

ABSTRACT

Bandung Raya is one of the popular tourist destinations in Indonesia that offers a variety of attractions, from natural beauty to distinctive culinary experiences. In recent years, tourism growth in the region has been supported by the role of social media, particularly TikTok, which has become a key platform for sharing travel experiences. TikTok facilitates the formation of traveler preferences through engaging visual content, such as travel videos, destination reviews, and travel route recommendations. In this context, research on the movement patterns and preferences of tourists is important to understand the dynamics of modern tourism, especially for tourists with limited vacation time who choose the concept of one-day trips.

This study aims to identify tourist movement patterns and preferences for favorite destinations on a one-day trip in Bandung Raya. The method used is Association rule with Apriori algorithm, which aims to reveal the relationship between destinations that are often visited simultaneously. The research data was obtained through scraping TikTok video content that discusses one day trips in Bandung Raya. The data analysis involved collection, processing, and interpretation stages to generate structured travel patterns, including popular routes and travelers' preferences for specific destinations.

This research not only utilizes the content uploaded by TikTok users but also explores how TikTok algorithms influence tourists' travel decisions. The research results are expected to make significant contributions to Bandung Raya tourism. First, for tourists, the findings can help them develop an efficient and enjoyable travel itinerary, even in a short time. Secondly, for tourism industry players, the results of this study can be the basis for developing tour packages that suit market needs and preferences, such as optimal travel routes and favorite tourist attractions. In addition, this research also provides insights on how to utilize TikTok as an effective marketing tool to attract more tourists. By understanding tourists' preferences and their movement patterns, local governments and tourism stakeholders in Bandung Raya can develop more targeted and innovative promotional strategies, while improving the quality of tourism services.

Keywords: Association Rule, One Day Trip, Tourist Movement Patterns, Tourist Preferences