

TITLE	SUCCESSFUL TRAVEL BLOGGERS ON SOCIAL MEDIA
KEYWORD	TRAVEL BLOGGERS, SUCCESS, SOCIAL MEDIA
STUDENT	SARANUNT MARPRANGTONG
ADVISOR	DR. WILAIPHORN CHIRAWATTANASATE
LEVEL OF STUDY	MASTER OF COMMUNICATION ARTS
FACULTY	COMMUNICATION ARTS SRIPATUM UNIVERSITY
ACDEMIC YEAR	2018

Abstract

The thesis of "Successful Travel Bloggers on Social Media" purposed to (1) study ideas and background of successful travel bloggers on social media, (2) personal branding of successful travel bloggers on social media, (3) communication strategies of successful travel bloggers on social media, (4) factors that influence the communication of successful travel bloggers on social media, which affect the travel decision of followers. This is qualitative research using the in-depth interview to collect data from a travel blogger who mainly use Facebook page for communication, as the study of their communication strategy. The five travel bloggers have followers more than 50,000 and employ more than one type of social media. Apart from this, the study included followers who follow travel blog on social media to study the influence of the travel bloggers towards the followers' behaviors, especially the Facebook followers, 5 followers per one blogger, totaling 25 followers. The author utilized rationality to select the suitability of the sample group.

According to the qualitative research, it was found that successful travel bloggers on social media consist of 4 major topics STEP of successful travel bloggers as follows: (1) source is the necessary resources of travel bloggers to be successful on social media; (2) traveler is the identity of the blogger to communicate with the information receivers; (3)

entertainment includes picture, video, or content that the blogger present to the followers, which must be planned carefully; (4) process is the process of travel decision-making of the followers (regarding AIDA Model)

In consequence, to be the pathway for those who want to be an online successful travel blogger in the future, they have to make personal branding, communication strategy, and influence that affect the travel decision-making of followers, which are highly important to the communication of travel blog.