

ABSTRACT

The development of technology and the advancement of the internet today encourage the ease of communication so many applications have emerged that facilitate this such as social media. Social media is widely used as a means of communicating and disseminating information because it has a wide reach. One of them is social media which is widely used is Twitter. The large use of social media such as Twitter causes interactions between users in the network that can be used to carry out marketing activities on social media. Marketing on social media can be done by utilizing social media influencers (SMI). Social Media Influencers can contribute positively to influencing the purchase decision of the product or service offered. In addition, it can also encourage the dissemination of information on the presence of a particular brand.

The purpose of this study is to identify the role of social media influencers (SMI) such as hubs, brokers, and peripherals in the dissemination of Wonderful Indonesia information on the Twitter social media network which will be used as a more effective and efficient marketing communication strategy in disseminating information related to tourism promotion in Indonesia. This research is descriptive research with a quantitative methodology where in t study will be carried out to identify the role of relevant social media influencers on Twitter social media with a case study of "Wonderful Indonesia" based on retweet activity on Twitter.

The results of the study using the Social Network Analysis method based on data obtained through Twitter data crawling with a period of August 1, 2022 to August 31, 2022, obtained as many as 5,128 retweet data that could be used. The results show that there are actors who meet the calculation criteria based on the calculation of the centrality that has been determined. The results of the centrality calculation show that @Kh527q account plays an important role in the dissemination of Wonderful Indonesia brand information by excelling in the calculation of degree centrality and betweenness centrality. Based on these results, it is likened to the presence of SMI in can have a major influence on the dissemination of information based on the function of the existing role. So that this can be used as a recommendation for a more effective marketing strategy.

Keywords: *information dissemination, SMI, SNA, Twitter*