



# Utilization of Tiktok Social Media as a Promotional Media for Tourist Destinations During the COVID-19 Pandemic

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## ABSTRACT

With the Covid-19 disaster, there must be a new strategy in promoting Dago Dreampark attractions, the right way to promote tourism objects is to use social media, this can be seen from the increase in downloading the Tiktok application which is currently trending. A strategy is needed so that the Dago Dreampark tourism business can still promote its tourist destinations by making good use of Tiktok in the era of the Covid-19 pandemic. This research method uses a qualitative approach with a case study method. In-depth data collection techniques used in the study were in-depth interviews and observation. The data analysis used is data collection, data reduction, data presentation and conclusion drawing. How Dago Dreampark utilizes Tiktok social media as a promotional medium by arranging several strategies such as using hashtags, collaborating, following current trends, clear descriptions and posting frequently. Not only that, Tiktok Dago Dreampark also takes advantage of the features provided to make the videos more interesting, such as music, voice changer filters, stickers and live. The role of Tiktok is increasingly felt when Dago Dreampark also creates loyal customers on the Tiktok platform, this can be seen in the habit of replying to comments in content on Tiktok, the source also stated that if there is a target in replying to a comment, which is between 2x24 hours of comments, comments on every Tiktok Dago Dreampark content must be replied.

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## 1. INTRODUCTION

This certainly has an impact on many people who can only stay at home. Many people actually experience pressure during this social restriction. And make them feel bored to stay at home without any more activities. Things like this are what makes people experience problems with their health (Sumandiyar & Nur, 2020). So many people are looking for ways to not feel bored at home but still be able to be creative and remain productive. One of the ways taken is the use of the internet. Reporting from the official website of CNN Indonesia, that there has been a very significant increase in internet users during this pandemic, namely up to 40% (Fadly & Sutama, 2020).

During the pandemic in the digitalization era which is experiencing an increase, it is a breath of fresh air for all business people to promote their products to consumers, there are many advantages obtained when promoting a product on the internet. Among them are saving promotional costs, reaching a wider market, as a means to increase sales, and being a good means of connecting with consumers (Tresnawati & Prasetyo, 2018). It is not surprising that many companies utilize the internet as one of the media used for promotion (Riyanto, n.d.). The many functions and conveniences in digital use have encouraged many companies to participate in utilizing digital media facilities as a means of promoting their products or commonly referred to as Digital Marketing.

Digital marketing itself is an effort made in terms of marketing using devices connected to the internet with various strategies and digital media with the aim that companies can stay in touch with consumers through online communication channels (Saifuddin, 2021). One type of digital marketing that is popular is social media (Kannan & Li, 2017). The popularity of social media in digital marketing must be balanced with the correct use of social media, this will have an impact on the company's readiness to interact with customers via social media, of course this will make customers feel happy and ultimately increase visits to the company's social media. Reviews of a product or service through social media are quite effective in influencing consumers to buy the product (Chiang, 2020). By utilizing social media, companies will be more effective and efficient in promoting their products.

The tourism business is one of the businesses that relies on social media as a tool to promote its products. Promotional videos greatly influence the decision of tourists to visit, because by seeing promotional videos tourists feel the atmosphere and experience of visiting indirectly (Fikri et al., 2019). The first step taken by consumers is to see the place they will visit first. At the initial pre-trip stage, namely at the stage of recognizing the need/desire for tourism, informants respond to UGC contained in social media as stimuli that help them recognize the need or desire to do tourism activities (Dwityas, 2016; Wulung et al., 2020). So this is in line with the tourism business to apply social media as a company promotion tool during the Covid-19 period. One of the social media that matches this is the Tik Tok platform.

Tik Tok is a Chinese video-sharing platform owned by ByteDance, a Beijing-based company. It is mostly used to create short dance, lip-sync, comedy, and talent videos. They can also connect clips to create videos of up to 60 seconds, Videos incorporate music samples, filters, quick cuts, stickers, and other creative add-ons that allow users to make the most of the short duration (Weimann & Masri, 2020). Tik Tok is currently the fastest growing social media compared to other social media platforms. Tik Tok is the fastest growing app today, attracting a huge audience of 1.5 billion active users, mostly children and teenagers.

The Tik Tok application in Indonesia has been around for several years. In 2017 the Tik Tok application began to enter Indonesia (Hasiholan et al., 2020). However, at that time this application was not very interesting among the public because of the negative views on this

application. The blocking of the Tik Tok application in 2018 was carried out by Kominfo due to around three thousand public reports submitted to Kominfo regarding negative content in the Tik Tok application and also a report from the Ministry of Women and Protection. As if inversely proportional, currently the Tik Tok platform in Indonesia is a popular media in Indonesia. According to hootsuite.com, in 2019 the Tik Tok application has been downloaded 1.65 billion times and has been installed on electronic devices 738 million times. This gives a clue that Tik Tok is a popular and growing social media application. The development of the Tik Tok application is an opportunity for entrepreneurs or marketing people to do personal branding or promote their products (Puspitarini & Nuraeni, 2019). One of the tourism businesses that is suitable for utilizing Tik Tok as a promotional medium is PT Dago Alam Indah / Dago Dreampark..

Dago Dreampark is an entertainment tourism place located in the western part of Bandung, inaugurated in 2017. Dago Dreampark is an entertainment tourist spot with various rides in it combined with the natural beauty around the vehicle. Dago Dreampark also utilizes social media in its promotional activities. The Tik Tok platform has become a means that is most often used as a promotional medium during the pandemic, as seen from the frequent content creation carried out by marketing during the pandemic. Therefore, researchers want to know how companies utilize the Tik Tok platform in promoting their products during this pandemic and whether the use of the Tik Tok digital marketing platform can increase tourist visits during the Covid-19 pandemic.

This study aims to analyze the use of Tik Tok social media as a promotional medium during the Covid-19 pandemic, based on previous research that discusses the use of Tik Tok social media as a promotional medium, but the focus of the study was conducted before the Covid-19 pandemic. Therefore, researchers will fill the research gap by studying the Covid-19 pandemic which is still minimally studied in Indonesia, and is considered important to understand so that current tourism business activists who are being harmed by the Covid-19 pandemic can utilize Tik Tok social media as an optimal promotional media during the Covid-19 pandemic.

## 2. LITERATURE REVIEW

The impact of the pandemic has been felt by the tourism sector. The tourism sector is the most affected sector during the Covid-19 (Vargas, 2020; World Tourism Organization (UNWTO) & UNWTO, 2020; Wulung et al., 2021). One way to overcome the consequences of a pandemic is to utilize technology. The strategy to improve the tourism industry sector and the creative economy is to utilize Technology and Information for informal workers and MSMEs to survive the COVID-19 pandemic (Anggarini, 2021). The first step in efforts to revive MSMEs to raise informal workers in the tourism industry in the short term is to create a demand stimulus and encourage digital (online) platforms to expand partnerships, in addition to efforts, namely through cooperation and the use of innovation and technology that support the improvement of product quality and competitiveness, such as product processing, packaging and marketing systems and others. The use of this online digital platform is very necessary in this difficult pandemic situation and conditions, entrepreneurs are required to take advantage of digitalization in promoting a product.

Digital marketing is an activity in the field of marketing that utilizes existing platforms on the internet in reaching target consumers, besides that digital marketing is defined as marketing products or services via the internet or referred to as i-marketing, web marketing, online marketing, e-marketing, or e-commerce (Hermawan, 2012). Research on social media

marketing has been widely conducted and, there are several indicators, online communities, interaction, sharing of content, accessibility, and credibility (As' ad & Alhadid, 2014).

There are four types of promotions commonly carried out by in marketing activities, namely: advertising, sales promotion, personal selling and publicity (Armstrong & Kotler, 2016). These four types of promotions together become part of a promotional mix that marketers want to manage strategically to achieve organizational goals. According to (Tasruddin, 2015). In practice, promotion can be carried out based on Behavior modification, Tell, Persuade, Remind

Tik Tok is one of the platforms that is currently very popular. As one of the social media, Tik Tok provides a means of sharing content that varies greatly in terms of creativity, video challenges, lipsync, songs, dancing, singing and others (Hasiholan et al., 2020). With so many users, Tik Tok provides opportunities as a means of promotion. Promotional strategies that can be carried out with the Tik Tok platform include Using hashtags, Following trends that occur, Collaborate with influencers, provide a clear description, Frequently posts videos and can be interrupted with advertisements. The Tik Tok application is a form of new media that functions to provide support in the form of song editing features and attractive visual effects in making short videos of 30-60 seconds. Features in the Tik Tok platform include addition of music, video filters, filter stickers and video effects, voice changer filter, beautify filter, filter auto captions, features to delete comments and block users, live feature.

### 3. METHODS

This research uses a qualitative approach with a case study method. In this study, researchers took the object of research at the Dago Dreampark tourist attraction located on Jl. Dago Giri KM 2.2, Mekarwangi, Pagerwangi, Bandung, West Java. For participants as a source of information in the field for this study who fit the criteria in this study are the CEO of Dago Dreampark, Head of Digital Marketing, Tiktok content creator @dagodreampark and Tiktok @dagodreampark followers. The data obtained in this study using in-depth interviews. Apart from interviews, researchers also use observation by utilizing the key metrics method, Tiktok analytics, engagement rates that researchers get from the results of observations using web analytics, namely analisa.io. The research findings were then identified and analyzed by coding.

### 4. RESULTS

The Covid-19 pandemic has become a new disaster or trial for Dago Dreampark management, therefore a new strategy is needed so that the tourism business can survive in this difficult era.

In managing a marketing communication system requires a design of effective and efficient sales strategies and programs. Promotion is a key element in campaigning for the company, therefore it is necessary to take the right strategy so that the content we present is interesting and informative. Promotional strategies that can be done with the Tik Tok platform include:

#### 1) Using hashtags

Hashtag (#) is a sign that means that a subject matter, event, and even a product can be easily found. With the hashtag given / used, it can help consumers find the product they are looking for / need. Dago Dreampark also utilizes hashtags in each of its content so that someone who is looking for Dago Dreampark can easily find its content on Tiktok.

2) *Following the trend that is happening*

Marketing strategies using Tik Tok rely on videos that describe what is trending. For this condition, producers must be able to find the right moment for their products to be promoted and introduced to consumers. Dago Dreampark also always follows prevailing trends such as dance trends, lip sync, music and others. However, at this time the Dago Dreampark content focuses on the content of the existing rides so that tourists are attracted by the many rides presented at Dago Dreampark.

3) *Follow the trend*

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4) *Collaborating with influencers*

This can be done by collaborating with influencers who are currently in vogue and have many followers so that the promotion strategy carried out via TikTok can attract and attract many people. With a clear record of the target market you want to aim for. Collaboration with several influencers is quite common, there are even several influencers who offer to collaborate with Dago Dreampark. In selecting influencers, Dago Dreampark also chose first.

5) *Give a clear description*

Someone will be interested in a video apart from the good content, there is also a clear description/product info. So consumers will understand the content delivered more clearly. In presenting content Dago Dreampark describes the rides in the caption column and in the video they explain the rules of the game, ticket prices, product purchases and so on.

6) *Post videos frequently and may be interrupted with advertisements*

Tiktok @dagodreampark is counted as frequently uploading content on the Tiktok platform, in fact, as stated by the source, they upload content on Tiktok at least three times a week in content creation.

However, apart from making strategies for promoting Dago Dreampark, it also takes advantage of the features provided in order to optimize the results of taking the videos that have been carried out, in this process Dago Dreampark also takes advantage of the features provided by the Tiktok application. Especially now that the Tik Tok application is progressing very rapidly with the emergence of new features that can make it easier for creators to create interesting content. The Tik Tok application is a form of new media that functions to provide support in the form of interesting song editing and visual effects features in making short videos of 30-60 seconds duration. The features on the Tik Tok platform include:

1) *Added music*

Tik Tok is a music video platform. This means that one of the main features found in the Tik Tok application is the feature of adding music. You can add various types of music according to the video content you want to create. In addition, you don't need to worry about using the music freely, because all the music that is already available in the application has received permission from the owner, so it will not be subject to copyright. The addition of music to each video, the resource person stated that the

content of the video must follow the latest music so that this makes it easier for content to be shared on Tiktok social media to make it easier for your page (FYP).

2) *Sticker filters and video effects*

Tik Tok provides at least 5 categories of effects that you can try, including visual effects, sticker effects, transition effects, split effects and also time. In sticker effects you can find various options such as hot, classic, selfie, hair, funny, interactive, heart, vlog, animal and glasses. This filter aims to make videos that are made seem more creative. Tiktok provides all of this to make it easier for creators and present interesting content so this feature is very useful when used by creators, even Dago Dreampark often uses the sticker feature on the headlines in its videos. creator.

3) *Voice changer filters*

Users can now change their voice in the videos they make by using this Voice Changer feature. With a variety of different sound effects, users can now easily add fun and creativity to their videos. In this feature, creators use it only for voice over in order to explain the information contained in the video, besides this purpose, voice over is also used to make the video more interesting both in terms of visuals and audio.

4) *Live features*

Tik Tok is allowed to start Live Videos on the platform. This is because only users who have at least 1000 followers can live on Tik Tok. With 27.3K Tiktok followers @dagodreampark can take advantage of this feature, this is also an opportunity to add followers and even with this live creators can interact directly with followers and even non-followers can enter their live.

The features above are carried out together with the promotional strategy used by Dago Dreampark in creating content. The features above are also used to attract the audience so that they are comfortable with the content that has been presented so that it can also attract the audience's interest to be able to visit. The purpose of Dago Dreampark in the role of social media as a promotion in the era of the Covid-19 pandemic, especially the Tiktok media, is to notify or brand awareness of Dago Dreampark, according to the source, with Tiktok's role as one of the promotional media with the aim of building brand awareness, it feels very effective to convey information. about what we can do if we visit Dago Dreampark. Promotional activities can be aimed at informing the target market about the company's offerings. Informational promotions are generally more appropriate in the early stages of the product life cycle. Presumably this is an important issue to increase primary demand. Some people will not buy goods or services before they know the product and what its benefits are. Informative promotions.

## 5. CONCLUSION

Dago Dreampark takes advantage of today's technological sophistication by choosing one of the social media that is currently widely used by all elements of society at this time, namely TikTok. Many factors are the reason why Dago Dreampark chose TikTok as a promotional medium, apart from the increasing growth of TikTok users, one of which is because Dago Dreampark's TikTok algorithm is still easy to read. By utilizing the TikTok media and the advantages of the media algorithm, creators and strategists can easily take advantage of the role of loyal customers, because with the internet medium we can easily play an active role in binding a consumer with social media. From the results of interviews with informants, the researchers found that Dago Dreampark also creates loyal customers on the Tiktok platform.

This can be seen in the habit of replying to comments in content on Tiktok. The informants also stated that if there is a target in replying to a comment, that is between 2x24 hours of comments in every Tiktok content. Dago Dreampark must be avenged. In addition, the contents of Tiktok Dago Dreampark contain an introduction to the rides available at Dago Dreampark which are packaged creatively so that interesting content is presented. In this way promotions during the Covid-19 pandemic era can run easily, so that Tiktok's role during the pandemic was very effective in achieving promotional goals during the Covid-19 pandemic.

## 6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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