

ABSTRACT

In an era that is all digital like today, the purchase of many goods and services has shifted to online purchases, including for vacation needs. Many people take advantage of purchasing vacation necessities such as ordering flight tickets, trains, and booking hotels online in an online travel agent application. In this study, online travel agents used as research objects were Traveloka, Tiket.com, Trivago, Agoda, and Pegipegi. The online travel agent is used because it is the best OTA in Indonesia based on the Top Brand Award institution.

This study aims to analyze brand awareness in online travel agents Traveloka, Tiket.com, Trivago, Agoda, and Pegipegi. Brand awareness serves to determine the presence of products and services of a company or brand appearing in the minds of consumers. Analysis of brand awareness is carried out by ranking online travel agents by comparing SNA properties. The SNA properties used in this study are size, modularity, diameter, average degree, and average path length.

The method used in this research is Social Network Analysis (SNA). The data used in this study is user-generated content (UGC) data originating from Twitter social media. The UGC data was taken using data crawling techniques using R Studio software with a span of 30 days starting on December 1, 2020, to December 30, 2020. The data that has been successfully retrieved is then preprocessed by removing irrelevant tweets to facilitate the visualization process. data.

The results of the clean UGC data are in the form of social network visualization and calculation of the SNA properties of each online travel agent brand Traveloka, Tiket.com, Trivago, Agoda, and Pegipegi using the Gephi software. The calculation of the calculated SNA properties is then made comparisons by ranking the SNA properties used. As a result, the best online travel agent in brand awareness is ranked first by Traveloka, Pegipegi in second place, and Tiket.com in third place.

Determining brand awareness using the SNA method can be an alternative in determining Top Mind Awareness. Top of Mind Awareness is the highest level on the Brand Awareness pyramid. This SNA method can be a new way for companies to find out how big their brands are being recognized by consumers in a fast, cheap, and real-time way because companies only need a lot of data spread across various internet sites. For the next researcher can be analyze about sentiment analysis using text analysis method.

Keywords: Brand Awareness, Crawling data, Online Travel Agent, Twitter, User Generated Content, Social Network Analysis