

ABSTRACT

The government has launched the "5 Super Priority Destinations" program to diversify tourist destinations beyond Bali. Borobudur, as one of these super priority destinations, has the potential to boost tourist visits to surrounding areas such as Yogyakarta, Solo, and Semarang, collectively known as the Joglosemar region.

During the COVID-19 pandemic, the tourism sector experienced a decline in the number of tourists due to PPKM (Community Activity Restrictions Enforcement) policies. To address this challenge, tourism operators turned to social media promotion, especially on TikTok. This platform has proven effective for promoting various tourist destinations in Joglosemar through engaging and informative video content.

This study employs a quantitative method using big data analysis techniques such as Social Network Analysis and WordCloud to evaluate consumer responses to tourism destination promotions in Joglosemar. Data was collected through TikTok data scraping, focusing on interactions in the comments section of travel recommendation videos. This analysis helps identify interaction network patterns among users responding to tourism content.

The study's findings provide insights into the community's response patterns to new tourism services through social media interactions. This information can be utilized by tourism operators to improve the infrastructure and facilities at tourist destinations, making them more attractive to visitors.

Keywords: *Tourism, Joglosemar, Tiktok, Big Data, Social Network Analysis, WordCloud*