

ABSTRACT

Tourism is one of the largest economic sectors that has the fastest growth rate in the world. Tourism sector is appointed as the leading industry sector in Indonesia, so government makes target objectification for national tourism development there has to be at least 275 million domestic tourists and 20 million foreigners in 2019 through one out of 10 priority tourism destinations. Internet and social media usage increase information consumption about tourism, raising new paradigm of tourism sector known as smart tourism.

Photo-based social network with geographic information (geotags) feature in Instagram can be used to identify visitors' preferences and interests from tourist destinations. Tourists' posts including the geotagged information derived from social media like Instagram describe post experiences like tourists' satisfaction of destinations through their posts that can be used to study tourists' perception and attitude towards destinations as feedback from their experience during their visit. It is important for government and management of tourist destinations to understand consumer preferences and interests of the tourists for making decisions in management policy and strategy.

This study can identify patterns of tourists visiting 10 priority tourist destinations and 10 comparison destinations, that the pattern has similarities each other and using anomaly detection to identify the number of visits that identified as rare. In addition, this study identifies popular tourist destinations based on intensity on Instagram that is Bromo, Borobudur, Dieng Plateau, Labuan Bajo, Pulau Mandalika, Kawah Ijen, Tana Toraja, Tanjung Kelayang, Pulau Komodo, and Gunung Rinjani. Also knowing tourist interests related to topics discussed at tourist destinations that generally describes tourists' perceptions of the scene, favorite spots and events that take place in tourist destinations. This insight can be used for one of the considerations in determining priority tourist destinations in accordance based on tourist preferences using social media approach to increase tourist visits.

Keyword : 10 priority tourist destinations, Instagram, geotagged-photos.