

The Effectiveness of Tourism Promotion in Bali by Influencers Using Tiktok

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Abstract

Social media is a medium that can help to spread information, entertainment, and knowledge to the wider community. Various types of social media that are currently experiencing increased use such as TikTok. TikTok is a social media in the form of short videos but has a variety of filters and interesting music. With the existence of social media can help to do promotions. Bali Tourism Promotion which is currently in demand by many people and makes Influencers to return in the midst of this Covid-19 pandemic. This study uses a descriptive quantitative approach by distributing questionnaires to social media users, especially TikTok. The purpose of this study is to find out how effective tourism promotion is by influencers using TikTok. The results obtained from this study are the effectiveness obtained from the results of promotions through TikTok with the help of influencers to increase domestic tourists in Bali.

Keywords

Social Media, TikTok, Influencer, Tourism, Promotion.

1. Introduction

Communication is very important in life. According to Shannon & Weaver, communication is a form of human interaction, where intentionally or unintentionally there are efforts to influence each other. Not only using verbal language, communication can also take the form of facial expressions, painting, art, or technology. In addition, the definition of communication according to Mary B. Cassata and Molefi K. Asante is communication as a process of transmitting information that is carried out with the aim of influencing the audience. For this reason, communication also requires a means to convey information that will be disseminated to the public. The channel that can be used to help spread information is social media. There are various social media that can be used to disseminate information, one of which is TikTok (Inovy, 2017).

TikTok is currently enjoyed by many people and from various circles. In Indonesia, TikTok also went viral in 2018. However, unlike now, TikTok creators in Indonesia were bullied because they were considered strange. The Ministry of Communication and Informatics (Kominfo) even blocked TikTok because it was deemed not educational. However, now TikTok is again popular in Indonesia with more diverse creators. Starting from ordinary people who just fill their spare time by making TikTok videos, to reaching artists, officials, and even several organizations (*Ini Asal Muasal TikTok Yang Kini Mendunia | Kumparan.Com*, 2020).

The Covid-19 pandemic was first reported to have entered Indonesia around the beginning of March 2020. President Joko Widodo has confirmed the truth about the existence of 2 Indonesian citizens who became the first patients who

contracted the Covid-19 virus. So that rules were issued for the community to limit activities outside the home and more activities inside the house to reduce the number affected by Covid-19 (Ihsanuddin, 2020). Restrictions on activities outside the home also have an impact on all community activities, one of which is the tourism sector. In Bali in particular, the tourism sector is experiencing torpor as a result of the Covid-19 pandemic. Reporting from Kompas.com, on Jalan Bakung Sari, Kuta, many shops are closed. The streets are deserted and there is no activity and traffic from tourists, this has happened since April 2020 until now. Losses due to the silence of the Kuta area from tourists in Bali, based on observations made by a team from BBC News by obtaining information from the Bali Tourism Office reached 9.7 trillion per month (Imam Rosidin, 2021).

TikTok is also widely used by various groups and is popular among millennials and has an ads feature that can optimize content distribution. In addition, TikTok also has a good perception among the public, so that whatever content contained on TikTok can attract people's attention and interest in following trends or the content it produces

Based on the description of the use of TikTok, the focus of the problem that will be studied is the effectiveness of tourism promotion in Bali by influencers using TikTok. This focus is interesting to study because Bali is a large tourism sector that people are interested in, but has been affected by the Covid-19 pandemic. This causes the weakening of tourism conditions in Bali. The formulation of the problem studied in this study is about how the effectiveness of tourism promotion in Bali is carried out by *influencers* using TikTok? With the hope of achieving the goal of the research to determine the effectiveness of tourism promotion in Bali by influencers using TikTok.

There are 5 reference studies that serve as references for reviewing new research in this study: Journal of the Use of Social Media for Communication Effectiveness written by Ahmad Setiadi in 2014 which discusses how to use social media to make communication effective in society. The presence of social media also has an impact on the way of communication in all fields. The existence of social media turns out to have an impact on changes in the way of communicating from conventional to modern and all-digital which also causes communication to be more effective (Setiadi, 2014).

The journal "Utilizing TikTok Social Media as a Campaign Media for Handwashing Movement in Indonesia for Corona Covid-19 Prevention" written by Togi Prima Hasiholan, Rezki Pratami, and Umaimah Wahid, published by Commuiverse Volume 5 Number 2. This journal is about how to socialize how to wash hands properly and correctly in this pandemic condition. With limited time and a ban on gathering, we need another way to socialize by utilizing social media that is currently popular in Indonesia, namely TikTok. And with the application of this socialization, it turned out to produce videos made by several people using the hashtag #safehands. However, not all of these videos focus on the message to be conveyed, but rather on gaining insight from the videos they produce. (Hasiholan et al., 2020).

The Journal of the Effectiveness of the Use of Instagram Social Media on Joko Widodo's Personal Branding in the 2019 Election Beginner Voters was written by Ahnaf Rifky Saputra Ma'aruf, Dedi Kurnia Syah Putra with the publication of Acta Diurna Volume 15 No. 2 which examines how effective the use of social media such as Instagram in personal formation is Joko Widodo's branding for the novice voters of the 2019 General Election who are still confused about making choices in using their voting rights and need references. And with the research that has been done, the results show that the social media used in the study, namely Instagram, provides effectiveness in conveying the desired message with a percentage of 74.9% and the formation of personal branding for first voters is included in the effective category with a percentage of 81.1% (Rifky et al., 2019).

Journal with the title Students As Digital Natives Using TikTok Social Media as a Lifestyle written by Miranda Febriyani Sari, M. Ali Wafa, and M. Humaidi conducted a study to find out how the impact of TikTok social media on the lifestyle of students who are digital. native and to find out what are the reasons behind students making TikTok social media their lifestyle. Some of the things that some researchers want to know are very important in helping to determine the effectiveness of using TikTok social media among digital natives (Sari, Miranda Febriyani ; Wafa, M.Ali ; Humaidi, 2007).

The journal entitled Level of Utilization of Social Media on Tourism Branding of Central Java by the Culture and Tourism Office of Central Java Province written by Fetiyana Luthfi Prihandini, Agus Naryoso, Adi Nugroho and Joyo NS Gono in 2015, this study was conducted to determine the level of utilization of social media use towards the implementation of Central Java Tourism branding. The use of social media in the implementation of branding

for tourism has a fairly strong relationship in a positive direction. So it can be said that social media has a strong relationship to branding in tourism (Prihandini, 2015).

Based on the research that has been done in this study, it was found that social media is very influential in conducting promotions among the public. The social media studied in this study is TikTok. TikTok is currently being used by various groups of people. To help promote tourism by influencers, many content creators or new influencers have been created by TikTok. A lot of content about tourism is also present on TikTok. So that tourism promotion can be done effectively.

According to Katz and Gurevitch (1959) in their book *The Uses on Mass Communication: Current Perspectives on Gratifications Research*, this theory says that the use of media plays an active role in selecting and using the media. This means that media users are parties who must be active in the communication process. Media users will and should try to find the best media sources in an effort to meet their needs. With this, it can be concluded that the media users have alternative choices to satisfy their needs.

2. Research Methods

According to Kasiram (2008:149), Quantitative Research is an attempt by a researcher to find knowledge by presenting data in the form of numbers. The figures obtained are used to analyze the information. So, Quantitative Research is scientific research that is systematically arranged against charts and tries to find causality to find out the relationship. The semiotic theory used in this analysis is Roland Barthes' semiotic theory and the interpersonal approach in the context of parents and children. Roland Barthes' semiotics uses a two-stage sign meaning. In this analysis process, the writer selects several scenes from the film that depict the relationship between parents and LGBT children. From the cut of the scene then analyzed using two orders of signification or two-stage significance. Roland Barthes' analysis uncovers signifiers and signifieds in the research text through denotative, connotative, myth and ideological levels.

This research will use a descriptive type of research, which is a type of research that conveys facts by describing what is seen, obtained, and felt. According to (Resseffendi 2010:33) said that descriptive research is research that uses observation, interviews or questionnaires about the current state of the subject being studied. Through questionnaires and so on, collect data to test hypotheses or answer a question. Through this descriptive research, the researcher will explain what actually happened about the current situation being studied.

The population is the total number of units of analysis whose characteristics will be studied (Singarimbun, 1995:152). The population to be studied is the community of users or connoisseurs of TikTok social media with an age range of 17 years to 30 years who are outside the island of Bali with specific areas, namely in the Jakarta and Malang areas. The total population of the two regions in the 2020 census is 10.56 million inhabitants in Jakarta (*BPS Provinsi DKI Jakarta*, 2021) and in Malang as many as 843,810 thousand inhabitants (*Badan Pusat Statistik Kota Malang*, n.d.).

In this study the sample will be taken at random, as the respondent's criteria have been determined. Sampling was carried out using the Slovin formula, namely $n = \frac{N}{1 + Ne^2}$. With the calculation of N is the size of the population. While the total population of Jakarta and Malang is 10.56 million people. And (e) is the value of the margin of error or the magnitude of the error of the population size. Then the calculation of this sample search is:

$$\begin{aligned}n &= 10,560,000 / (1 + (N \times e^2)) \\n &= 10,560,000 / (1 + (10,560,000 \times 0.112)) \\n &= 10,560,000 / (1 + 10,560,000 \times 0.0121) \\n &= 10,560,000 / (1 + 127,776) \\n &= 10,560,000 / 127,777 \\n &= 82.64 \\n &= 83\end{aligned}$$

Based on the calculation of the sample value above, the sample value obtained from a population of 10,560,000 is 83 people. However, in this study, managed to get a sample of 100 people based on the distribution of questionnaires that have been answered by the respondents. This is intended so that the resulting data is valid for research with this quantitative approach.

Data collection technique is by distributing questionnaires with the method of Simple Random Sampling Technique. Made using Google Form, and distributed in general to respondents outside Bali via Whatsapp. conducted by researchers to collect data in research, both primary data and secondary data. In this data collection also uses 2 types of data sources, namely:

Primary data

Primary data is the main data used in this research, derived from respondents using a questionnaire distributed through Google Form as a research instrument. With the division of 2 major question groups, namely based on the Characteristics of the Research Object with 5 questions and based on the Use of Social Media as many as 14 questions.

Secondary Data

Secondary data is additional data to support the primary data in the study. The secondary data used in this study are Journals, Books, Results of Previous Research, Internet and TikTok Social Media.

Data Analysis Techniques are used to describe the data that has been obtained. The technique used is descriptive statistics by focusing on the mode or the greatest value of the answers given by the respondents. That is by analyzing the results of the percentage of data that has been obtained from filling out the questionnaire using Google Form media. This technique was chosen because in this study we wanted to analyze the data by describing the data that had been obtained. After getting the percentage results from filling out the questionnaire in the Google Form, the researcher can conduct an analysis in descriptive form to be able to describe the percentage results by describing the answers obtained from the respondents.

3. Results and Discussion

In this study, the respondents who were sampled were social media users, especially TikTok, as well as respondents aged between 17 and 35 years, where the majority of people today want and have a high interest in traveling or vacationing. Respondents collected amounted to 100 respondents who were obtained from the results of distributing questionnaires randomly to prospective respondents who had entered the criteria for prospective respondents. The results of this questionnaire will be filtered again to match the criteria that have been described. In answering the questionnaire, at least the respondents have and also often access social media. If the respondent is a social media user, it can help in making it easier to fill out the questionnaire. This respondent data processing aims to obtain and know clearly and accurately the description of the respondent who will be used as the object of research. This study was conducted to determine whether social media, especially TikTok, can provide effectiveness in promoting tourism in Bali again in the realm of social media users.

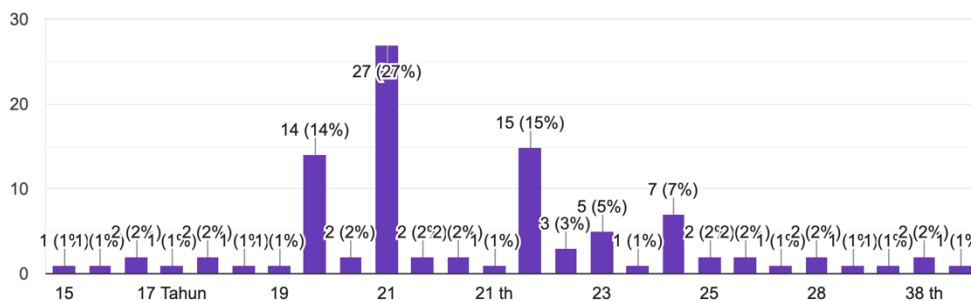


Figure 1. Respondent's Data Based on Domicile

Based on Figure 5 above, it can be seen that the respondents are at most 20-24 years old, amounting to 79 respondents with a percentage of 50 percent of the research results. While the next two ranks have a balanced position between the age range of 15-19 years and 25-38 years with a percentage of 25 percent each. According to a source from triptus.com, the right age to travel is between the ages of 20 and 24. This supports in accordance with

the results of research conducted on respondents. In addition, in 2020 according to databox sources, the age group that uses social media the most is 25-34 years old, while in second place is 18-24 years old.

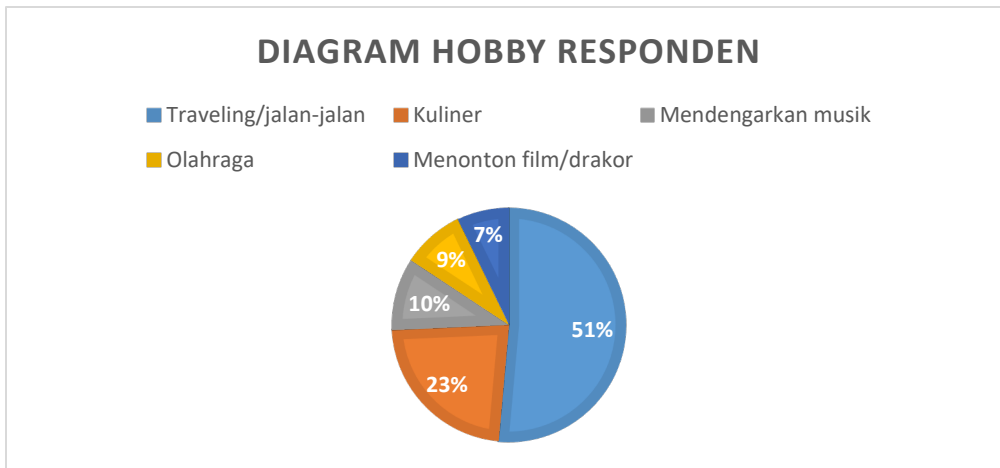


Figure 2. Respondent Data Based on Hobby

From the diagram above, the respondents' hobbies are divided into 5 types of hobbies. This hobby has an influence on how much respondents want to travel or travel. The hobby most favored by respondents is traveling or traveling as much as 51 percent. Many of the respondents have a hobby of traveling which at the same time can do road trips and diving. In addition, there is a culinary hobby that is favored by 23 percent of respondents, by traveling to an area as well as culinary delights to try special foods from that area. And other hobbies favored by some respondents are listening to music as much as 10 percent, sports 9 percent, and watching movies/drakor as much as 7 percent.

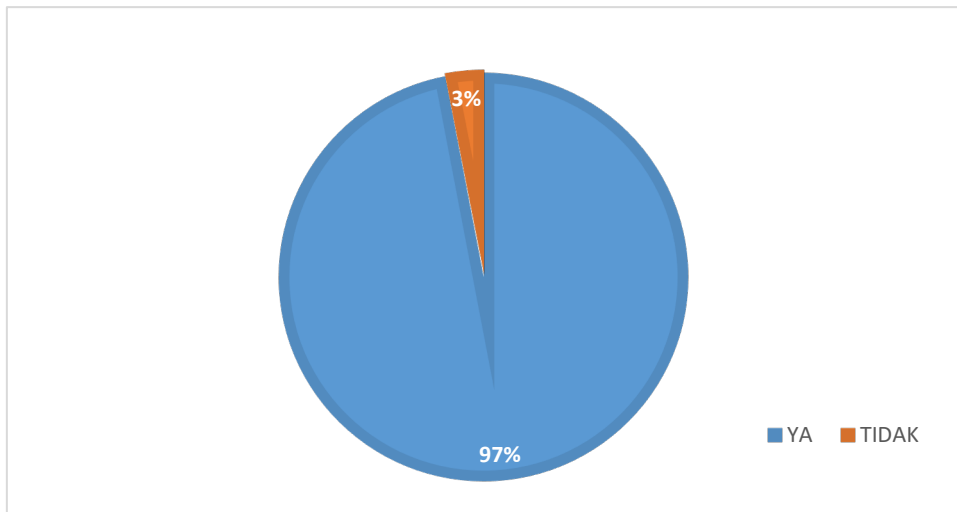


Figure 3. Data Analysis Based on Owning/Using Social Media

By looking at the results of the answers given by respondents and described using the diagram above, it can be seen that most of the respondents are active social media users. As many as 97 percent of respondents chose YES to the questionnaire question "Do Respondents Have/Use Social Media?". In this day and age, to obtain and disseminate

up-to-date information, one has to rely on the use of the internet and social media. The increasing use and ownership of social media among the community is significant, especially during the current pandemic conditions, which can change people's lifestyles. This can prove that the public or respondents are aware of the increasing importance of media literacy (Studi Ilmu Komunikasi, 2020).

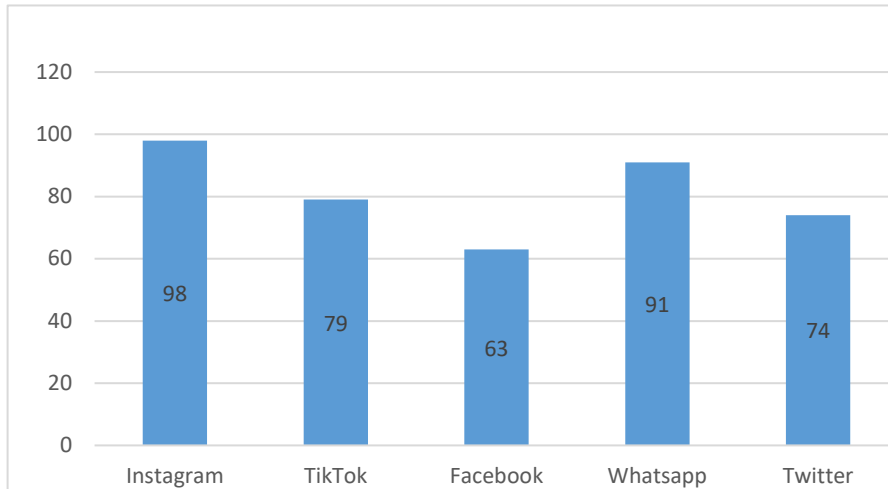


Figure 4. Data Analysis Based on Type of Social Media Owned

Almost everyone is interested in social media, but in the questionnaire distributed to several respondents, only 5 categories of social media were given. The five categories are Instagram, TikTok, Facebook, Whatsapp and Twitter. Of the 100 samples of respondents who answered the questionnaire that had been distributed, it turned out that not all of them had or were users of these five categories of social media types. For users/owners of social media accounts, in the first place is Instagram with 98 respondents. In second place is Whatsapp with 91 respondents. In third place is occupied by TikTok with 79 respondents. In fourth place is Twitter with 74 respondents. And in the last position there is Facebook with the acquisition of 63 respondents. It can be seen, that Instagram still occupies the top position according to the respondent's questionnaire and the second highest is Whatsapp. Both applications are still excellent from previous years. Instagram is still a favorite for the people. In 2021, the use of social media is increasing due to the pandemic that is still happening from the beginning of 2020. For example, the rapid growth of TikTok social media accounts which is increasing both based on downloads on the Google Play Store and AppStore. Based on Sensor Tower research in the second quarter of 2020, TikTok has been downloaded by more than 300 million users in the first and second quarters of 2020 (Ikhsan, 2020).

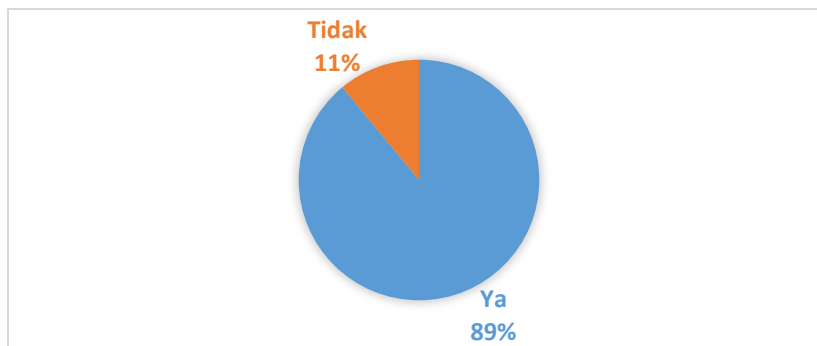


Figure 5. Data Analysis Based on TikTok Social Media Account Ownership

In the picture above, it can be seen that many of the respondents have TikTok social media accounts. Of the 100 respondents who answered this questionnaire, there are 89 percent of respondents who have a TikTok social media

account. While those who do not have a TikTok social media account are 11 percent. TikTok has become one of the most popular social media. According to direct research that appeared on FYP (For Your Page) TikTok, not only young people own and use TikTok's social media, but there are also parents who have accounts on the social media. According to Sensor Tower research in the second quarter of 2020, Tiktok has been downloaded by more than 300 million users in the first and second quarters of 2020 (Jawa Pos, 2020). During the COVID-19 pandemic that has occurred from early 2020 to the present, it has also caused a surge in TikTok users because people need entertainment. This TikTok application can also be used as a means for making creative videos with various filters and available music options. TikTok is also usually used to help the community in promoting. about something.

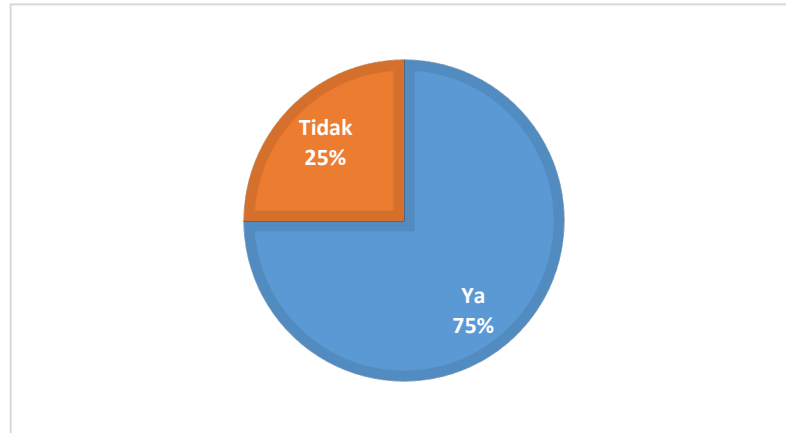


Figure 6. Data Analysis Based on Seeing Bali Tourism Promotions by Influencers

According to most respondents, they have seen Bali tourism promotions carried out by influencers. As many as 75 percent of respondents know about tourism promotions that have been carried out by influencers. And the remaining 25 percent of respondents never knew about tourism promotions carried out by influencers. By conducting research directly on social media, tourism promotion carried out by influencers is by means of indirect promotion. They can create interesting content when they are traveling or vacationing in Bali. Usually, influencers will recommend places that they think are suitable for their followers to visit or for other people who see the content. The role of influencers is very important in carrying out a promotion. By uploading holiday content that they do in Bali (either individually or in collaboration with the government) in an attractive manner while still showing health protocols can have a good influence on Tourism in Bali. The existence of influencers who provide information wrapped in interesting content can influence their followers and people who see or enjoy the content.

Locations by Influencers

Based on the data above, Respondents have provided answers about the influence of Influencers in promoting

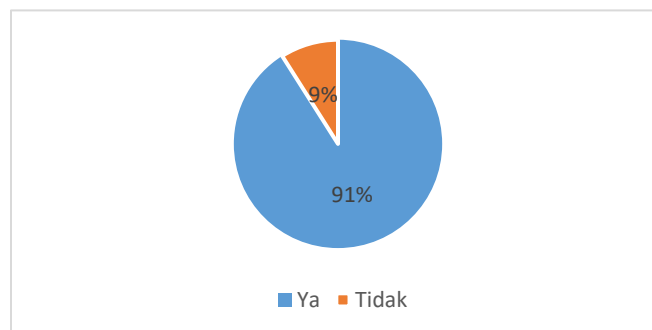


Figure 7. Data Analysis Based on Interest in Holidays in Bali

After Seeing Tourism Promotions/Attractive something, especially Tourism. Of the 100 respondents who assisted in this research as a sample, 91 percent of respondents answered Yes to the influence of influencers on the awakened

interest in taking a vacation or visiting an interesting place in Bali. While there are 9 percent of respondents who said No to this. Of course, with this, almost the majority of respondents agree with the existence of influencers in influencing the audience of their content on social media

4. Conclusions and Results

Based on the results of the research and discussion that have been described in the results of the research and data analysis above, the researchers draw the following conclusions:

1. Social media is very influential in the lives of most people because almost everyone is "media literate" and has social media. To get information and entertainment, everyone nowadays has relied on social media.
2. There are various types of social media, but the one that is currently on the rise is TikTok. The increase in TikTok users can be seen from the emergence of many new influencers from TikTok as well as downloads on the Google Play Store and AppStore applications.
3. Tourism promotion through social media is more effective because many people already have social media. Social media, especially TikTok, assisted by influencers can help in promoting tourism in Bali again by creating interesting video content about existing tourism information by starting to use the hashtag #kemBALI which means to return to travel in Bali.

Hopefully this research can be used as a reference to start using and following social media that can provide information as well as entertainment, use social media wisely, Observing what social media is currently being used but still has a "plus" value in its use.

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