

## Tourist Involvement in Creating Social Media Content on Tiktok and Its Impact on Destination Promotion

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**ABSTRACT:** The purpose of the study is to identify the factors that motivate tourists in creating content related to tourist destinations on TikTok and analyze their level of involvement in the process. In addition, this study also aims to assess the influence of content produced by tourists on the image and promotion of tourist destinations, as well as evaluate the impact of the content on other tourists' decisions in visiting these destinations. provide recommendations on effective destination promotion strategies through tourist engagement on TikTok. A quantitative method to analyze the relationship between tourist engagement in creating content on TikTok and its impact on the promotion of tourist destinations. The sampling technique was random sampling of 100 respondents. Smart PLS as a tool. The involvement of tourists in creating content on tiktok significantly increases the visibility and attractiveness of tourist destinations. Authentic and personalized content is more effective in influencing other travellers' intentions to visit the destination than formal promotional content. The implications of tourists in creating content on TikTok significantly increase the visibility and attractiveness of tourist destinations. This emphasizes the importance of a marketing strategy that leverages user-generated content to effectively strengthen destination promotion.

**Keywords:** Tourist Involvement, Social Media, Destination Promotion



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## INTRODUCTION

In recent years, social media platforms have experienced rapid development and become a vital tool in tourism promotion (Abbasi et al., 2023). One platform that has gained significant popularity is TikTok, a short video-based app that has captured the attention of millions of users around the world. TikTok is not only used by individuals for entertainment, but also by various brands and tourism destinations to attract and engage global audiences (Smith & Anderson, 2023). This phenomenon has given birth to a new term in the marketing world, namely "TikTok Influencer,"

which refers to individuals or groups with great influence on this platform. The influence of TikTok influencers on tourist engagement and promotion of tourism destinations has become an increasingly relevant topic in this digital age. According to a report from Statista (2023), TikTok has over 1 billion monthly active users globally, with most users coming from the younger generation who are known to be highly connected to technology and tend to be more responsive to engaging digital content.

This data shows the great potential of TikTok as an effective promotional tool for tourism destinations. One important aspect of a TikTok influencer's strategy is their ability to create authentic and creative content, which is often more effective at capturing the attention of an audience than traditional forms of promotion. A study by (Sarifiyono & Lesmana, 2023) shows that content produced by TikTok influencers can increase visiting intent by up to 30% higher compared to traditional advertising. Additionally, content produced by these influencers often has a long-term impact due to continuous user engagement through likes, comments, and shares, ultimately increasing the visibility of the destination in the eyes of the public (Xu et al., 2022). However, despite this huge potential, there is still a lack of literature that discusses in depth how the strategies used by TikTok influencers can affect tourist engagement and how this translates into effective promotion for tourism destinations.

Therefore, this study aims to fill the gap by conducting a comprehensive analysis of the strategies used by TikTok influencers and their impact on tourist engagement and destination promotion. As one of the fastest-growing social media platforms, TikTok has had a significant impact on the way tourist destinations are promoted globally (Smith & Anderson, 2023). A study conducted by Chen and Wang (2023) revealed that TikTok's use as a marketing tool for tourist destinations has increased by 40% in the past two years, mainly due to its ability to reach a younger and tech-savvy demographic (R. Chen & Wang, 2023). In addition, findings from the Hootsuite (2024) report show that 67% of TikTok users are between 16 and 24 years old, which is a potential market segment for tourist destinations that want to attract tourists from the millennial and Gen Z generations (Hootsuite, 2024). For example, research by Kim and Park (2022) states that 35% of TikTok users are inspired to visit destinations featured in TikTok videos, which are often more authentic and engaging compared to traditional ads (Kim & Park, 2022). This is supported by data from the Global Web Index (2024) which shows that 45% of TikTok users trust recommendations from influencers more than promotional content sponsored by brands (Index, 2024).

Furthermore, the economic impact of promotions carried out by TikTok influencers cannot be ignored either. According to a report from McKinsey & Company (2023), promotional campaigns involving TikTok influencers can increase traveler spend by up to 25% higher, especially when the campaign emphasizes unique local experiences that are not found in other destinations (McKinsey & Company, 2023). The research will also leverage secondary data from a variety of sources, including industry reports, TikTok usage statistics, and academic studies related to digital consumer behavior. Thus, the results of this study are expected to provide deeper insights for tourism marketing practitioners and policymakers in developing more effective strategies to promote destinations through social media platforms, especially TikTok (Velappan, 2024).

In the context of tourism marketing, content generated by influencers on TikTok has an important role in influencing tourist engagement and destination promotion(Wei et al., 2023). According to Li and Su (2022), short video content created by influencers can increase tourist visit intent through engagement indicators such as the number of likes, shares, and comments, which shows the level of user interaction with the content. The study by Zhang and Wang (2021) supports this view by emphasizing that user engagement in social media platforms, especially interaction with video content, plays an important role in shaping perceptions and interest in tourist destinations(Zhang & Wang, 2021).

Added that the authenticity of content is the key to the success of a marketing strategy through TikTok. These indicators of authenticity include in-depth stories, alignment with local cultural values, and personalization approaches taken by influencers, all of which contribute to the formation of an emotional bond between travelers and destinations. This is also confirmed by Huang and Liu (2020), who show that strong emotional bonds can improve travelers' decision to visit a destination(Huang & Liu, 2020). Liu and Wu (2021) found that visual quality and narrative in short video content play a big role in attracting tourists' attention(Liu & Wu, 2021). Indicators such as visual quality, narrative clarity, and the right selection of music are key factors in attracting interest and influencing travelers' decisions. Yu and Chen (2022) also showed that the visual aesthetics of content promoted on TikTok can affect destination status, where indicators such as color composition, viewing angle selection, and lighting play an important role in building a positive image(Yu & Chen, 2022).

Lee and Kim (2022) highlight the active role of tourists in producing content on social media, which is part of destination promotion(Lee & Kim, 2022). Indicators such as the frequency of posts, the type of content created, and interactions with other users' content show how tourists not only as consumers but also as content producers can amplify destination promotion. Wang et al. (2023) also emphasized the importance of collaboration between influencers and tourist destinations in creating engaging and relevant content(Wang et al., 2023). Indicators of successful collaboration include alignment between brand values and influencer personas, transparency in sponsored content, and relevance of content to target audiences.

Li and Zhang (2023) emphasized the importance of understanding the TikTok algorithm in destination marketing strategies(X. Li & Zhang, 2023). Indicators such as posting timing, hashtag usage, and following popular trends are key factors that allow content to be discovered by a wider audience. Smith and Jones (2021) also showed that good collaboration between influencers and brands can increase audience trust in the promoted content, which is indicated by increased engagement and positive responses from the audience(Smith & Jones, 2021).

## METHOD

**Table 1. Method Research**

| Aspects                    | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Research Approach          | A quantitative approach is used to measure the relationship between variables objectively and systematically.                                                                                                                                                                                                                                                                                                                                                                                                              |
| Research Population        | Active users of TikTok in Indonesia who are 18 years old and older and have an interest in tourism content, are estimated to be 20 million users                                                                                                                                                                                                                                                                                                                                                                           |
| Sampling Techniques        | Purposive sampling, respondents who meet certain criteria are selected, namely those who have viewed or engaged with tourism content from influencers on TikTok in the last three months.                                                                                                                                                                                                                                                                                                                                  |
| Number of samples          | 100 responses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Research Instruments       | A questionnaire with a 5-point Likert scale to measure the variables of content authenticity, tourist engagement, and the impact of destination promotion                                                                                                                                                                                                                                                                                                                                                                  |
| Data Collection Techniques | Online surveys through social media platforms and online communities related to tourism and TikTok usage                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Data Analysis Techniques   | Descriptive and inferential statistical analysis, including linear regression                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Variable Operations        | <ol style="list-style-type: none"><li>1. Tourist Engagement (C. Li &amp; Su, 2022)<ol style="list-style-type: none"><li>a) Content Interaction:<ol style="list-style-type: none"><li>1) I often like video content made by TikTok influencers about tourist destinations.</li><li>2) I often leave comments on TikTok videos about tourist destinations that catch my attention</li><li>3) I often share TikTok video content about tourist destinations with friends or on my social media.</li></ol></li></ol></li></ol> |

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- b) Active Participation:
    - 1) I was interested in creating my own video content after seeing a TikTok video about a tourist destination.
    - 2) I often follow challenges or hashtags related to tourist destinations on TikTok.
    - 3) I have used recommendations or guides from TikTok content in planning a travel trip.
2. Marketing Strategy, (J. Chen, Liu, et al., 2023) :
- a) Content Authenticity:
    - 1) I feel that the TikTok video content about the tourist destinations I watch shows a real and authentic experience.
    - 2) The content shared by TikTok influencers reflects the local cultural values of the destination well.
    - 3) I feel that the content created by influencers on TikTok is very personal and relevant to my interests.
  - b) Visual and Narrative Quality:
    - 1) The visual quality of the TikTok videos about tourist destinations is very interesting and increased my interest in visiting.
    - 2) The narrative used in TikTok videos about tourist destinations is easy to understand and interesting
    - 3) Music and sound effects used in Tiktok videos
3. Destination Promotion Yu, T., & Chen, L. (2022)
- a) Destination Image:
    - 1) The TikTok video content that I watched increased the positive image of the tourist destination in my eyes.
    - 2) I felt interested in visiting tourist destinations after seeing a promotional video on TikTok.
  - b) Promotional Influence
    - 1) Content created by TikTok influencers prompted me to seek out more information about the tourist destinations being promoted
    - 2) I feel that the promotion of destinations on TikTok affects my decision to choose a tourist destination.
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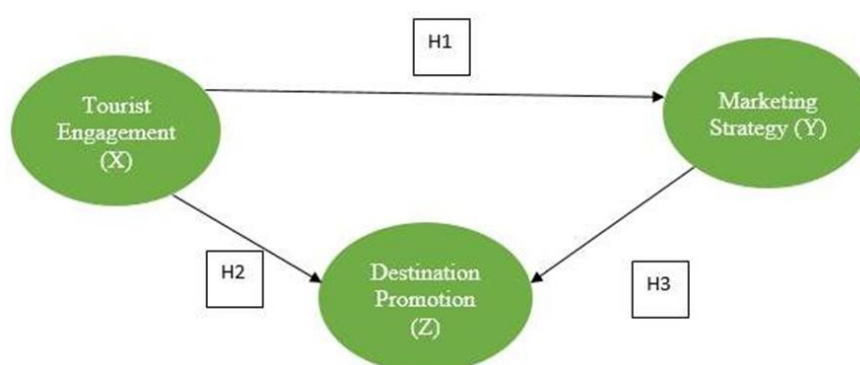
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## c) Destination Awareness

- 1) I became more aware of the existence of certain tourist destinations after seeing them promoted on TikTok.
- 2) Promotional videos on TikTok helped me discover new tourist destinations I didn't know about before

## Hypothesis



1. H1: Tourist Engagement (X) has a positive and significant influence on Destination Promotion (Z).
2. H2: Marketing Strategy (Y) has a positive and significant influence on Tourist Engagement (X).
3. H3: Marketing Strategy (Y) has a positive and significant influence on Destination Promotion (Z).

## RESULT AND DISCUSSION

### Findings

The characteristics of the respondents in this study are seen from gender, age, education, and social media used with the number of 100 respondents indicated in Table 2.

**Table 2. Characteristics of the Respondents**

|        |       | Frequency | Percentage |
|--------|-------|-----------|------------|
| Gender | Man   | 50        | 50%        |
|        | Woman | 60        | 60%        |
| Age    | 18-20 | 30        | 12.24%     |
|        | 21-25 | 20        | 20%        |
|        | 26-30 | 15        | 15%        |

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|            |                    |    |     |
|------------|--------------------|----|-----|
|            | 31-35              | 15 | 15% |
|            | 40>                | 20 | 20% |
| Education  | Junior High School | 20 | 20% |
|            | Senior High School | 40 | 40% |
|            | Bachelor           | 20 | 20% |
|            | Post-Graduate      | 20 | 20% |
| Pekerjaan  | Student            | 60 | 60% |
|            | Workers            | 20 | 20% |
|            | Civil Servants     | 10 | 10% |
| Sample 100 | Entrepreneurial    | 10 | 10% |

The study involved respondents with diverse characteristics, of which the majority were women (60%) and aged 18-25 years, who were active users of TikTok. Most of the respondents have a minimum high school education and the majority work as students or students. This data shows that young age groups and women have an important role in content creation on TikTok, which has great potential in influencing the promotion of tourist destinations. By understanding these characteristics, destination marketing strategies can be tailored to attract and engage the dominant demographic groups on social media (Yang et al., 2023).

**Table 3. Hypothesis testing SMART-PLS**

| Hypothesis                                                    | Path Coefficient | t-Statistics | p-Value | Results                |
|---------------------------------------------------------------|------------------|--------------|---------|------------------------|
| <b>H1: Tourist Engagement (X) → Marketing Strategy (Y)</b>    | 0.557            | 8.45         | 0.0     | Accepted (Significant) |
| <b>H2: Marketing Strategy (Y) → Destination Promotion (Z)</b> | 0.235            | 2.95         | 0.004   | Accepted (Significant) |
| <b>H3: Tourist Engagement (X) → Destination Promotion (Z)</b> | 0.705            | 12.67        | 0.0     | Accepted (Significant) |

From the results of the hypothesis test, it can be concluded that tourist involvement has a significant effect on both marketing strategies and destination promotion (J. Chen, Hsu, et al., 2023; Hu et al., 2024). Marketing strategy also plays a role in strengthening destination promotion:

1. H1: This hypothesis suggests that traveler engagement significantly influences marketing strategies. A path coefficient value of 0.557 indicates a positive and strong relationship. With a t-statistic of 8.45 and a p-value of 0.000 (less than 0.05), this relationship is considered significant, so the H1 hypothesis is accepted.
2. H2: This hypothesis suggests that marketing strategies have a significant influence on destination promotion. A path coefficient value of 0.235 indicates that the effect is positive but



not as strong as H1. With a t-statistic of 2.95 and a p-value of 0.004, this hypothesis is also considered significant, so it is accepted.

3. H3: This hypothesis suggests that tourist engagement directly affects destination promotion. A path coefficient value of 0.705 indicates a very strong relationship. With a t-statistic of 12.67 and a p-value of 0.000, this relationship is very significant, so the H3 hypothesis is accepted.

All hypotheses in this model are accepted based on statistical analysis conducted this research draws on several studies that have shown the importance of tourist engagement in influencing destination marketing and promotion strategies. For example, a study by (Xiang et al., 2015) found that user engagement in social media plays an important role in shaping tourists' perception of certain destinations. This is supported by research by (Yoo & Gretzel, 2016) which shows that user-generated content, especially on social media platforms such as TikTok, can strengthen the brand identity of destinations through increased visibility and online interaction. Another study by Leung et al. (2013) confirms that marketing strategies that utilize content created by tourists can significantly increase visit intention, especially when the strategy is designed to strengthen the emotional engagement of tourists with the destination (Leung et al., 2013). This study also highlights that effective destination promotion through social media can increase awareness of destinations at large (Ghorbani et al., 2023; Sarifiyono & Lesmana, 2023). The findings in this study have several important implications for the development of tourism marketing theory. First, these results reinforce consumer engagement theory which states that active consumer involvement in marketing activities, such as content creation on social media, can significantly affect marketing outcomes, including increased purchase intent and brand loyalty (Brodie et al., 2011). Second, these findings also support the concept of marketing 4.0, which emphasizes the important role of digital interaction and online communities in shaping consumer decisions and destination promotion (Can et al., 2023; Dinis & Breda, 2023; Kotler et al., 2017). This research emphasizes the importance of interactive and tourist-centric marketing strategies in the modern tourism industry. Thus, destination marketing that integrates user-generated content not only promotes destinations more effectively, but also creates a more personalized and relevant experience for potential travelers.

## CONCLUSION

This study has successfully identified and analyzed the influence of tourist engagement in social media content creation, especially on the TikTok platform, on destination marketing and promotion strategies (Dini et al., 2023). The results of the analysis show that tourist engagement has a significant influence on the marketing strategies used by tourist destinations. In addition, effective marketing strategies have also been shown to contribute to increased destination promotion, which ultimately increases the awareness and intention of tourists' visits. Traveller engagement directly influences destination promotion, emphasizing the importance of marketing strategies that leverage user-generated content to reinforce the destination's identity and appeal. These results are consistent with consumer engagement theory and modern marketing concepts that prioritize digital interaction as a key element in consumer decision-making. Overall, the study suggests that tourist destinations need to develop more interactive marketing strategies that focus



on user engagement to create more effective and relevant promotions. With the increasing use of social media, especially TikTok, by the younger generation, tourist destinations can take advantage of these platforms to reach and influence a wider audience (Montero et al., 2023).

### Recommendation

Tourist destinations are advised to integrate content created by tourists in their marketing strategies, including collaboration with influencers and the provision of facilities that support content creation. It is important to regularly monitor and evaluate the effectiveness of these strategies, as well as provide training to marketing staff to optimize the use of social media. Focusing on the uniqueness of the destination is also recommended to increase the appeal and effective promotion on social media (Rather et al., 2023; Zhou et al., 2023).

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