

ABSTRACT

Indonesian tourism is a leading sector of economic, social, and cultural development. In increasing the number of tourist, the government focuses on developing 10 priority tourism destinations engaging the role of stakeholders as a group which is able to support and promote tourism destinations. The present research aims at discovering social network of information spreading on Twitter users concerning 10 priority tourism destinations, uncovering the role of Twitter users as tourism stakeholders in social network of 10 priority tourism destinations, and uncovering influencer and community that contribute to information spreading on Twitter in social networking concerning 10 priority tourism destinations. This research used social network analysis method. The data were collected from Twitter features, namely tweets, reply, mention, and retweet.

This research discovered new insights about information spreading and stakeholders' role concerning social network. It was about the similar visualization in all social networks. It was proved by the existence of a gap outside the circle forming separate round shape. The visualization represented Twitter users which had less (or no) contribution in social interaction concerning information spreading in a specific group. The role of individual stakeholder was more crucial than other stakeholders. Moreover, government, media, community, travel agent, and government played significant role in spreading the information. In different sense, tourism event, hotel, and related industries had less contribution to each tourism destination. Finally, there were influencers who had significant role in a community based on the similarity of centrality measurement values. These insights can be implemented as a strategy in doing effective information spreading on tourism sector.

Key Words: *Tourism Sector, 10 Priority Tourism Destinations, Tourism Stakeholder, Big Data*