic special package that is commonly used for honeymooners or celebrating the memorable day. The package is a romantic honeymoon, romantic application, romantic Gateway, birthday surprise, and Anniversary. For example, in February 2020, visitors named Melida L gave positive comments about honeymooners in @alevavilla. The comments delivered on the Tripadvisor website. Here is the comment "We had an amazing honeymoon experience, thanks so much aleva for the hospitality. We will come back for sure sooner or later. Recommended to all couple for honeymoon or private time. The exclusiveness will make you feel you want to comeback. Thank you aleva for making our honeymoon special. Credit to all the staff who deserve a 5 star rating. ❤️"

Then there was a visitor named Eriska R, who made his comments through Tripadvisor in February 2019, following his commentary on his memorable honeymoon holiday in @alevavilla "Unique place, great service, never been dissapointed with Aleva Villa! Honeymoon is so memorable, superb decoration! Will come back here again soon! All staff are very friendly especially for Heni reception who always taking care our stay. Aleva is perfect choice for couples".

Exploratory factor analysis results for the 2nd topic relate to the property @alevavilla. The property in this hotel is different from the other hotel since the hotel offering eight one-bedroom villa with a private jetted pool. Having eight beautifully designed rooms and villa service with Balinese hospitality, @alevavilla equipped with complete room facilities. The hotel also provides airport pickup, shuttle around the hotel free of charge. For example, the comment in Tripadvisor in March 2020, a visitor named Ryan R gave a positive comment about @alevavilla Hotel. Here is the comment "My first experience for staying at villa, the service was outstanding when taking the room tour and when staying at villa also. The room, pool, bathroom, all very well designed, @alevavilla is an excellent place to sweet escape for a couple.

The 3rd topic shows that @alevavilla achievements. As comments presented on January 23, 2017 on Instagram account @alevavilla who shared the story of an award in the Guest Review Awards 2016 category. Furthermore, on March 31, 2017 Aleva Villa awarded the Best Top 30 Accommodations in Seminyak category. On December 28, 2017, the Instagram account @Alevavilla post, re-shared the story of an award in the category Luxury Serviced Villa country, and the Best General Manager country winner in Indonesia, Guest Review Awards 2017. Another achievement was delivered on October 27, 2017 when @alevavilla received an award in the World Luxury Hotel Awards category.

On January, 15 2018 @alevavilla received an award in the Guest Review Award category 2018. Furthermore, on April 6 2018 @alevavilla awarded the Recognition of Excellence category in the Hotels Combined app. Moreover, on May 28 2019, @alevavilla received an award in the Certificate of Excellence category on the Tripadvisor app.

There are also achievements from the Awards of excellence in the TRUST YOU app, and in the Booking.com app. These achievements proved that @alevavilla is one of the best hotels or inns in Seminyak Bali, and many tourists are interested in both local and international. @alevavilla using only two languages, namely Bahasa Indonesia, and English. On January 15, 2019, @alevavilla awarded the Guest Review Award category 2019, and on January 20, 2020 @alevavilla again received an award in the Guest Review Award category on the Booking.com app. The information posted on @alevavilla Instagram account.

The 4th topic shows that @alevavilla conveniently located in Seminyak, just a 40-minute drive from I Gusti Ngurah Rai International Airport, and the villa located near the beach, an area close to the shopping center. Close to the natural beauty of Seminyak Beach and Double Six Beach. At the same time, guests can visit Garuda Wisnu Kencana Cultural Park and Bali Nusa Dua Theater to enjoy cultural attractions. Do not miss the Waterbom Bali tour and Bali Bird Park, besides being close to the destination object, @alevavilla also not too far from famous places such as I Gusti Ngurah Rai International Airport, Banyuwangi Airport (BWX), public transportation such as Tegal Sari Bus Terminal, Tegal Agung Bus Terminal, hospital & Kasih Ibu Clinic, Beachwalk Shopping Center Kuta Shopping center, convenience store, cash withdrawal (ATM).

On April 3, 2020 on Agoda and Tripadvisor apps, many customers feel very pleased with the @alevavilla because of the facilities provided is excellent and luxurious, affordable price, the staff who work in the villa is also friendly and nice to visitors. There are some comments from visitors like visitors who in March 2020 submitted a comment on Tripadvisor, a visitor named Siddhi D submitted a comment "Highly recommended, ideal place to stay for honeymoon. Amazing villas with the most decent decor. Staff was very welcoming and helpful. Extraordinary service. We have booked honeymoon package which includes candlelight dinner, Balinese massage, floating breakfast, pool, bathtub and room decoration. Everything was awesome from welcome drink to goodbye gift. It was worth it. Loved it. If we are going to Bali again, I hope to stay there again."

There are also visitors' comments Ankit P @alevavilla on February 2020 in Tripadvisor. The comments "It's amazing arrangements by villa staff which is very humble and very co-operative and they make my anniversary unforgettable, they make flower decoration in whole villa and pool and they do warm welcome during when I visit and candle light dinner arrangements are awesome.....❤️ no words for their facilities I thought it's great hospitality in bali.....I want to come again and again in this villa".

Besides, there are visitor comments in August 2019 delivered in Tripadvisor, the name of visitors Rashey with comments "We stayed here for 4 nights! Warm and friendly welcome from staff upon checking in with a coconut welcome drink for my gf and I. Love the cute written welcome message on the wall upon entering our Villa, and the other small deco details to make it all feel so cosy (the swan and rose petals on the bed). Villa looked exactly like the photos! Villa size was just nice for a couple like us, the bed was soo amazing, and the toilet was huge! Separate shower and bathroom and huge bathtub! Complete amenities provided (toiletries, bathrobes, hairdryer, iron,) There was even an Amazon ALEXA in the room with a speaker to play your tunes ;) The Villa also encourage sustainability is a plus point too. The pool size was good too and added around 6000K plus you could get yourself a floating..." Of course, this is a plus for Aleva Villa, because of the many positive responses from visitors, so it can no doubt that Aleva Villa is quality and classy hotel.

The 5th topic @alevavilla categorized as a modern and romantic hotel, this place is recommended for a couple who just married and for honeymooners. Even because of the romantic and modern nuance, many visitors who use it for other special celebrations such as birthday celebrations, anniversary, and others, which are then many uploaded in each social media.

This topic was taken on an Instagram account @alevavilla and also taken from the Tripadvisor app and presented that the facilities are beautiful and luxurious to be the attraction of visitors to come to this hotel. @Alevavilla also offers many facilities to enrich hotel experience. The hotel provides free Wi-Fi in all rooms, 24-hour security, daily housekeeping, postal service, private check-in/check out to ensure our guests the most exceptional comfort. Furthermore, some favorite facilities captured and posted on social media such as outdoor swimming pool, hot spring pool, garden, spa, massage, tours.

The 6th topic conveys the price range to stay @alevavilla between Rp 1,393,000-Rp 3,967,000 (based on average rates for a standard room). This fare is a reasonable price for the villa's price with such nice and luxurious facilities, as was the comment of one of the visitors who had come to this hotel in February 2020. Comments submitted on Tripadvisor site by visitors named Alieza E with Comments "Aleva facilities, highly recommended for Honey Moon, excellent service, right place, affordable affordable!!!"

Next comment from Nataşya S in March 2020 delivered in Tripadvisor site comments "very good, the view is cool, the price is cheap, the service is very good, clean, the facilities are very complete, the location is very strategic close to all the places, want to shop to the Minimart also very close" for you guys who want to stay in the best villa. In addition to the special promo given @alevavilla posted on @alevavilla instagram which is a message through the website of Aleva villa by using a special promo code TRIP88 to get a lower tariff. Another promo provided @alevavilla to visitors is Book direct via our website is 10% LOWER than online travel agent and getting MORE BENEFIT with promo code OFF88 and this promo is valid for the time period specified. On 1 January 2020 – 30 November 2020. This promo is delivered through Instagram account and Tripadvisor app.

The 7th topic conveys that @alevavilla does not celebrate the big day or any other event like a hotel or inn in general, but @alevavilla always celebrate Nyepi Day (when outdoor activities are not allowed), where visitors cannot check-in or check out the property. So visitors who are in the hotel can only do on-hotel activities. @alevavilla only celebrate the Nyepi day in addition to traditional Balinese culture, all Balinese are also celebrating The Nyepi. The feast of Nyepi held only once a year. Nyepi Day falls on the following dates: March 7 2019, March 25 2020, March 14 2021, March 3 2022, March 22 2023.

After Nyepi celebrations, @alevavilla provides an exciting package for the visitors of the hotel. This offer captured from the Agoda app website on April 3. The package is a Silent package with a stay in One Bedroom Villa with Private Pool and Bathtub, with private pool villa to spend quality time together with loved ones during the silent Day in Bali. Special inclusion package for 3 days 2 nights in one bedroom Private Pool Villa & Bathtub, plus a romantic rose petal and towel decoration on the bed upon arrival. There is also a daily breakfast of a la carte for 2 people, 1 lunch for 2 people and 1 dinner for 2 persons. Hotel guests are also provided with a welcome drink. Upon arrival, guests are also provided with free chilled fresh towels, coffee, and tea with daily refills. Free Wi-Fi with unlimited connection service is also provided. Free daily mineral water is also provided for staying guests. The offer distributed and posted @alevavilla on the social media account of Facebook on March 5, 2020.

A visitor gave his comments delivered through Tripadvisor's website in March 2020, Rika P was very pleased and enjoyed Nyepi's Day in @alevavilla. Here is his comment, "We are very pleased and enjoyed the day Nyepi in @alevavilla. The staff were friendly and the service was good. If I got the chance again, we will stay here again. Thank you @alevavilla".

Topic 8 related to the romantic hotel design, Hotel Aleva Villa also offers flower petal design and floating inscription in the pool to add a romantic impression to the visitors. However, to get the design of the petals and the writing, customers need to order and add additional costs around Rp. 780,450. The design must be in the message first, and the decoration can only last for 3 hours.

The topic of discussion taken from social media Instagram @alevavilla, presented the visitor inquiry about the breakfast available at the hotel. Most of the visitors asked whether the hotel's food is halal? @alevavilla provides various types of food ranging from American, vegetarian, Continental, English/Irish, and halal food.

Visitors need not be afraid anymore to eat @alevavilla, which is the best hotel or lodging in Bali.

Like the comments in August 2019, visitors who commented on the Tripadvisor website, Ivandra said the food in the hotel @alevavilla like 5-star hotel food and feel satisfied. Here is the comment "staffs are very friendly and helpful, food is clean and no problem, check-in is quick and not Ribet, swimming pool is clean, food is good and very satisfying (5 stars), as I want and expect".

Topic 9 is a tourist attraction recommended by the locals, which is a destination for surfing, diving, snorkeling. Nature and beautiful beaches, the atmosphere under the sea are also beautiful so that many tourists want to dive to see the beauty of coral reefs and fish there.

Furthermore, @alevavilla also convey The Artistic and Spiritual Ubud. This place is known for its peaceful gallery and surroundings. Ubud never fails to attract lovers of art and spiritual seekers from around the world to learn and develop because the more interesting the art that produced, the more and more tourists will visit.

Dances, music, and traditional ceremonies in Balinese culture are part of The Artistic and Spiritual Ubud event. Here visitors can watch traditional dances, music, and events. This activity attracts tourists to know and introduce cultures such as dance, music, and Balinese ceremonies. @alevavilla is not too far from the Bali's holiday destination, the tourists do not need to be restless for their holidays, and they do not have to worry because the hotel is not far from the tourist attraction. These discussions from the Booking.com app website.

The 10th topic is about the hotel or lodging that just built in the year 2016. Even though the hotel is new, the hotel reviews are constantly increasing, @alevavilla include a hotel ranked number 1 of 171 accommodation in Seminyak. @alevavilla also includes one of the recommended hotels and much sought by visitors. Furthermore, the staff is friendly, classy facilities, a lovely atmosphere.

Before booking @alevavilla room, we recommend guests to read the hotel policy; therefore, there is no error in the process of booking the room. This hotel's policy is that extra guests will be charged IDR 100000/person for breakfast, the hotel may allow late check-out, subject to room availability and extra charges. Additional transportation fee is chargeable at IDR 266.000. The hotel may allow early check-in, subject to room availability. Breakfast time starts from 07:30 until 11:00, while pets are not allowed. Check-in schedule is from 15:00 hours and Check-out before noon.

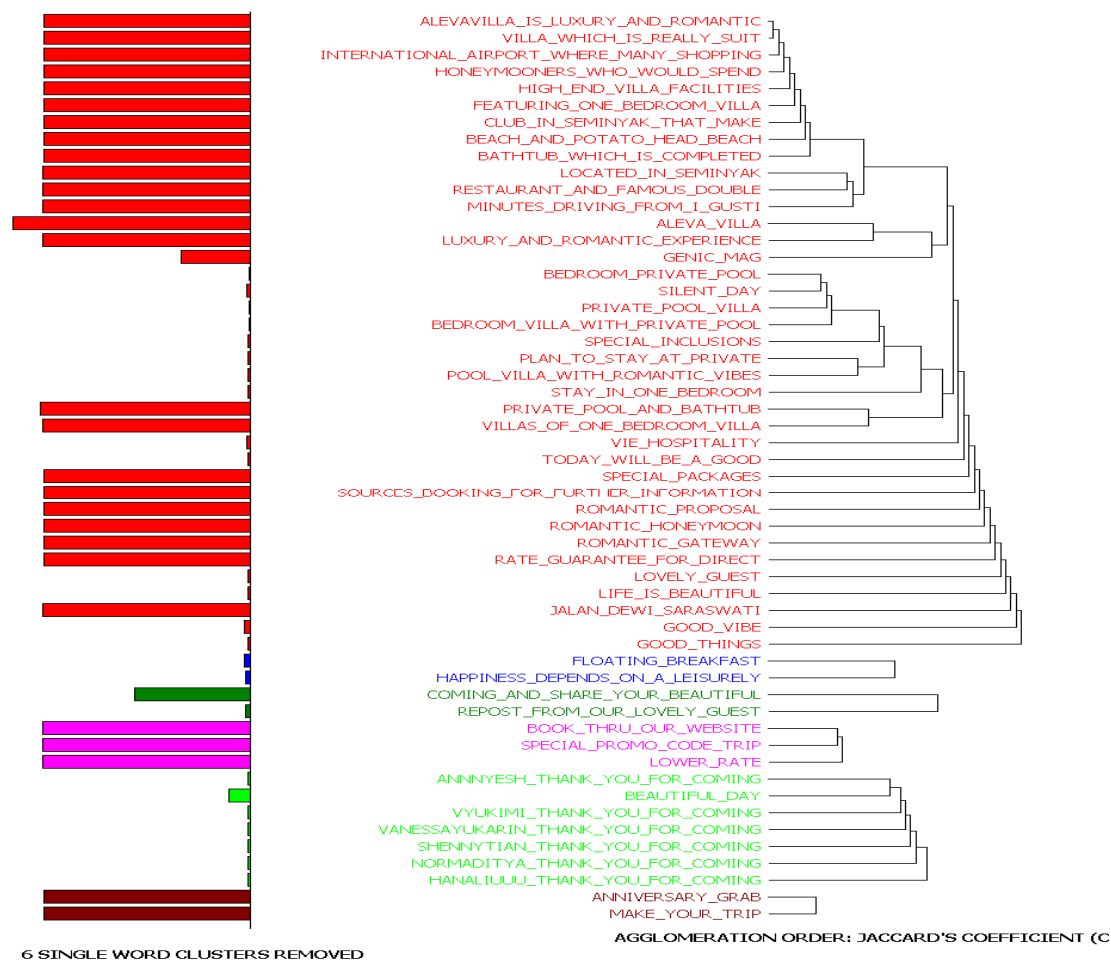


Figure 2. @alevavilla Dendogram

Figure 2 dendrogram also supports the argument that the majority of dominant topics posted in @alevavilla facebook related to the romantic experience. The red and blue topic cluster shows that the romantic proposition posted on facebook, furthermore there are also gratitude for the guest's visit to @alevavilla in the green cluster.

5. Conclusion

Research conducted starting with the Tripadvisor filter selection for a family hotel in Bali that has a good rating. The filter result from the Tripadvisor comes out with @alevavilla as the fifth rank of hotel considering the filter of the preference.

Further exploratory factor analysis utilizing the data captured from the Facebook account @alevavilla for the period 2020 need to be conducted. The data further analyze, and the results showed that there are some topics related to @alevavilla. The topics findings show the honeymoon and couple trip in Bali. This is actually the difference and also interesting findings, since in the previous filter preference search are a family hotel in Bali with a good rating.

The findings show inconsistency between the filter of the preference in the Tripadvisor and the analysis from the unstructured tweet dataset from Facebook. Moreover, this finding shows that more research needs to be conducted for further testing the reliability of the filter preference in the Tripadvisor and the proposition of the hotel posted on social media.

The findings also show that there is a lack of family attribute hotel facilities delivered in the hotel social media. Furthermore, mostly the information related to a couple stay for celebrating their love life moments. Nevertheless, this research also should continue with a longer interval of observation and also analyzing the reviews and comments in the Tripadvisor and also social media. The review findings show that further analysis to look and to measure the reliability of the Tripadvisor filter search is essential.

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