

ABSTRACT

The potential of tourism in Indonesia varies. In addition to the nature beauty and charm of Indonesian culture that can be an attraction for foreign tourists coming to this country, museum tours can also attract foreign tourists to visit Indonesia. The themes the museum offers are numerous and varied. Mediawave is currently developing products in the field of tourism or tourism that is TourismWave. The advantages of TourismWave are real-time confirmation, booking a one-time tour package, big data insight (making tour packages based on social media), and online transaction safer. To summarize the conversation we can use wordcloud, but this method has a weakness that is difficult to make a conclusion because it does not have a relationship between words. The network text method offers a way of summarizing large-scale documents (documents in this case are tweets) and retains data summarization quickly, which is expected to assist companies in making decisions and implementing quick and precise strategies, especially for Mediawave, which is now still developing Tourismwave.

The purpose of this research is to know the topic of conversation contained in social media Twitter about the museum in Indonesia and to know the model of text network on the content of social media conversation twitter.

The method used is data analytics with the aim of descriptive. Researchers in this study did not intervene data and based on implementation time, this research is cross-section.

The result is that from the top 25 rankings, the museums are discussed such as: Museum Nasional (DKI Jakarta), Museum Angkut (Malang), Museum Geologi Bandung (Bandung, Jawa Barat), Museum Bank Indonesia (DKI Jakarta), Museum Tekstil (DKI Jakarta), Museum Sangiran (Jawa Tengah), Museum Pos (Jawa Barat), Museum Tsunami Aceh (Aceh), Museum Wayang (DKI Jakarta), dan Museum Ambarawa (Jawa Tengah). And from this study obtained 5 groups with the highest ratings are labeled with color with each have different content, namely: green, pink, orange, cyan, and maroon red.

The result of this research can be used by Tourismwave as input of information which later can be used for strategy in making tour package, one of them is to make tour package along with tendency of activity which usually done by society.

Keywords: network text analysis, consumer perception, consumer behavior, social network analysis