

ABSTRACT

The development of the current technological era makes Travel agents start using internet media until now known as online Travel agents. Dailysocial.id in its survey said online travel agents (OTA) in 2019, the 3 most popular OTAs based on their use for the past 6 months by Traveloka, Tiket.com, and Pegipegi. Nowadays social media is a big support for communication media both for OTA and other digital-based services. Twitter is a social media that has many benefits because it has a very strong information power. Social media also contributes to the phenomenon created by content users or UGC.

Much help is needed from UGC that can help business owners improve their services, including to build interaction and engagement with consumers. Customer involvement in social media can be done by liking, following, mentioning (mentioning) brands in posting, discussing, interacting with consumers, and writing reviews. Customer involvement also increases consumer loyalty with the brand through activities on Twitter social media such as mentioning, retweeting, liking and following.

The method used to process data from social media in order to obtain patterns of distribution and interaction between users that can be used to build customer engagement on Traveloka, Tiket.com, and Pegipegi using using Social Network Analysis (SNA). Of course, networks are formed dynamically where time can change. Therefore, further studio is needed from SNA, namely dynamic social network analysis. The end of the analysis process is expected to discuss the dynamics of social networking that occur in OTA namely Traveloka, Tiket.com and Pegipegi and how they affect the development of customer engagement.

Keyword: *customer engagement, dynamic social network analysis, online travel agent, pegipegi, social network analysis tiket.com, traveloka, user generated content.*

