

ABSTRACT

Traveler interactions in the digital age, particularly through the social media platform TikTok, have become a major focus in the tourism industry. However, there is an issue regarding the lack of research on how travelers' interactions on this platform influence their decisions. This study aims to understand the interaction patterns of hotel travelers in the Joglosemar region through hotel recommendation video content on TikTok. Social media presents a variety of information, including User Generated Content (UGC). To understand the interaction patterns between companies and customers through widespread UGC, social media analysis is needed. Insights gained from this analysis can help companies optimize marketing strategies on social media. This research method includes collecting UGC data from various TikTok videos discussing hotel tours in Jogja, Solo, and Semarang (Joglosemar). The data is processed using the Social Network Analysis (SNA) method, which is a method for understanding relationships and interactions between individuals or groups in a network. SNA can help visualize interaction patterns between users. The findings in this study can show visualization of interaction patterns by identifying the main actors who are influential in the network, the main actors are account holders with the username angelarossari, neogadingsolo, and umbul.sidomukti with the most interaction levels. In addition, it is able to identify the characteristics of video content that has the highest centrality value, such as informative, creative content, relaxed and detailed delivery style. This research is expected to provide benefits for the government and businesses in designing more effective marketing strategies by understanding interaction patterns on social media so that they can further expand the dissemination of information.

Keywords: User-generated Content, Social Network Analysis, Interaction Patterns, Travelers, Hotel Tourism.