

ABSTRACT

Technological developments in this era of globalization is experiencing rapid growth every year due to the growth of internet users. The most frequently used activity on the internet is the use of social media one of which is twitter. In the social media twitter its users can interact and exchange information various kinds of things, one of the information is also often spread is information about the tour to increase the number of foreign tourism, 10 tourist sites that become potential, among others, Lake Toba, Mount Bromo, Mandalika, Morotai, Tanjung Lesung, Labuhan Bajo, Kepulauan Seribu, Wakatobi, Tanjung Kelayang and Borobudur Temple. A company is one of the companies engaged in the tourism industry requires *marketing intelligence* to know the behavior of consumers, the needs of competitors, and know the *unpopularity* of the market in the future so it can support for the decision-making process and strategies that can be done by the company

Researchers use text *mining* a semiautomais process in extracting patterns for large amounts of data from unstructured data sources also using *social network analysis* method for *social network analysis* is to understand the form of graph that represents the relationship between word content in a social network presented in the form Which is easy to understand. The purpose of this study is to determine the perception and *topiks* about 10 sites where the potential tourist network text analysis .. And to know the input steps and strategies that can be applied to the TourismWave.

Based on the research results obtained the perception of the most frequently mentioned tourist attractions in social media only a few tourist attractions are often mentioned by twitter users as in choosing tourist attractions are Borobudur Temple, tourism, Lake Toba, Pulau Seribu and Mount Bromo. The 5 most frequently mentioned groups are:. The first group is the *topik* group of Borobudur temple-tourism-culture-sunrise-culinary-lantern-homestay. The second group of *topiks*: the island of thousand-wakatobi-festival-festival-island-Komodo-festival-sailing The third *topik* group is mountain bromo-sunrise-village-tribe-freight-service. The fourth group of *topiks* is: lake toba- natural-batak-octave-tektovulkanik-festival-natural-festivals. And the last group of *topica* are: beach-sand-white-cape kelayang-play volley-belitung.

From the results of the research, the results of the perception of the 10 tourist attractions can be information for TourismWave in the manufacture of tour packages based on the most frequently mentioned tourist attractions in social media twitter with *activities* and attractions oftourist.

Keywords: Consumer Perception; Tourism; Network text analysis; *Social network analysis*; *marketing intelligence*