

Branding of Kedungudi Sky Park Hill Ecotourism on the TikTok account @pesona_trawas

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Introduction

guidelines for exchanging good quality information in the form of text, images, videos, and audio with users who also use social media (Kotler & Keller 2015:568). On the other hand, according to Caleb and Hayes (2015), social media is an internet-based medium that allows users to interact and present themselves, both informally and publicly, with clear or unclear boundaries.

TikTok's FYP uses algorithms based on user behavior, content variety and uniqueness, audience engagement, follower growth, and account search. Using TikTok can give users access to content outside of their personal preferences and is the most effective way to gather public opinion and discuss a particular issue.

TikTok is known as a social media that is in demand by the wider community. TikTok is easy to use to display attractive brands and images, TikTok can also display visual content, illustrations, or videos that can be enjoyed anytime and anywhere.

Problem Formulation

- ❑ What is the form of branding used @pesona_trawas on Kedungudi Sky Park Hill?

Research theory

- This research uses marketing communication theory, which serves as a guide for how the brand process takes place.

Research Objectives

- The findings of this study show that the use of TikTok social media has succeeded in increasing the number of visitors in Kedungudi Sky Park Hill

Method

- This research method uses a qualitative descriptive method. By taking data sources by purposive sampling using triangulation data collection techniques according to Sugiyono (2015:83), and interviews.

Result

Geographically, Kedungudi Sky Park Hill is very strategic to be used as a tourist attraction. This place is very suitable for a vacation, because, Kedungudi Sky Park Hill is located in Kedungudi Village, where this village is located between two mountains, namely Mount Welirang, and Mount Penanggungan. Kedungudi Sky Park Hill is an interesting tourist attraction in Mojokerto Regency, which is suitable for accompanying vacation activities with family or friends. Kedungudi Sky Park Hill is a new tourist attraction located in Brenjang, Penanggungan, Kec, Trawas, Kab, Mojokerto. This ecowista destination is a new tourist destination with the charm of attractive tourist attractions so tourists during school holidays and holidays are always crowded. Many people from various walks of life, both children and adults, often visit.

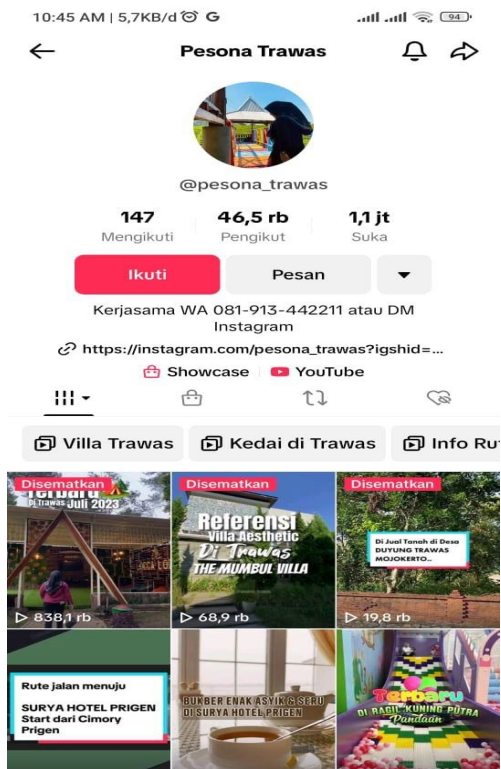
Result

Findings and discussion

@pesona_trawas is a TikTok social media account with 46.5 thousand followers, with 1.1 million likes.

TikTok is an application where people can create interesting and popular short videos, which are used by many people. Today, TikTok is growing rapidly and can be accessed at any time without interruption.

Content creator is a profession in which a person is engaged in creating content, or information, that will be shared with the public.



Result

Social media is a type of communication in which several people interact by "sharing" ideas or information over the internet to create a virtual community. This underlines the @pesona_trawas in creating content, which is to carefully consider every content created and ensure that the content does not harm others.

Result

According to puntoadi, social media has several purposes and functions, including:

- *Branding is a phrase that sticks in a person's mind.*
- *Marketing is the process of advertising or promoting a business or product.*
- *Communication is the process of exchanging ideas.*
- *Viral types of information or phenomena that can spread quickly.*

Kedungudi Sky Park Hill is an interesting tourist attraction in Mojokerto regency, this tour is included in a new tourist destination with the charm of interesting tourist attractions.



Result

@pesona_trawas using one of TikTok's existing features, namely Hashtag, by using hashtags users will find it easier to find interesting content. @pesona_trawas has used hashtags in every of his posts, the hashtag used by @pesona_trawas is #pesonatrawas.

@pesona_trawas has used hashtags in each of his posts. Thus @pesona_trawas has used social media to brand Kedungudi Sky Park Hill. Branding carried out by @pesona_trawas is uploading content videos that show the location of Kedungudi Sky Park Hill.



Result



@pesona_trawas do marketing by displaying a list of menus in Kedungudi Sky Park Hill and ordering existing menus

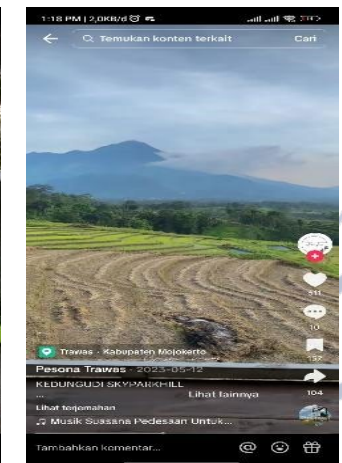
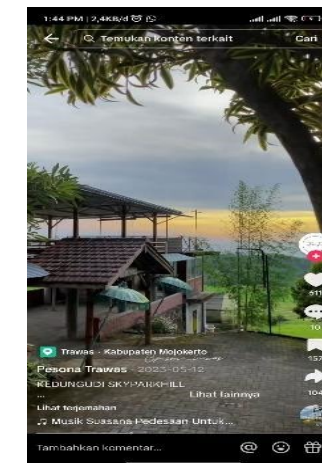
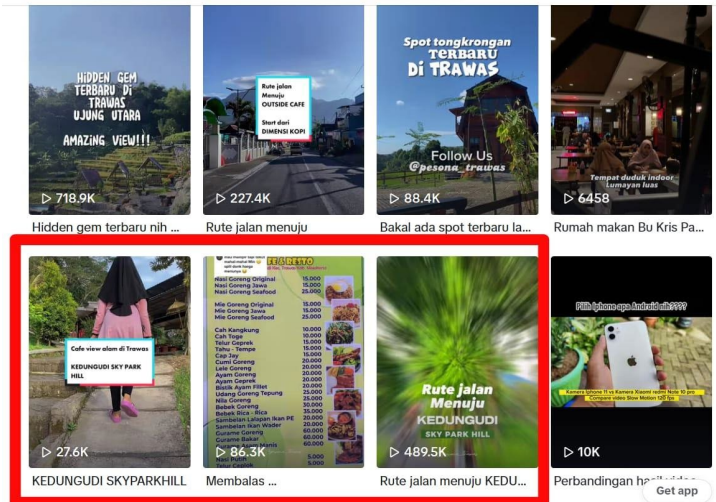
Marketing communications

Hariyanto & Dharma in a journal written by (Faiz Bilmukharom & Hariyanto, 2023) marketing communication is a state that integrates marketing, packaging, and tourism design to answer challenges faced by the outside world. On the other hand, the tour design consists of a destination that is designed so that tourists can feel a unique impression that cannot be found anywhere else. Meanwhile, according to Kotler and Keller (2012:498), marketing communication is a tactic used by businesses to inform, convince, and get feedback from customers about their goods and services either secretly or directly.

Result

Videos @pesona_trawas after being shared by more users, viral content can continue to be viewed and shared. Every content that goes viral will continue to be shared repeatedly by users.

As an ecotourism-based tourist attraction, Kedungudi Sky Park Hill presents a very beautiful scenery, rice fields and surrounding mountains are one of the reasons to attract visitors



Result

In addition to the beauty presented, the facilities at Kedungudi Sky Park Hill are quite adequate from a fairly spacious vehicle parking lot, toilets, and prayer rooms. This can also attract visitors to visit the place.



Discussion

The use of TikTok social media is very effective in branding a business or product. As used @pesona_trawas in branding Kedungudi Sky Park Hill. The use of social media is currently growing rapidly so that it is effective for doing a promotion. With the hashtag feature as done @pesona_trawas to promote Kedungudi Sky Park Hill to the wider community. Using the hashtag feature can make the uploaded video go viral so that it attracts tourists who want to visit.

Utilizing social media such as TikTok as a tool for Branding and Marketing is very relevant considering the great will of information technology and people's preferences, especially among the millennial generation. Videos of interesting, informative, and contemporary TikTok content have a strong appeal and can increase the popularity of tourist destinations.

Conclusion

Based on the results of the research that has been carried out, it can be concluded that @pesona_trawas visual content has succeeded in attracting tourists to visit Kedungudi Sky Park Hill. Because it is influenced by promotional media on TikTok. This can be seen from the number of likes, comments and viewers on each post. The most effective and efficient way to brand a business visually is to use social media, especially TikTok. The visual content of a tour should assist the audience in choosing from a variety of options, convince them, and use targeted social media posts to help identify the tour in question.

Taking advantage of the features on TikTok's social media, a feature that is quite important in the Branding process is the hashtag feature. This feature is very helpful for @pesona_trawas in marketing Kedungudi Sky Park Hill. In addition, the hashtag feature makes it easy for users to find @pesona_trawas accounts.

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