



Application of Social Media Technology in Digital Tourism Marketing: A Case Study of Instagram and TikTok Usage

Penerapan Teknologi Media Sosial dalam Pemasaran Pariwisata Digital:
Studi Kasus Penggunaan Instagram dan TikTok

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ABSTRACT

Bunut Baok Village in Central Lombok Regency offers a stunning tourist destination with beautiful natural views and waterfalls. However, the popularity of this tourist attraction is still low, both among local and foreign tourists, because it is not widely known. Researchers took the initiative to utilize social media platforms Instagram and TikTok as promotional tools to introduce the Bunut Baok Tourism Village. By creating official accounts on these two platforms, information regarding the tourist attractions of Bunut Baok Village can continue to be updated and accessed by a wider audience. Instagram and TikTok, with their various features and the newest trends, are very effective in assisting promotional activities. Through interesting and interactive content, user interest in Bunut Baok Tourism Village can be increased, thereby expanding the reach of promotions and attracting more visitors. This research uses the waterfall method and aims to examine the use of Instagram and TikTok as digital promotional strategies to increase the popularity and number of visits to Bunut Baok Tourism Village. It is hoped that the results of this research can make a real contribution to the development of local tourism by optimizing social media as an effective and efficient promotional tool.

Keyword: Social Media, Instagram, Tiktok, Promotion Strategy, Marketing Digital, Tourism Development

ABSTRAK

Desa Bunut Baok di Kabupaten Lombok Tengah menawarkan destinasi wisata yang menakjubkan dengan pemandangan alam yang indah dan air terjun. Namun, popularitas objek wisata ini masih rendah, baik di kalangan wisatawan lokal maupun mancanegara, karena masih kurang dikenal. Peneliti mengambil inisiatif untuk memanfaatkan platform media sosial Instagram dan TikTok sebagai alat promosi untuk memperkenalkan Desa Wisata Bunut Baok. Dengan membuat akun resmi di kedua platform ini, informasi mengenai objek wisata di Desa Bunut Baok dapat terus diperbarui dan diakses oleh audiens yang lebih luas. Instagram dan TikTok, dengan berbagai fitur dan tren terbaru, sangat efektif dalam mendukung kegiatan promosi. Melalui konten yang menarik dan interaktif, minat pengguna terhadap Desa Wisata Bunut Baok dapat meningkat, sehingga memperluas jangkauan promosi dan menarik lebih banyak pengunjung. Penelitian ini menggunakan metode waterfall dan bertujuan untuk mengkaji penggunaan Instagram dan TikTok sebagai strategi promosi digital dalam meningkatkan popularitas dan kunjungan ke Desa Wisata Bunut Baok. Diharapkan hasil penelitian ini dapat memberikan kontribusi nyata terhadap pengembangan pariwisata lokal melalui optimalisasi media sosial sebagai alat promosi yang efektif dan efisien.

Kata Kunci: Media Sosial, Instagram, TikTok, Strategi Promosi, Pemasaran Digital, Pengembangan Pariwisata.

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1. INTRODUCTION

Indonesia, with its natural diversity and cultural richness, has become an attractive tourism destination for both local and international tourists [1]. In this context, the development of tourist villages emerges as a promising strategy for empowering local communities, preserving cultural heritage, and stimulating economic growth at the local level [2]. Bunut village is one of the villages in Central Lombok district that has potential as a tourist village, where Bunut Baok village harbors a hidden tourist attraction, namely a waterfall, with the majority of the population working as farmers and entrepreneurs [3]. This village holds natural tourism potential, such as the Tenjong waterfall, but unfortunately, it is not well-known due to its location far from the city center. The Bunut Baok village management body has a plan to improve infrastructure and facilitate visitor access to the waterfall, as well as establish a tourism awareness group. Tenjong Waterfall stands 30 meters high and appears seasonally. The best time to visit this waterfall is during the rainy season until the transition to the dry season [4]. The Bunut Baok village community hopes that the potential of Tenjong Waterfall will be recognized by the Regional Government, so that infrastructure issues, such as difficult road access and inadequate lighting, can be addressed. Therefore, the development of tourist villages can create jobs, increase community income, and introduce regional arts, culture, and crafts to tourists [5]. The use of TikTok Challenges is also an attractive element, as it facilitates direct interaction between brands and their followers, creating a stronger bond between consumers and products. Thus, TikTok, with its large global user base, visual appeal, and potential for virality, motivates many individuals and businesses to promote their products through these two social media platforms. Based on this, the author decided to conduct research related to tourism in Bunut Baok Village, specifically focusing on TikTok and Instagram content management as a digital marketing strategy for tourism in Bunut Baok Village, Central Lombok Regency.

Van Dijk stated [6] that social media is a platform that emphasizes the existence of users, facilitating their activities and collaboration. He described social media as an online medium that strengthens relationships between users and fosters social bonds. Meike and Young, cited in the same work, define social media as the result of a convergence between personal communication between individuals (in the form of sharing with each other) and public media, which allows information to be shared with anyone without specific individual restrictions. According to Boyd, who is also quoted in the article, social media consists of a collection of software that allows individuals or communities to gather, share, communicate, and, in some cases, collaborate or play together [7]. One of the main strengths of social media is user-generated content (UGC), which differentiates it from content produced by editors in traditional mass media. Overall, social media enables a wide range of two-way activities such as information exchange, collaboration, and social interaction in various forms, including writing, images, and video. Puntodi [8] also stated that social media initially focused on three aspects: sharing, collaborating, and connecting.

The characteristics of social media are not significantly different from those of cyber media, as social media is essentially a platform for cyber media. However, according to Nasrullah [9], social media possesses several unique characteristics, namely: network, information, archives, interaction, social simulation (simulation of society), and content by users (user-generated content). Social media has changed the way we interact and communicate in this digital era. With platforms like Facebook, Instagram, TikTok, Twitter, and others [10], we can connect with people worldwide in seconds. Social media enables us to share thoughts, opinions, and important moments in our lives. In Indonesia, social media usage has reached impressive levels. As of January 2023, over 167 million people in Indonesia were recorded as using social media, which represents around 78 percent of the total internet users in the country, amounting to approximately 212.9 million people. This phenomenon highlights the significance of social media in the daily lives of Indonesian people [11]. According to goodstar.id, the six most widely used social media platforms in Indonesia are WhatsApp, Instagram, Facebook, TikTok, Telegram, and Twitter.

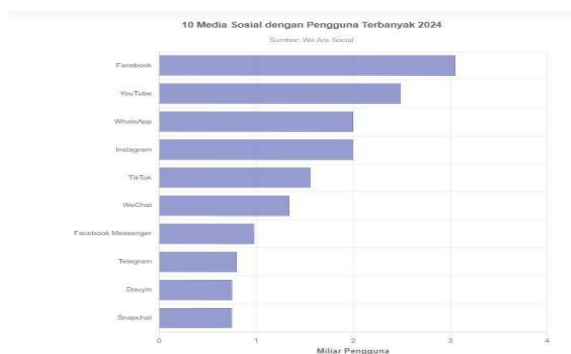


Figure 1. Data on the Most Use of Social Media in 2024

TikTok, an application that is very popular and in demand throughout the world, allows users to create 15-second videos equipped with music, filters, and various other creative features [12]. According to Pertiwi [13], the reasons for using TikTok as an effective promotional tool are as follows: TikTok has a large number of users. In August 2020, the TikTok application became the most popular app, with the number of downloads reaching 63.3 million in the Apple Store and Play Store. Indonesia itself is one of the countries with the highest number of downloads, accounting for 11% of TikTok's total global downloads.

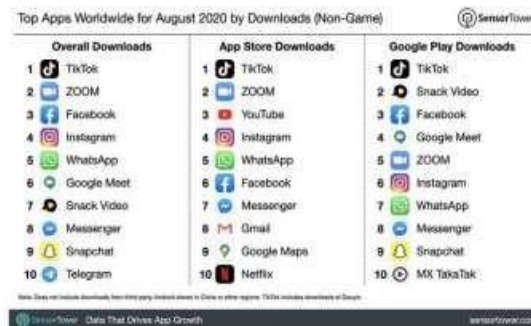


Figure 2. Application data with the highest number of downloads worldwide in August 2020

Although many studies have addressed the use of social media for tourism promotion, there are still several research gaps that need to be explored further. Most existing studies tend to focus on well-established tourist destinations with abundant resources, whereas research on tourist villages like Bunut Baok, which has limited resources, remains relatively underexplored. Furthermore, many studies only analyze the general effectiveness of social media use in tourism, without diving deeper into the specific content management strategies that are most effective for different social media platforms. This gap leaves room for further exploration of how smaller, lesser-known destinations can effectively utilize social media for promotion.

This study aims to bridge these gaps by focusing on effective content management strategies for TikTok and Instagram to promote tourism in Bunut Baok Village. The study will not only explore the strategies that can be used for digital marketing but will also identify the specific challenges faced by the village in implementing these strategies. Additionally, the study will provide actionable recommendations for overcoming these challenges, making it a relevant contribution to the field of digital tourism marketing, especially for villages with limited resources.

What makes this study unique compared to previous research is its focus on tourist villages that still have significant untapped potential. Instead of examining already established tourist hubs, this research will concentrate on a village like Bunut Baok, which is in the early stages of developing its tourism sector. The study will also conduct an in-depth analysis of content management strategies specifically for TikTok and Instagram, two of the most popular and impactful social media platforms today. These platforms are particularly relevant for this study because of their massive user base and ability to generate viral content, which can significantly boost a destination's visibility. Lastly, this study will provide tailored recommendations that directly address the challenges and opportunities specific to Bunut Baok, making the findings highly applicable to this particular context.

In promoting tourism in Bunut Baok Village, several challenges have been identified. The village faces limited resources, both in terms of human capital and budget, which makes it difficult to execute large-scale promotional campaigns. Another challenge is the lack of digital skills within the local community. Most residents are not proficient in managing social media or creating engaging digital content that can attract potential visitors. Additionally, Bunut Baok must compete with other, better-promoted tourist destinations that have more established marketing strategies and more resources to work with. Finally, inadequate infrastructure, such as unstable internet connections, further complicates efforts to implement successful digital marketing strategies.

The findings of this study are expected to have a significant impact on the development of tourism in Bunut Baok Village. First, the study will contribute to increasing the visibility of Bunut Baok as a tourist destination, which is crucial for attracting both local and international tourists. Second, the study aims to help boost the number of tourist visits by highlighting the unique attractions of the village, particularly the Tenjong Waterfall. In turn, increased tourism is expected to contribute to higher community income, as more visitors will likely support local businesses and services. Finally, the research will provide valuable insights for other similar tourist villages, offering a framework for how they can apply effective digital marketing strategies tailored to their specific needs and resources.

2. METHODOLOGY

In this research, the process of collecting and analyzing data follows a systematic flow to ensure thorough investigation and valid conclusions. The research methodology has been designed to address the objectives of the study, focusing on exploring and promoting the tourism potential of Bunut Baok Village through social media platforms like TikTok and Instagram. The following steps outline the stages of this research process, from identifying the research topic to data presentation, culminating in the formulation of conclusions. The figure below illustrates the overall research flow, providing a clear outline of the sequence of steps taken to answer the research questions.

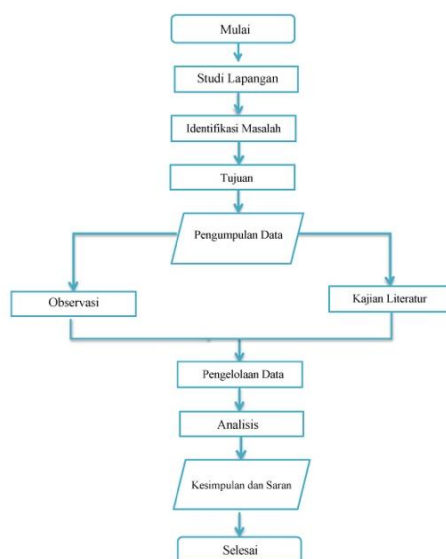


Figure 3. Research Flow

The explanation related to the research flow to reach conclusions is as follows:

1. **Start**
The initial step in research is when the researcher determines the topic or problem to be researched. This is based on real-world issues observed in the research object, which guides the planning of subsequent steps in the research process.
2. **Field Study**
Researchers conduct field studies through direct observation or interviews to gather primary data from the research location or population. This approach enables the researcher to obtain detailed primary data, which is crucial for further analysis.
3. **Identify the Problem**
After completing the field study, the next step is for the researcher to identify the core problem or research question. This step is crucial for formulating clear research objectives, which serve as the foundation for the research process.
4. **Goals**
In every research, clear and specific goals are necessary. These goals guide the entire process and may include testing a hypothesis, explaining a phenomenon, or identifying patterns in the data. The goals set the direction for the research.
5. **Data Collection**
At this stage, the researcher collects data needed to answer the research questions. Two main methods are typically used in this process: observation and literature review, which together provide a comprehensive data set for analysis.
6. **Data Management**
Once the data is collected, it is organized and processed for effective analysis. Data management involves structuring, coding, and preparing the data for analysis, ensuring that the data is in a suitable format for interpretation.
7. **Data Analysis or Reduction**

In qualitative research, data reduction is an important step. Here, researchers select, focus, and simplify the data by extracting relevant information that supports the research. This stage helps to eliminate unnecessary data and narrow the focus for further analysis.

8. Data Presentation

The next step is data presentation. This stage involves organizing the reduced data in a way that allows for easy interpretation. The presentation of data enables the researcher to draw conclusions and take appropriate actions based on the research results.

This research is aligned with the rapid development of digital technology and the increasing use of social media, particularly platforms like TikTok and Instagram, across various aspects of life, including tourism. It contributes to the advancement of digital marketing theories, especially in the context of village tourism. The findings from this study can enrich the literature on effective digital marketing strategies in the age of social media. In relation to sustainable tourism, this research is highly relevant, as it demonstrates how promoting a destination via social media can increase visitor interest while minimizing environmental and cultural impacts.

TikTok, in particular, has proven to be an effective promotional tool in today's digital era. With its broad reach and strong appeal, this platform has the potential to significantly impact tourism promotion. The unique features of TikTok, such as captioning, hashtags, geotags, and mentions, have contributed to the popularity of tourism promotion via this medium. TikTok allows users to create 15-second videos that are engaging and interactive. For instance, the TikTok account @wisatadesabunutbaok has utilized captions and hashtags effectively to promote Tenjong Waterfall and showcase its seasonal beauty. By including a geotag, TikTok users are provided with direct access to information about the tourist destination. Furthermore, using the mention feature facilitates greater interaction between the account manager and other users, helping to generate more engagement around the destination.

TikTok's effectiveness lies in its ability to share short, impactful videos that capture users' attention, making it a valuable tool for promoting destinations such as Bunut Baok Village. In addition to the Instagram account, the village's promotion is also carried out through its TikTok account, managed by researchers under the handle @wisatadesabunutbaok. The platform's viral nature and visual appeal make it an ideal medium to attract attention and encourage more visitors to explore the natural beauty of Bunut Baok Village.

3. RESULTS AND DISCUSSION

In accordance with the algorithm and demographics on the fast-growing social media platform TikTok, to promote the beauty of Bunut Baok Village tourism to the public, researchers recommend several TikTok features that are very helpful in promotional activities. TikTok is a social media platform that emphasizes visual content in the form of videos, making it highly suitable for promoting tourist destinations such as Bunut Baok Village, which boasts an attractive and aesthetic tourism concept. The Bunut Baok Village tourism managers use various TikTok features to support their promotional content. The following are the steps taken by Bunut Baok Village tourism managers in promotional activities:

1. FYP Optimization

On TikTok, optimization to appear on the For You Page (FYP) is very important. One way to achieve this is by using relevant and popular hashtags such as #foryou and #fyp, as well as special hashtags related to the content. This helps increase visibility and reach a larger audience. In addition, using trending sounds is also very effective.



Figure 4. Using relevant and popular Hashtags

2. Video Content

Good video content is also very important. Create short and concise videos with interesting information (short and engaging). Make sure to attract attention with a hook in the first few seconds, and ensure the use of high-quality visuals to enhance the image quality and attractiveness of your content.



Figure 5. Example of interesting and informative video content

3. Consistency

Consistency in posting is also very important. Ensure regular posting and create an interesting content series to build a loyal audience and attract viewers back to see more of your content. On the Bunut Baok Village tourism TikTok account, posts are made regularly three times a week, between 17:00 and 20:00.

4. Engagement with Audience

Interacting with the audience is key. Reply to comments and use the live streaming feature to increase engagement, as this helps make viewers feel more connected to your content.

5. Analytics

Analytics refers to the process of collecting, analyzing, and interpreting data to understand the performance of content or strategies on platforms like TikTok. This involves using the analytics tools provided by the platform to examine metrics such as the number of views, likes, comments, shares, as well as audience demographics and engagement levels.



Figure 6. Analytical video on the Tiktok account

Editing Strategy

To create interesting and informative content for the Bunut Baok Village Tourism TikTok account, the right editing strategy is essential. First, take advantage of smooth transitions and stunning visual effects to highlight the natural beauty and culture of the village. Use appropriate and trending background music on TikTok to increase audience engagement and create a fun, intriguing atmosphere. Add informative text and a clear call-to-action to your video, so that your audience can easily understand the information about the tourist attractions that Bunut Baok Village offers. Don't forget to use filters and color control tools to create a consistent and attractive aesthetic, ensuring the content looks professional and appealing.

Posting Strategy

An effective posting strategy for TikTok social media involves several important steps, namely:

1. Upload at 17.00-20.00

Uploading content on TikTok between 17.00 and 20.00 is very effective because, during this time, many people have finished their daily activities such as work or school and tend to spend time on social media to relax. Posting during these hours increases the chances of your content being seen and interacted with by more people, as more users are active on TikTok during these periods.

2. Content Must Be Interactive and Interesting

Interactive and engaging content encourages users to actively participate through comments, likes, or shares. You can create polls, challenges, or ask questions to increase engagement. Interesting content must capture attention from the start and keep the audience engaged until the end. High engagement helps increase the visibility and reach of your content because the TikTok algorithm favors content with high interaction.

3. Post Short, Focused Videos

Short, focused videos mean getting straight to the heart of the message without a drawn-out introduction. On TikTok, short videos tend to be more effective because users have short attention spans. Make sure your content is concise, clear, and attention-grabbing in the first few seconds. Focused videos ensure viewers understand the message quickly and stay engaged until the end, increasing the chances of getting likes, comments, and shares.

4. Show Personality and Engagement

Showing personality in your content helps build an emotional connection with your audience. Be yourself, show your authentic side, and actively interact with followers through comments and replies. Active engagement shows that you care about your followers, building loyalty and increasing interaction. Personal and authentic content tends to be more engaging and can create a loyal and engaged community.

5. Consistent Upload

Uploading content consistently builds expectations among your followers and keeps them coming back for the latest content. Consistency in posting also increases your chances of reaching more people and improving visibility on TikTok. Determine a regular posting schedule and stick to it to keep followers engaged. Consistent content helps build brand identity and increase follower trust.

6. Monitor and Respond to Analytics

Use TikTok's analytics tools to track the performance of your content, including views, likes, shares, and comments. Analytics help you understand what types of content your audience enjoys and which ones are most effective at driving engagement. By monitoring this data, you can adjust your content strategy to improve future performance. Responding to analytics allows you to make decisions based on accurate and relevant data.

7. Following Trends

Following the latest trends on TikTok can increase the visibility of your content because trends often have a wide reach and are highly sought after by users. Participating in challenges or using trending music and hashtags can help your content appear on the For You page more often. Combining trends with your own creativity ensures your content remains relevant and interesting to your audience.

Comparison Before and After Promotion

Before the promotion via social media, Bunut Baok Village did not have platforms such as Instagram and TikTok to introduce its tourism potential. As a result, the beauty and tourist attractions of this village were not widely recognized by outsiders, and the number of tourist visits was very limited. However, after the researchers utilized social media to promote Bunut Baok Village, there was a significant increase in both its popularity and the number of tourist visits. Through engaging and informative visual content, the wider community can now appreciate the natural beauty, culture, and tourist attractions offered by Bunut Baok Village. This has helped transform it into an increasingly popular and well-known tourist destination.

Table 1. Before and After Promotion

No	Platform	Before Promotion	After Promotion
1.	Follow	Before uploading content, follow 8 people.	After one month running following 32 accounts
2.	Followers	As he posted further content, he got 155 followers.	After posting several contents in one month, the number of followers on the Tiktok account always increases, up to 172 accounts.
3.	Like	The first post got 22 likes.	Meanwhile, every TikTok video post gets a regular increase.
4.	Coment	The first post got 0 comments.	Every TikTok video gets an increase in positive comment interactions.
5.	Viewers	The first post got 715 viewers.	After running for a month, several PYF videos were posted on the Bunut Baok village tourism account.
6.	Favorite	The first post gets 8 favorite features.	Periodically, every post on the favorites feature always increases.
7.	Share	The first post got 8 reposts	After several TikTok fyp videos on the Bunut Baok village tourism account, every time I posted another video, it always got an increase in reposts.

4. CONCLUSION

After optimizing social media, there was a significant increase in local tourists' interest in visiting Bunut Baok Village. This can be seen from the performance of three popular videos on TikTok that managed to attract considerable attention. The first video, posted on June 7, 2024, performed excellently with 131,196 views and a total watch time of 704 hours, as well as high engagement, with 10.41% of viewers watching the video in full. This video also gained 180 new followers and received a significant number of likes, comments, shares, and saves. The second video, also posted on the same date, achieved strong results with 18,690 views and 12.44% of viewers watching the full video. Although the engagement and new followers were slightly lower compared to the first video, it still showed good viewer engagement. Meanwhile, the third video, posted on March 25, 2024, performed relatively low, with only 1,904 views and 3.8% of viewers watching the video entirely. While it managed to gain some new followers and engagement, this video faced challenges in capturing viewers' attention compared to the other videos.

To promote Bunut Baok Village tourism, the researchers used a similar strategy to create good and popular content on both social media platforms, particularly TikTok. The researchers focused on key elements such as consistency in posting content, following current trends, maintaining a regular posting schedule, and actively engaging with the audience. The resulting content is not only visually appealing but also provides valuable information for followers. Additionally, the researchers recognized the importance of effective editing strategies in creating attractive and professional videos. The results of this strategy demonstrated success, especially on TikTok, with some content achieving significant traffic levels.

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