

Abstract

In world of tourism, mainly in this age of technology, the entrepreneurs should make an online marketing media, thereby could reach a larger market, gained a new customer easier, and maintained an existing customer loyalty.

One of the example of the media is TripAdvisor. TripAdvisor is an online medium for entrepreneurs in tourism industry to market his/ her product, but within review and comment only. Even though TripAdvisor is one of the largest place for travellers to get some information regarding hotel, restaurant, and travel destination, but in the website someone was found making a fake review & commenting other competitors to attack each other by the irresponsible and deleting comment that not isn't corresponding with and by TripAdvisor policy, so the negative comments that considered overboard by the TripAdvisor was deleted. The aim and result from this research is to find a key player as well as the topic in each community, to find out the information surrounding hotel & tourism.

The gathering method in this research was done by a technique called data crawling. The data was gathered through compiling all the tweets that containing certain hastags, such as #flight, #hotel, #rental, #cruise, #restaurant, #landmark, and #destination, following the review object in the TripAdvisor. The gathering data was conducted from 8 January 2020 – 9 February 2020, with raw data 166.949 datas. Then the datas were cleaned, so the remaining was 91.526.

The result from this research suggested that RashadaWrites, MyVirtualVaca, and CruiseLog, can be regarded as a new source of information surrounding hotel & tourism. Then with communities that were formed, there are two communities that are talking about tourism, with dominant topic surrounding cruises, travel tips, and travel blog.

Keywords: Social Network Analysis, Key Player, TripAdvisor, Fake Review, Hotel & Tourism