ABSTRACT

To achieve target of the growth of tourism industry and increase the number of foreign tourist arrivals, the Ministry of Tourism continues to promote the promotion of "Wonderful Indonesia" and began to explore online marketing through social networking platform. In order to evaluate the marketing process, it is necessary to do the research about the disemination network of country branding "Wonderful Indonesia" on the top platform such as Google Plus, Twitter and Facebook using social network analysis approach.

In this research researcher will do a visualization of network model by using undirected graph method, then the calculation of network property attribute value in the form of Total Nodes, Total Edges, Average Degree, Average Weighted Degree, Network Diameter, Average Path Length, Density and Number of Communities and there will be a calculation of The value of centrality on accounts within the interaction network to find out the most influential actor in the network.

Data collection method is done by using data crawling technique for Twitter and data scrapping for Google Plus and Facebook from February 1 until February 28, 2017. Data processing is done by using software Gephi version 0.9.1.

Based on the results of this reseacrh the top three platforms shows an interaction pattern that fragmented into the subs network (communities). There are 37 communities in the Google Plus, 272 communities in Google Plus and 54 communities in Facebook. Twitter excels in six attributes that is Total Nodes, Total Edges, Average Degree, Average Weighted Degree, Network Diameter, and Number of Communities so that the Twitter platform is considered to have a better network interaction performance than Google Plus and Facebook platforms. Based on the calculated precentage of the degree of centrality, betweness centrality, closeness of centrality and eigenvector, it is known that account Tri Rini Nuringtyas on Google Plus platform, account SportourismID on Twitter platform and account PlanetTourIndonesia on Facebook platform are the most influential actors and can be empowered by the Ministry of Tourism of Republic Indonesia in improving the distribution of marketing campaigns and country branding of "Wonderful Indonesia".

Keywords : SNA; undirected graph; tourism campaign Wonderful Indonesia; Google Plus; Twitter; Facebook;