

Utilization of Tiktok as a Social Media Platform for Tourism Promotion in Kepyar Village, Purwantoro District, Wonogiri Regency

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ABSTRACT

Kepyar Village, located in Purwantoro District, Wonogiri Regency, possesses significant potential for the development of natural tourism due to its lush and pristine environment. However, despite its scenic beauty, the village remains relatively underpromoted, resulting in limited tourist visits, predominantly from nearby areas. This study explores the use of TikTok as a promotional tool to enhance the visibility of Kepyar Village as a tourist destination. By utilizing TikTok for destination branding, the village aims to attract a wider audience, thereby benefiting the local economy and community. The initiative is expected to raise broader public awareness about Kepyar Village's tourism potential, contributing not only to its reputation as a tourist village but also providing an economic avenue for residents to improve their livelihoods.

Keywords: *TikTok, tourist village, social media, promotional media, nature tourism*

1. INTRODUCTION

According to Law No. 10 of 2009, tourism encompasses a range of activities supported by various facilities and services provided by communities, entrepreneurs, governments, and local authorities. Economically, tourism generates substantial benefits, from direct revenues such as entrance fees to broader multiplier effects. In 2023, tourism contributed 5.8% to Indonesia's national Gross Domestic Product (**BPS, 2023**). This economic significance highlights the necessity for governments at all levels to prioritize tourism development. The creative economy plays a crucial role in this endeavor, particularly through innovative approaches to tourism promotion (**Syhabudi & Ma, 2021**). One such approach is the digitalization of tourist attractions to increase public exposure (**Fatmawati & Sulistyo, 2022**). Indonesia's rich natural and cultural heritage serves as a strong foundation for its

tourism sector. Kepyar Village, situated in Purwantoro District, Wonogiri Regency, bordering Ponorogo Regency, is recognized for its exceptional natural beauty, making it an ideal destination for eco-tourism. Located in a hilly region, it appeals particularly to tourists seeking nature-based experiences.

The village boasts four main attractions: Watu Lumbung, Watu Jodo, Sanginan Waterfall, and Cumbri Hill. Watu Lumbung and Watu Jodo feature distinctive rock formations ideal for photography and nature appreciation. Sanginan Waterfall offers visitors the experience of a natural water source, while Cumbri Hill provides panoramic views, especially stunning during sunrise and sunset. These natural sites position Kepyar Village as a potential flagship tourist destination within the region. However, the development of supporting infrastructure and amenities is essential to realize this potential fully. In recent years, digital marketing has become a widely adopted strategy for promoting various sectors, including tourism. Numerous tourist villages in Indonesia have leveraged social media platforms to reach broader and more diverse audiences. When implemented effectively, digital marketing can significantly enhance public awareness and interest in tourist destinations **(Nurmadewi, 2006)**. Platforms such as Facebook, Instagram, YouTube, Twitter, and particularly TikTok, have played a crucial role in popularizing tourist destinations **(Endarwati & Ekawarti, 2021)**. Among these platforms, TikTok has emerged as one of the fastest-growing social media networks globally. Initially launched as a platform for short, 15-second videos with music and visual effects, TikTok has evolved into a powerful tool for content dissemination and brand promotion. In 2019, TikTok recorded over 500 million active users globally, a number that has continued to rise **(Martini & Dewi, 2021)**. Today, it is used for various promotional activities, including the marketing of tourism. Empirical studies have shown that TikTok can be an effective medium for tourism promotion **(Rimadiaz et al., 2021; Sarifiyono et al., 2024; Endarwati & Ekawarti, 2021; Tham et al., 2024)**. The higher number of views seems to be the result of more people interacting with the videos, rather than the platform intentionally boosting call-to-action content **(Bandy, J. and Diakopoulos, N., 2020)**. Despite these promising findings, tourism in Kepyar Village remains largely unrecognized due to minimal promotional efforts. Given the platform's wide reach and influence, the strategic use of TikTok could significantly enhance the village's tourism visibility. This study advocates for the systematic utilization of TikTok as a digital promotional tool to support the growth of tourism in Kepyar Village.

2. METHODS

In the current digital era, social media has emerged as a highly effective promotional tool **(Krisdanu & Kiranastari Asoka Sumantri, 2023)**. Among various platforms, TikTok—renowned for its short-form video format—offers significant potential for showcasing the uniqueness and appeal of local tourism destinations. This section outlines the implementation strategy for the TikTok Content Creation and Optimization program aimed at promoting village tourism, detailing each phase from initial planning to ongoing account management. When implemented with a structured approach, TikTok can serve as a powerful medium to attract visitors and enhance the local economy.

This community service activity was carried out using a participatory approach, emphasizing collaboration and empowerment of the local community in Kepyar Village. The steps taken during the program shows in figure 1.



Figure 1. Activity Phase

2.1 Initial Planning

The first phase involves the formulation of promotional goals and strategies. During this stage, the team establishes clear objectives, target audiences, and thematic content directions. A comprehensive and well-organized plan serves as the foundation for content creation and ensures that all subsequent promotional activities are coherent and purpose-driven.

2.2 Tourist Site Survey

The next step entails conducting a survey of tourist locations within the village. The aim is to identify unique characteristics and attractions that can be highlighted in promotional content. This process ensures that both the core features and supporting amenities of the tourist destinations are effectively captured. According to **(Susianto et al., 2022)**, elements to be considered include primary attractions, auxiliary services, and complementary facilities that enrich the visitor experience.

2.3 Content Development

Following the site survey, the team engages in content creation. The produced content must be creative, engaging, and aligned with current TikTok trends and user behavior. High-quality, relatable content significantly increases audience interest and interaction. Effective storytelling, visual appeal, and relevance to the platform's algorithm are essential components of successful content.

2.4 Establishment of a Dedicated TikTok Account

Subsequently, a dedicated TikTok account is created specifically for the promotion of the village's tourism potential. This account serves as the central hub for uploading and distributing video content to a wider audience **(Supriyadi et al., 2022)**. A professionally managed account enhances credibility and serves as a long-term promotional asset for the village.

2.5 Content Upload and Distribution

Once the account is operational, pre-produced content is systematically uploaded. Uploading is conducted based on optimal timing and frequency to maximize reach and visibility. Videos typically range from 5 to 15 seconds and incorporate trending filters and music, as suggested

by (Martini and Dewi, 2021). A diverse mix of content types is encouraged to appeal to a broad user base and maintain viewer interest.

2.6 Continuous Account Management

The final stage involves the ongoing management of the TikTok account. This includes monitoring user interactions, analyzing content performance metrics, and refining strategies accordingly. Continuous engagement with followers, timely content updates, and responsiveness to trends are essential to remain relevant. To ensure that videos appear on TikTok's "For You Page" (FYP), content must be optimized to meet algorithmic preferences (Putri & Azeharie, 2021). Additionally, targeted advertising campaigns may be employed, utilizing budget controls and audience targeting features. These campaigns often incorporate Calls to Action (CTA), directing viewers to official tourism websites or booking platforms (Dewa & Safitri, 2021).

3. RESULTS AND DISCUSSION

3.1 Implementation

The planning phase for our community service program, known as *Kuliah Kerja Nyata (KKN)*, commenced prior to our deployment. Each group received guidance from their respective academic supervisors (*Dosen Pembimbing Lapangan, DPL*) regarding the theme of the work program to be implemented in the targeted village. Our group focused on the development of a digital-based tourism promotion initiative, specifically aimed at leveraging TikTok as a medium for promoting local village tourism. This decision was motivated by the recognition that although the tourism potential in the village was quite promising, it remained largely unknown to both local and surrounding communities. Upon receiving approval for our program proposal and subsequently deploying to the village, our next step involved conducting a comprehensive survey of existing tourist attractions. The team undertook surveys at *Watu Jodo*, *Watu Lumbang*, and *Bukit Cumbri*. During this phase, we engaged in observations and explored suitable content ideas for each tourist attraction as shown in figure 2.



(a)



(b)



(c)



(d)

Figure 2. Visit to tourist attractions in Kepyar Village: (a) *Watu Jodo*, (b) *Bukit Cumbri*, (c) *Sanginan Waterfall*, (d) *Watu Lumbung*

Following the completion of our preparatory activities, the next step involved the creation of content at each tourism site. This content creation process spanned over two weeks, with the objective of producing high-quality visual materials. The team was conscientious in considering both the conceptual frameworks for photography and videography, as well as current trends in social media. Factors such as trending songs and hashtags were also taken into consideration, with the hope that the generated content would attract a larger audience and increase awareness of the attractions in Kepyar Village.

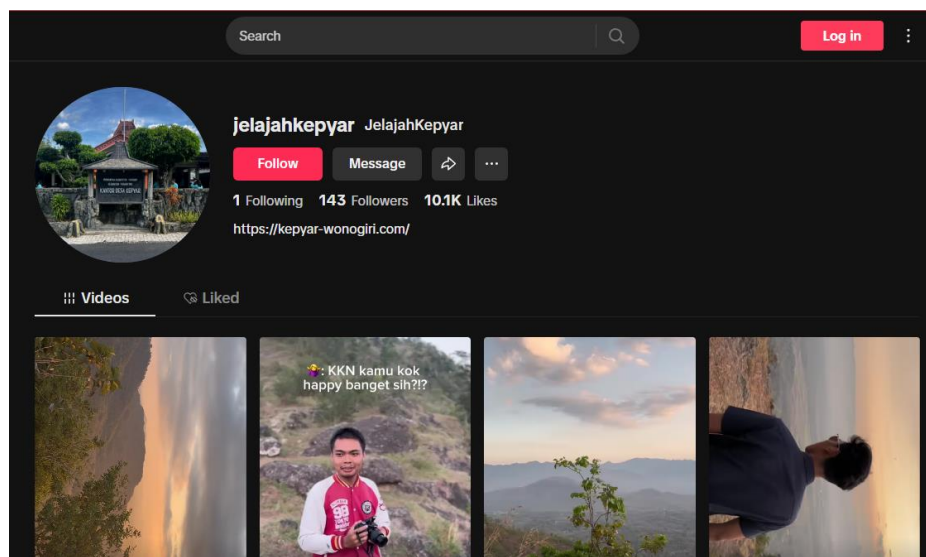


Figure 3. TikTok Account of Kepyar Village

Additionally, the establishment of an official TikTok account dedicated to promoting tourism in Kepyar Village as shown in figure 3 marked a significant milestone in our initiative. This account became a repository for diverse and engaging content showcasing the village's tourism potential, specifically highlighting attractions such as Watu Lumbung, Watu Jodo, and Cumbri

Hill. As of the time of this report, the uploaded content had garnered significant attention, achieving approximately 27,000 views. Once the TikTok account was established and its initial content developed, it was officially handed over to the village authorities for ongoing management and development. This handover took place during a farewell event with local stakeholders on August 20, 2024. It is anticipated that through the continued production of compelling content by the village authorities, the TikTok account can maintain and even increase its viewer engagement, thereby attracting more visitors to the tourism destinations in Kepyar Village in a direct manner. Figure 4 shows documentation of the activity.



Figure 4. Photo and video-taking process for content creation.

3.2 Follow-Up Plan for Monitoring TikTok Implementation

To ensure the sustainability and long-term impact of TikTok as a digital platform for promoting tourism in Kepyar Village, a structured follow-up plan has been designed as an integral component of the community service. The initial strategy involves the establishment of a local content creator, consisting of youth representatives and all stakeholders who actively participated in the previous training. This team is responsible for developing and publishing promotional video content on TikTok. Regular internal meetings are encouraged to facilitate content planning, knowledge sharing, and problem-solving based on emerging tourism trends and village activities. To assess the effectiveness of the intervention, the project team will conduct systematic monitoring over a six-month period. This includes evaluating key performance indicators (KPI) such as follower growth, video view counts, engagement metrics, and overall reach. These analytics will produce insights into audience preferences and content effectiveness, which can inform future digital strategies. In addition, bi-monthly evaluations will be conducted through online consultations or site visits. These sessions aim to gather qualitative feedback from both content creators and community members regarding progress, encountered challenges, and suggestions for continuous improvement. The feedback mechanism serves not only as a monitoring instrument but also as a platform for continued mentorship. To strengthen the sustainability of the initiative, the local content creator is encouraged to seek co-creation with regional tourism offices, digital creators, and promotional networks. Such partnerships are expected to expand the visibility of Kepyar Village and integrate its digital presence into broader tourism campaigns. In summary, the follow-up plan combines local empowerment with continuous external support, ensuring that the initial

community service efforts yield lasting and measurable advantages for the village's tourism development.

4. CONCLUSIONS

The initiative to use TikTok as a promotional tool for tourism in Kepyar Village has proven to be highly effective in raising awareness and interest in local attractions. Through careful planning and execution, our team successfully highlighted the unique tourism features of the village, including prominent sites such as Watu Jodo, Watu Lumbung, and Bukit Cumbri. Over a focused two-week period, we produced engaging content that resonated with viewers, resulting in approximately 27,000 views. In addition to establishing an official TikTok account dedicated to promoting tourism in Kepyar Village, we also empowered local leaders by transferring the management of the account to them. This handover is a strategic move to ensure the ongoing promotion and content creation by the village community, fostering a continued connection with potential visitors. As digital media continues to advance, it is essential for rural areas like Kepyar Village to adopt innovative marketing strategies, such as social media promotion, to reach wider audiences. This project highlights the significance of utilizing digital platforms to enhance local tourism, ultimately supporting economic development and community well-being. Ongoing efforts in content generation and audience interaction will be crucial for attracting visitors, increasing awareness of the village's tourism opportunities, and providing a beneficial economic impact on the local populace.

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