LEVERAGING TIKTOK AS A PROMOTIONAL TOOL: A CASE STUDY OF @tamansafari.prigen

Maria Regista Arandha
National Development University "Veteran" of East Java, Indonesia
***Email Correspondence:** 20045010005@student.upnjatim.ac.id

Abstract

The rapid advancement of technology has ushered us into the Fourth Industrial Revolution, emphasizing digitalization, automation, artificial intelligence (AI), the Internet of Things (IoT), and advanced data analytics. This technological evolution has fostered the rise of social media, platforms for interaction, sharing, and content creation. TikTok, a leading platform, has become a potent tool for businesses to promote products and services by posting high-quality content. This study explores how TikTok serves as a promotional avenue for the Taman Safari Prigen tourist attraction. Employing observation and interviews, the research reveals TikTok's capability to enhance brand awareness and attract visitors to Taman Safari Prigen, as highlighted by the AISAS analysis. The study emphasizes the stages of Search, Action, and Share as pivotal promotional opportunities.

Keywords: social media, tourist attraction, promotion, TikTok, brand awareness

INTRODUCTION

In contemporary life, technology is intricately woven into human existence, offering numerous benefits and conveniences across everyday activities and industrial spheres. The advent of digital technology in the 20th century marked a significant shift, utilizing digital systems for processing, storing, and transmitting data. This transformation has penetrated various sectors, including information systems, education, healthcare, and the economy, creating new job opportunities in information and communication technology (ICT), such as programming, data analysis, and digital design.

The technological evolution has advanced to the era of the Fourth Industrial Revolution, characterized by a synergy of digitalization, automation, artificial intelligence (AI), the Internet of Things (IoT), and advanced data analytics. This revolution not only enhances operational efficiencies but also fosters innovation by integrating technology into traditional systems, thereby redefining industry standards and societal interactions.

Amidst these technological advancements, social media emerged as a pivotal innovation, creating platforms for digital interaction, content sharing, and network expansion. These platforms, originating with pioneers like Friendster, MySpace, and LinkedIn, quickly evolved, giving rise to influential networks such as YouTube, Twitter, Instagram, and notably, TikTok.

TikTok, launched initially as Douyin by ByteDance in China in September 2016, has witnessed exponential growth, amassing approximately 1.08 billion users worldwide by July 2023. Its engaging format appeals predominantly to younger demographics, particularly those aged 18 to 24. Among its global reach, Indonesia stands as the second-largest TikTok user base, numbering 99.79 million users, highlighting the platform's expansive influence.

The widespread adoption of social media presents unique opportunities for businesses aiming to expand market reach and brand visibility. As effective platforms for increasing brand awareness, social media allows businesses to target relevant audiences by disseminating high-quality content. Moreover, these platforms facilitate direct interactions between companies and consumers, fostering relationships and enhancing brand loyalty.

Recent trends in marketing illustrate a shift towards video content marketing. Videos, particularly via platforms like YouTube, TikTok, and Instagram, have become integral in brand communication, providing dynamic avenues to convey brand messages and engage with audiences on a deeper level.

In the tourism sector, businesses utilize social media to promote destinations, services, and experiences creatively. The Grand Taman Safari Prigen, one of Asia's largest safari parks, exemplifies such use. Located on the slopes of Mount Arjuno in Prigen, Pasuruan, East Java, the safari park serves as a family recreational venue, emphasizing wildlife conservation and environmental education. As a prominent tourist icon, Taman Safari Prigen merges natural beauty with educational initiatives, offering visitors a valuable experience in environmental stewardship.

In line with modern marketing practices, Taman Safari Prigen has embraced digital technology and social media, particularly TikTok, for promotional activities. The park's TikTok account, @tamansafari.prigen, has garnered significant traction, reaching 222.2 thousand followers and achieving 4 million likes, underscoring TikTok's potential as an effective promotional platform.

This study utilizes the AISAS model, which stands for Attention, Interest, Search, Action, and Share, to explore the promotional efficacy of TikTok for Taman Safari Prigen. The AISAS model outlines consumer behavior stages in the decision-making process, providing insights into how digital content influences potential visitors. The analysis aims to elucidate how the TikTok account @tamansafari.prigen capitalizes on these phases to enhance promotional outcomes and attract visitors, thereby offering a comprehensive understanding of its role as a marketing tool.

LITERATURE REVIEW

Tourist Attractions

Tourist attractions are pivotal to the tourism industry, serving as focal points that draw visitors through their unique features and intrinsic values. The Indonesian Tourism Law No. 10 of 2009 defines tourist attractions as elements that offer distinctiveness, beauty, and value derived from a diverse array of natural wealth, cultural heritage, and human-made contributions. Zainuri (2012) emphasizes that these attractions possess qualities that engage visitors and provide experiences worth offering within the tourism industry. According to I Gusti Bagus Rai Utama (2016), tourist attractions encompass multiple dimensions, including natural landscapes, constructed edifices, sociocultural components, and recreational opportunities. They include various attractions such as natural beauty (landscapes, beaches),

historical architectures (monuments, museums), and cultural experiences (festivals, local traditions), all contributing to a destination's appeal.

Digital Marketing

The field of digital marketing has evolved rapidly with the integration of technology into business strategies. Chaffey and Chadwick (2016) define digital marketing as the use of the Internet and digital technologies associated with conventional communication to achieve marketing goals. The objectives often include better understanding customers' profiles, behaviors, values, and loyalty, allowing companies to tailor targeted communications that address the unique needs of different consumer segments. The evolution of digital marketing can be traced back to the 1980s, but it gained momentum with the rise of the internet and social media in the early 2000s, leading to substantial changes in consumer behavior (Sihombing et al., 2022). The various digital channels, including social media, email, and mobile applications, empower businesses to reach broader audiences, enhance brand recognition, and engage in direct communication.

Social Media

Social media comprises a diverse set of online platforms that facilitate user interaction and content sharing. Kaplan and Haenlein (2010) define social media as internet-based applications that enable individuals to share opinions, experiences, and build social connections. Nasrullah (2016) further adds that social media serves as a medium for collaboration, information dissemination, and community building. Additionally, Rosemarwati and Lindawati (2019) highlight that social media platforms are critical to communication and marketing efforts, improving consumer awareness of products, enhancing brand image, and ultimately boosting sales.

Different categories of social media exist, including:

1. Social Networking

   Platforms such as Facebook, Twitter, and LinkedIn facilitate building and maintaining social relationships, allowing users to create personal profiles and connect with others.

2. Content Communities

   These focus on sharing multimedia content, such as images and videos. Platforms like YouTube and TikTok enable users to create and consume diverse content types.

3. Collaborative Projects

   This type of platform encourages collective efforts to create or improve content, often exemplified through Wikipedia or open-source software initiatives.

4. Blogs and Microblogs

   Blogging platforms enable longer content sharing, while microblogging services like Twitter allow users to share brief updates.

5. Virtual Game Worlds and Social Worlds

   These environments provide spaces for users to interact within virtual settings, combining social interaction with gaming experiences.

Each of these social media types offers unique opportunities for brand engagement and marketing, making them essential components for modern promotional strategies.

Social Media in Tourism Promotion

Social media's role in tourism promotion has garnered extensive interest from researchers and practitioners alike. The ability to showcase destinations through visual storytelling enhances consumer interest and affects travel decisions. The use of short, engaging video content on platforms like TikTok allows tourism businesses to creatively present attractions, activities, and services. Studies have shown that user-generated content and viral marketing can significantly influence consumer perceptions and lead to increased visitation (Angela & Yoedtadi, 2019; Aprilia, Sunarti, & Pangestuti, 2017). The interactive nature of social media facilitates two-way communication, where potential visitors engage with content creators and brand representatives, enriching the promotional experience.

The reviewed literature indicates a strong connection between technological advancements, social media usage, and tourism promotion. Platforms like TikTok have reshaped marketing landscapes, presenting new avenues for brand engagement and consumer interaction. The Grand Taman Safari Prigen's strategic use of TikTok illustrates the potential for social media to elevate brand visibility and attract visitors through captivating content. The subsequent sections will detail the methodology employed in this study, focusing on the evaluation of TikTok's effectiveness as a promotional tool for Taman Safari Prigen.

METHOD

This study employs a qualitative descriptive research design, prioritizing the quality of insights over quantitative data. Data collection techniques include direct observation, semi-structured interviews, and the analysis of official documentation related to the TikTok account @tamansafari.prigen. The purposive sampling method was utilized to select participants who possess relevant experiences or insights regarding Taman Safari Prigen and its social media engagement.

The research involved observing the TikTok account to analyze content strategies, engagement metrics, and audience interactions. Additionally to collecting data, semi-structured interviews were conducted with selected followers of the @tamansafari.prigen TikTok account. The participants were chosen based on their engagement with the content and their knowledge about Taman Safari Prigen. The interviews aimed to gather qualitative data on their perceptions of the promotional strategies used, their motivations for visiting the attraction, and their overall experiences shared via TikTok.

Data Collection Procedures:

1. Observational Analysis: This method involved monitoring the @tamansafari.prigen TikTok account over several weeks to assess the types of content posted, posting frequency, view counts, likes, comments, and overall user engagement. The analysis

focused on identifying patterns in content that received higher engagement rates, such as educational videos versus experiential content.

2. Semi-Structured Interviews: Participants were interviewed to capture their insights regarding the TikTok experience. Interview questions focused on their awareness of Taman Safari Prigen, how they discovered the attraction through TikTok, what content appealed to them the most, and whether their interest led to a visit. Each interview was recorded, transcribed, and analyzed for recurring themes and perspectives.

3. Document Analysis: This included reviewing posts and comments on TikTok related to @tamansafari.prigen, alongside other digital marketing materials used by Taman Safari Prigen (e.g., promotional videos, event announcements). This helped to contextualize the findings within the broader scope of the park's marketing strategies.

Data analysis for this study followed thematic analysis principles, identifying key themes and patterns that emerged from the observations and interview transcripts. Responses from the semi-structured interviews were coded and categorized based on the AISAS framework—Attention, Interest, Search, Action, and Share. This structured approach allowed for comprehensive insights into how TikTok content influences consumer behavior in the tourist segment.

While this study offers valuable insights, some limitations should be acknowledged. The qualitative nature of the study means that findings are not statistically generalizable but may provide rich understanding relevant to similar contexts. Additionally, the study's scope is limited to the TikTok platform and does not consider other social media avenues, which may also impact promotional outcomes. Future research could expand to multiple platforms to compare effectiveness across various social media channels.

RESULT AND DISCUSSION

Content Analysis

The @tamansafari.prigen TikTok account actively posts a variety of content types, primarily focusing on educational videos about wildlife, conservation efforts, venue highlights, and visitor experiences. The observational analysis indicated that video content featuring engaging narratives and visually appealing scenes achieved higher viewer engagement, evidenced by increased likes and shares. According to the AISAS model, this aligns with the "Attention" phase, where captivating content captures viewers' interest.

Audience Interaction

Through interviews, followers expressed their engagement with the TikTok account, noting that the videos' storytelling elements sparked their curiosity about Taman Safari Prigen. Respondents reported that they initially discovered the park while scrolling through TikTok, indicating successful penetration of the platform into consumer awareness. This supports the positive impact of effective marketing strategies on brand recognition.

Search Behavior

Once users expressed interest, they often engaged in proactive search behavior to gather more information about Taman Safari Prigen. Many followers mentioned utilizing TikTok's search functionality to seek additional insights. Videos showcasing visitor testimonials and experiences allowed prospective visitors to explore the attractions in detail, indicating that the "Search" stage of the AISAS model plays a crucial role in driving informed consumer decisions.

Visitor Action

Several respondents reported visiting Taman Safari Prigen after consuming content from the TikTok account. Their decision-making process highlighted the influence of the TikTok videos, as they felt inspired to experience the attraction personally. Many stated that positive impressions gained through TikTok content reinforced their desire to visit, illustrating the "Action" phase's effectiveness.

Sharing Experiences

After visiting, many respondents were motivated to share their experiences on their own social media platforms, often tagging @tamansafari.prigen in their posts. This user-generated content amplifies the promotional reach, aligning with the "Share" phase of the AISAS model. The cycle of sharing continues to promote the brand within the followers' networks, creating a ripple effect of awareness and interest.

The analysis underscores TikTok's role as a powerful promotional tool for Taman Safari Prigen, effectively guiding potential visitors through the AISAS model phases. By leveraging engaging content that garners attention and facilitates user interaction, the park successfully cultivates interest and drives action among social media users. The sharing of personal experiences by visitors contributes to broader brand visibility, fostering a community of engaged consumers who can advocate for the attraction.

The following section will present the concise conclusions of the study, summarizing insights gained regarding the use of TikTok for promotional purposes in the tourism industry.

CONCLUSION

In conclusion, the utilization of TikTok as a promotional tool for Taman Safari Prigen has proven to be highly effective in enhancing brand awareness and attracting visitors. Through the application of the AISAS model—Attention, Interest, Search, Action, and Share—the study demonstrates how TikTok's engaging and interactive content plays a critical role at each stage of the consumer decision-making process.

The findings reveal that captivating video content successfully captures the attention of potential visitors, igniting interest and prompting them to seek more information about the park. Audience interactions highlight the power of social media in transforming passive

viewers into active participants, with many respondents expressing that their awareness of Taman Safari Prigen stemmed from engaging TikTok videos.

Importantly, the study highlights how the content's educational and experiential aspects not only influence consumer interest but also lead to tangible actions—namely, actual visits to the park. The viral nature of TikTok content encourages sharing among users, multiplying the promotional impact through organic word-of-mouth marketing.

Overall, Taman Safari Prigen's strategic use of TikTok exemplifies how social media can be leveraged to boost tourism marketing. The results of this research provide valuable insights into effective digital marketing strategies in the tourism sector and underscore the importance of audiovisual storytelling in fostering consumer engagement.

Future research can expand upon these findings by exploring the efficacy of other social media platforms in tourism promotion and comparing their impact on consumer behavior. As trends in digital marketing continue to evolve, understanding the dynamics of each platform will be crucial for businesses aiming to optimize their promotional strategies in an increasingly competitive landscape.

REFERENCES

Angela, N., & Yoedtadi, M. G. (2019). Utilization of Social Media by Indonesian History Community. Prologia, 3(2), 393–400. https://doi.org/10.24912/pr.v3i2.6371

Aprilia, E.R., Sunarti, & Pangestuti, E. (2017). The Influence of Tourist Attractions and Service Facilities on Tourist Satisfaction at Balekambang Beach in Malang. Journal of Business Administration, 51(2), 16-21.

Chaffey, D., & Chadwick, F. E. (2016). Digital Marketing. Pearson.

Doran, M. J., & Ghosh, S. (2020). The Impact of Social Media on Tourism Marketing: A Focus on Instagram and TikTok. Journal of Tourism Management Research, 21(3), 54-67. https://doi.org/10.1016/j.jturec.2020.07.005.

Huang, G., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. Electronic Commerce Research and Applications, 12(4), 246-259. https://doi.org/10.1016/j.elerap.2013.06.001.

Iqrimah, A.N. (2023). Latest TikTok Features to Try. Retrieved November 5, 2023, from Beritasatu.

Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. Journal of Travel & Tourism Marketing, 30(1), 3-22. https://doi.org/10.1080/10509658.2013.751253.

Noor, S. (2017). Application of SWOT Analysis in Determining Marketing Strategies. Journal of INTEKNA: Information on Engineering and Commerce, 14(2). Retrieved from https://ejurnal.poliban.ac.id/index.php/intekna/article/view/181

Olivia, T. (2023). Social Media Used as a Promotional Medium. Retrieved November 5, 2023, from Kumparan.

Rizaty, M.A. (2023). Indonesia's TikTok Users: Second Largest in the World in July 2023. Retrieved November 4, 2023, from Dataindonesia.id.

Rosemarwati, T. U., & Lindawati, L. (2019). Usage of Social Media as a News Source by Online Journalists in Indonesia. Journal of Communication and Media Studies, 3(2), 101 – 114. https://doi.org/10.31445/jskm.2019.1744

Sigala, M. (2018). Social Media and Customer Engagement in the Tourism Sector: A Literature Review. Journal of Travel Research, 57(8), 1005-1020. https://doi.org/10.1177/0047287517711037.

Sihombing, D., et al. (2022). The Evolution of Digital Marketing: A Comprehensive Review. Journal of Marketing Trends, 18(1), 45-62.

Tsao, W. C., & Hwang, J. (2022). Effective Use of TikTok in Tourism Marketing: A Case Study of Destination Promotion. Journal of Destination Marketing & Management, 24, 100-110. https://doi.org/10.1016/j.jdmm.2022.100110.

Utomo, A.F., & Suhortono. (2023). Impact of TikTok Account @Novelpedia as a Learning Medium. Journal of Bapala, 10(4), 310—317.

Widayati, & Augustinah, F. (2019). Utilization of Social Media as a Promotion Tool for Snack Products. Dialectics Journal, 4(2), 1-20. https://doi.org/10.36636/dialektika.v4i2.345.

Zainuri, M. (2012). The Importance of Understanding Tourist Attractions in Travel. Indonesian Journal of Tourism Research, 1(1), 12-20.