

ABSTRACT

Indonesia is famous for its cultural diversity, traditions and strategic geographical position with 17,508 islands and more than 360 ethnic groups. Indonesia has 11 most beautiful island destinations, one of which is the Raja Ampat Islands. The number of tourist visits to the Raja Ampat Islands has increased periodically, however, since the covid-19 pandemic the number of tourist visits to the Raja Ampat Islands has decreased drastically by 80%. Currently, the Raja Ampat Regency government is focusing on restoring and reviving Raja Ampat Islands tourism.

With the existence of technology and social media, it is easy for tourists to get and provide information to other tourists. One of the platforms used by tourists is the Tripadvisor website. From the reviews of tourists on the Tripadvisor website, users share information with each other about tourist destinations which can be used as recommendations for destinations to visit and suggestions for evaluating these tourist destinations so as to increase the satisfaction of tourists visiting the Raja Ampat Islands.

This research aims to identify popular tourist destinations, identify social network models based on tourist movement patterns and identify potential tourist movement patterns to Raja Ampat Islands tourist destinations. The method used in this research is social network analysis to identify popular destinations that can be measured by the centrality value, identify tourist movement patterns with several network models, and show potential tourist destination areas in the Raja Ampat Islands based on coordinate points that can be the center for the development and improvement of tourist destinations.

The results of this study are based on the centrality value of Papua Explorers Resort became the most popular destination and the destination that has the highest influence on the Raja Ampat Islands. The results of social network analysis illustrate destinations that are potential performs of tourist visits and the direction of tourist movement in the Raja Ampat Islands.

The results of the analysis in this study are expected to provide benefits and insights for the government, stakeholders, and industry in the tourism sector in increasing the potential and generating tourism in the Raja Ampat Islands.

Keywords: *Tourism, Traveler, Tripadvisor, Tourist Movement Patterns, Social Network Analysis*