

## **ABSTRACT**

*This study aims to analyze the social interaction patterns of culinary tourists in Joglosemar through social media content using Social Network Analysis, with a focus on the YouTube platform. With the rapid growth in the use of social media in disseminating information, especially about culinary tourism destinations, it is important to understand how interactions between users occur on these platforms. This research method involves collecting user generated content (UGC) data from several YouTube contents that discuss culinary tourism in Yogyakarta, Solo, and Semarang. The data was then analyzed using Social Network Analysis to visualize the interaction patterns between users. In addition, this study also identifies the content of video content that gets the most response from YouTube users. The results of this study are expected to provide valuable insights for content creators and related parties in understanding the social interaction patterns of culinary tourists in Joglosemar through the YouTube platform. With a better understanding of these interaction patterns, it is expected to improve the quality of the content presented and strengthen the attractiveness of culinary tourism destinations in Joglosemar.*

*Keywords: Social Network Analysis, Interaction Patterns, Tourists, Culinary Tourism*