

ABSTRACT

Currently the tourism industry in Indonesia is increasing very rapidly with the presence of OTA Online Travel Agent, making it easy to order both purchasing tickets online to increase the desire of consumers to travel. the increase in internet users is also very influential on the tourism industry today with the convenience offered by both social media users and online transaction activities or can be called E-commerce.

Social media to share opinions such as Twitter, can be used to analyze sentiment and social network analysis (SNA) from customers related to a service. they can have different opinions about an e-commerce service, so it is important for Traveloka, Tiket.com and PegiPegi to understand their company's Sentiment and SNA.

This study aims to determine the sentiments of Traveloka, Tiket.com and PegiPegi customers and to find out the SNA on how to spread information related to their respective companies. The method used is qualitative with descriptive objectives. Researchers in this study did not intervene in the data and based on the time of implementation, this study was a cross-section.

The results obtained from the ranking data / ranking of the top 6-degree or the most number of connections in a node are Traveloka, Hoteljogjapro, HotelmurahPro, HotelbaliPro, Tiket, _mardial. From this study five groups with the highest rank were labeled with color, each having different key influencers namely purple, green, blue, brown and orange.

The results of this study can later be used by Online Travel Agents or Foreign Tourists / Nusantara Tourists as information that can be used for business strategies, information for visiting tourist attractions and hotels. Along with the usual activities carried out by the community.

Keywords: Traveloka, Tiket.com, PegiPegi, Sentiment, Social Network Analysis