

## **Branding of Kedungudi Sky Park Hill Ecotourism in the TikTok account @pesona\_trawas**

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**Abstract.** *Nature tourism (ecotourism) is a form of exploitation of natural resources that prioritizes the use of nature for human satisfaction. Indonesia has a very large area and has the potential for regional development if managed properly. Ecotourism is an option that can be used to advance the village by involving the full participation of the local community in every stage, from planning to supervision. Social media is any form of media that is present in a network with users who can interact, exchange ideas, and exchange content or what is often referred to as content. Social media can also be described as a guide to exchange quality information in the form of text, images, videos, and audio with users who use social media. The purpose of this study is to understand the role of the social media platform TikTok in increasing the number of visitors in Kedungudi Sky Park Hill. The theory used in this study is marketing communication, which serves as a guide for how the brand process takes place. This study uses a qualitative descriptive method. By taking data sources by purposive sampling using triangulation data collection techniques. The qualitative approach is a data collection method that produces descriptive data in the form of written or spoken words. Data sources were obtained from sources and other documents in the form of images and photos. The findings of this study show that the use of TikTok social media has succeeded in increasing the number of visitors at Kedungudi Sky Park Hill. By using the right visual content, it can attract the attention of the wider community.*

**Keywords:** *TikTok, Branding, Visual content.*

### **I. INTRODUCTION**

Nature tourism or ecotourism is becoming an increasingly popular trend in the world. People today are increasingly interested in exploring the beauty of nature, escaping from the noise of the city and communicating with the natural environment. Thanks to its natural resources, Indonesia has become a favorite destination for tourists looking for an authentic ecotourism experience. Indonesia has a very large area and has the potential for regional development if managed properly. Nature tourism is a form of exploitation of natural resources that prioritizes the use of nature for human satisfaction. Various tourism activities supported by various facilities and services provided by the community, entrepreneurs and the government are natural tourism. Ecotourism directly provides benefits to the environment, culture, and economy of local communities (Andiny & Safuridar, 2019).

Community-based ecotourism, or often called community-based ecotourism (EBM), is one option that can be used to advance the village by involving the full participation of the local community in every stage, from planning to supervision. Support from companies or institutions in certain ecotourism villages can also be a useful counterweight for the growth of tourism. The participation of environmental groups can also be a promotional medium and can provide information to tourism groups to utilize without damaging the environment. In principle, the development of tourism with a wide scope that benefits the general public can increase the level of ecological, economic, social, and religious progress. Therefore, a strong commitment to the environment and the general public, especially those living close to cities, is needed to take advantage of the space available in tourism, as well as to face the long-standing sustainability debate (Winarno et al., 2021).

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Social media is any form of media that is present in a network with users who can interact, exchange ideas, and exchange content or what is often referred to as content. Social media can also be described as a guide to exchange good quality information in the form of text, images, videos, and audio with users who also use social media (Kotler & Keller 2015:568). On the other hand, according to Caleb and Hayes (2015), social media is an internet-based medium that allows users to interact and present themselves, both informally and publicly, with clear or unclear boundaries.

One of the TikTok content creators who has recently become famous under the name of @pesona\_trawas account. @pesona\_trawas went viral on social media TikTok for bringing a tourist attraction recommendation content such as one taken from one of the content videos on Kedungudi Sky Park Hill. Generally, a content creator has a target audience that they want to reach. According to (Anaqhi et al., 2023), TikTok has a structure to explore the diversity of content that is easier to use than other social media platforms, thanks to the for your page (FYP) feature. TikTok's FYP uses algorithms based on user behavior, variety, content uniqueness, audience engagement, follower growth, and account searches by netizens. Leveraging TikTok can provide users with access to content beyond their personal preferences and is the most effective way to form an opinion. Today, content creators segment information based on what they like and find interesting. To increase the number of viewers that content creators want to reach.

Currently, TikTok social media is quite popular, which eventually makes it a widely used medium by the wider community. So that many people, business owners, to large companies, then use social media platforms such as TikTok to strengthen their brands, one of which is @pesona\_trawas. The existence of @pesona\_trawas accounts can also increase the number of people who want to vacation somewhere. However, @pesona\_trawas accounts must be innovative and creative to increase the number of viewers, the number of likes, and the number of followers on @penosa\_trawas account, so that @pesona\_trawas can be better known by the wider community.

Initially, Tiktok was known as a douyin that featured videos, or as a social media site and music video gateway. There are several advantages of Tiktok, the first of which is its studio-like function (you can easily change the video by using filters and editable effects). Second, this application is quite easy to use (designed to be used by many people, so it is very easy to use). Third, Tiktok is a widely used media platform, with more than 25 million users. Tiktok's algorithm works based on content graphs, not social graphs. There are several factors that affect Tiktok's algorithm, including the use of hashtags, the use of challenges and filters, uploading high-quality photos, and appropriate captions (Sawitri & Chusumastuti, 2021).

The creativity of a Tiktok influencer who often attracts attention can become something viral. As a result of frequent interactions with other users and content that has the potential to attract many users to social media, viral content is defined as a number of pieces of content that are shared on social media in a short period of time. Netizens use viral content as a kind of filter against social media content that spreads quickly and is often copied by users of other social media platforms.

The TikTok app has a structure that is easier to use than other social media platforms when it comes to browsing content, such as features (FYP). TikTok's FYP uses algorithms based on user

behavior, variety, and content uniqueness, audience engagement, follower growth, and account search. Using TikTok can give users access to content outside of their personal preferences and is the most effective way to gather public opinion and discuss a particular issue. Every activity of a social media influencer or content creator can affect the virality of an upload on social media. Therefore, it is very important for influencers to use their creativity and the public to make a content or any phenomenon on social media into something viral. Therefore, this kind of response is quite important for every content creator (Anaqhi et al., 2023).

To meet human needs, a response is needed, namely by carrying out tourism behavior. The tourism sector is an important sector for a country's economy because it can encourage innovation and growth and provide jobs for local residents around tourist attractions, for example with the availability of small businesses that sell snacks and souvenirs that can reduce crime.

Kedungudi Sky Park Hill is one of the new artificial tourist attractions in Trawas District, Mojokerto Regency, although it is considered a beginner, but this artificial tourist attraction has managed to attract the attention of tourists so it is not surprising that on Saturday or Sunday it is always crowded with visitors.

Tourism development is based on the potential to attract tourists who visit by utilizing the uniqueness and charm of the village as a tourism product. Village development is inseparable from technological developments. "TikTok" as a marketing medium, besides that the development of information technology also has a great influence on the journey of the millennial generation. The millennial generation plays a role in facilitating tourism development in various sectors (Osin et al., 2020).

Tourism development is the only economic sector that must be improved and developed. It is estimated that the tourism sector will be the main sector for designing, expanding, and building businesses and work culture. To ensure that the tourism sector continues to grow, it is important to develop and utilize existing tourism potential so that it can become a key component of an expandable economic strategy. The single most important economic sector that can improve the economic performance of a region is tourism. To improve the economy from the results of the tourism sector, it is necessary to increase the number of visitors to the place, which can be done by implementing a promotional strategy to provide information to prospective tourists who will come to the place in question (Syaikhona et al., 2023).

Tourism can be interpreted as the activity of a person looking for an entertainment place, where a person can go from one place to another. Many tourists want different cultural and unique tourist destinations. Tourist interaction with residents of tourist areas provides opportunities for tourists to learn and appreciate the culture of the local community (Ni Luh et al., 2022).

Local wisdom arises from traditional values, and local culture develops naturally in a community group to adapt to the environment. Wisdom is a characteristic of an area that has the potential to support the development of the region (Ni Luh et al., 2022). To support this local wisdom, a social media "TikTok" is needed to introduce the tourist destination to the surrounding community so that it is easier to brand Kedungudi Sky Park Hill.

A more time-consuming method but provides very significant benefits is branding, such as branding Kedungudi Sky Park Hill on the social media platform TikTok through a @pesona\_terawas account that displays a video about Kedungudi Sky Park Hill. It will be very effective if done at this time because the development of digital media "TikTok" is very rapid among young people. Currently, TikTok is known as a social media that is in demand by the wider community. Besides that, thanks to TikTok which is easy to use to display attractive brands and images. TikTok can also display visual content, illustrations, or videos that can be enjoyed anytime and anywhere.

TikTok's important role in popularizing vacation destinations has attracted many people to conduct research and analysis. Photos or videos that are now popular on TikTok are an important advantage for members of the image community known as the "Contemporary" style (Handayani & Adelvia, 2020). People are now more interested in visual content that conveys information, where 90% of information will be transmitted to the brain, visual content in the form of videos will definitely get more attention from the target audience. The purpose of this study is to understand the role of the social media platform TikTok in increasing the number of visitors in Kedungudi Sky Park Hill.

The theory used in this study is marketing communication, which serves as a guide for how the brand process takes place., communication is the process of conveying ideas from the source to the recipient, usually with the aim that the recipient has a certain behavior. According to Richard West, communication is a social process in which individuals use symbols to construct and understand their environment.

In this study, Kedungudi Sky Park Hill is said to have potential in terms of nature, to the existence of culinary in the place. To build a visual identity, Kedungudi Sky Park Hill uses social media, specifically "TikTok". In addition to producing high-quality content, TikTok can also be used to improve the economy and tourism industry.

Kedungudi Sky Park Hill was chosen in this study because Indonesia has a variety of tourist attractions, one of which is Kedungudi Sky Park Hill with its natural potential and culinary diversity. This is certainly very interesting visual branding. So it is hoped that in addition to getting interesting and quality content, it can also increase the number of visitors at Kedungudi Sky Park Hill.

## **II. METHODS**

In this study, the author uses a qualitative descriptive method. By taking data sources by purposive sampling using triangulation data collection techniques according to Sugiyono (2015:83). According to Bogdan and Taylor, as quoted by Lexy.j. Moleong, the qualitative approach is a data collection method that produces descriptive data in the form of written or spoken words (Saleh, 2021). Data sources were obtained from sources and other documents in the form of images and photos.

In this study, several data collection techniques were used, namely observation and in-depth interviews. This study uses visual content from @pesona\_terawas accounts. Based on the number of followers and the type of content that stands out on @pesona\_terawas accounts, the results of the study can be presented as inspiration in creating a visual identity of Kedungudi Sky Park Hill. This

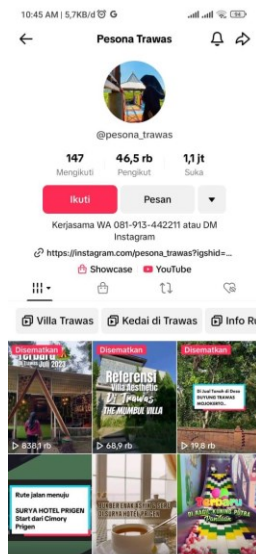
information is needed for data related to this research. Researchers made observations on Kedungudi Sky Park Hill through TikTok content from @pesona\_terawas account.

### III. FINDINGS AND DISCUSSION

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

In this study, interviews were conducted with three identified speakers using the purposive sampling method. The research resource persons were Samsul Kusdianto as the manager of Kedungudi Sky Park Hill, Rivaldi, and Dani, a visitor from Sidoarjo.

@pesona\_terawas is a TikTok social media account that carries food vlogger content, which has a number of followers of 46.5 thousand, with 1.1 million likes. @pesona\_trawas made his first upload on TikTok in May 2021, it can be seen from his first video on TikTok which contains content reviewing the Kapal Garden hotel located in Malang.



**Figure 1.** TikTok account @pesona\_trawas

Source: *TikTok @pesona\_trawas*

TikTok is an app where people can create interesting and popular short videos, which many people use. This is in line with what some TikTok users have said. The features of TikTok are a kind of application that can help users to learn more about the outside world, as well as attract a general audience.

Currently, TikTok is growing rapidly and can be accessed at any time without interruption. While there are advantages, such as providing support and updating information as a popular e-commerce, TikTok identifies differences in the way products are presented in an original way and encourages others to see them.

Content creator is a profession in which a person is engaged in creating content, or information, that will be shared with the public. Common forms of content include text, images, videos, audio files, and unique animations that are quickly and engagingly created to watch, learn, or use as a tool to carry out promotions. One of the topics that has become a trend is when society as a whole, both young people and parents, responds to it. This is in line with the theory of reflectivity, which states that social interactions, such as connoisseurs or spectators, can, produce beneficial results.

In creating content, there are several rules that content creators need to follow to avoid creating a bad reputation with various parties and to ensure that the content is suitable for themselves and the people who see the content. Social media is a type of communication in which several people interact by "sharing" ideas or information over the internet to create a virtual community. This underscores the @pesona\_trawas principle in creating content, which is to carefully consider every content created and ensure that the content does not harm others. "The response is calm, relaxing, and exciting so that the general public can take what is conveyed through the video content uploaded by @pesona\_trawas. This can be summarized as follows: "@pesona\_trawas followers are eager to try destinations that they consistently recommend one of which is Kedungudi Sky Park Hill.

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

1. Branding is a phrase or idea that sticks in a person's mind. One will learn how others share information about themselves, including what they do on social media. Thus, social media plays a role in helping someone to develop their brand, both positively and negatively.
2. Marketing is the process of advertising or promoting a business or product. Currently, social media has become an inseparable part of people's daily lives, and even people are becoming increasingly dependent on social media. Business owners can take advantage of this phenomenon to conduct effective and efficient advertising. This makes the marketing process younger by utilizing social media.
3. Communication, is the process of exchanging ideas. Each individual will eventually communicate, either directly or indirectly. Communication can be done indirectly through social media.

4. Viral is a type of information or phenomenon that can spread quickly around the world. Thus, social media can be a useful tool for business owners to present their products quickly and accurately.

Social media is any form of media that is present in a network with users who can interact, exchange ideas, and exchange content, or what is often referred to as content. Social media can also be described as a guide to exchange good quality information in the form of text, images, videos, and audio with other users who also use social media. On the other hand, according to celeb and hayes (2015), social media is an internet-based media that allows users to interact and express themselves, both informally and publicly, with clear and unclear boundaries.

TikTok social media has one feature that may make it easier for users to search for videos. This feature is a hashtag, by using it, users will find it easier to find interesting content or have an interesting theme. In addition to hashtags, users can also take advantage of content, songs, and even trends that are currently trending on TikTok. This will help the user's video to load in For Your Page. TikTok has a very unique algorithm that allows any video to FYP in an accurate way. For your page is the TikTok App home page, where all content will be visible. In this case, @pesona\_trawas managed to make some of the content created into FYP. Taking advantage of this feature will make it easier for users to view related videos. Likewise, TikTok accounts @pesona\_trawas have been active, and have also used hashtags in each of their posts. This reach can increase the number of visitors to a user's profile, which can then significantly increase the chances of increasing new users. In this way, @pesona\_trawas have used social media to brand according to trends on social media. @pesona\_trawas use the hashtag #pesonatrawas with a total of 1649 posts on the TikTok social media.



**Figure 2.** *TikTok account @pesona\_trawas*  
*Source: TikTok*

## **1. Branding**

One social media strategy known as branding is to use TikTok, a social media platform, to highlight a product or business to the public. One such strategy is to include hashtags in every upload. Users will find it easier to find related brands and videos by using this feature. Likewise, @pesona\_trawas's TikTok account has been active, and has also used hashtags for each of his posts. In this way, @pesona\_trawas have used social media to brand Kedungudi Sky Park Hill according to trends on social media, social media is a very effective tool to build one's brand. The hashtag used is one of the steps in the process of conveying and creating and creating a positive impression on others. Putting hashtags into a single post will make it easier and shorten the time it takes for users to get several different types of information at once. The branding carried out by @pesona\_trawas is to show the travel route to the Kedungudi Sky Park Hill Location.



**Figure 3.** *TikTok account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*

The video shows the travel route to Kedungudi Sky Park Hill. @pesona\_trawas explained that the travel route to the location of Kedungudi Sky Park Hill is quite steep because of its uneven and steep terrain. The beginning of the journey is shown to come from the Tamiajeng intersection, followed by turning left to take the Mojopahit valley path. After turning left, we will find the symbiosis coffee café, if you turn left again we will go to Lesehan cs dewi, if you take the right direction, we will find Estusae coffee. Continue straight along the path without changing direction. Currently, entering the Jolotundo area, passing through Lesehan Brugan and stall mas doyok. @pesona\_trawas advised the audience to prepare for all possibilities that will occur when traveling to Kedungudi Sky Park Hill because of the uneven and dangerous terrain. It is important to use the appropriate vehicle when starting the journey. When passing through the jolotundo road, motorists will be presented with a view that pampers the eyes, the scenery around the jolotundo path displays a beautiful scenery because the surroundings of the jolotundo path are surrounded by forests that are still beautifully preserved, especially when passed in the afternoon as done by @pesona-trawas. The location of Kedungudi Sky Park Hill is on the left, reduce the speed of turning on the turn signal and we have reached the destination.

Marketing is a tool used to promote a product. One way to do this is to attach information about the product to the @pesona-trawas account, along with very useful information. The information provided there will usually be further shared by the audience through the link, so that more people learn and discuss the products of Kedungudi Sky Park Hill, which is promoted through the TikTok account @pesona\_trawas. This is in accordance with a statement from one of the speakers, namely Rivaldi, who visited Kedungudi Sky Park Hill, after his friend shared the link on his TikTok account.





**Figures 4.** TikTok account @pesona\_trawas  
Source: TikTok @pesona\_trawas

Shown in the picture above, Kedungudi Sky Park Hill has a very variative menu, ranging from snacks to heavy mananah that is quite shaky. For the drink menu shown in the picture below, the menu presented is quite contemporary ranging from french fries, grilled sausages, chocolate piasng nuggets, seafood fried rice, seafood fried noodles, chicken filet steak, Balinese coffee, lemon tea, and others.

@pesona\_trawas shoppers and accommodate the menus through the order displayed by the @pesona\_trawas. Some of the menus ordered by @pesona\_trawas include original fried noodles and original fried rice for the snacks ordered, chocolate bananas and lemongrass drinks shown in pictures 15, 16, 17, and 18. With the help of these purchases, @pesona\_trawas may be able to provide feedback to viewers who view the content on TikTok Social Media. For example, a video showing @pesona\_trawas buying some menu items from Kedungudi Sky Park Hill can encourage customers to visit Kedungudi Sky Park Hill.



**Figure 5.** TikTok account @pesona\_trawas  
Source: TikTok @pesona\_trawas

By watching content videos using the <https://vt.tiktok.com/ZSFbRmAVm/> mentioned ling

links, you can create a new community that will ultimately provide a gentle reminder for those who are interested in Kedungudi Sky Park Hill products. This way, using social media as a marketing medium will be easier to do. Social media can be considered a business strategy. Since hashtags have to show similar products, hashtags can also be described as a marketing medium. This is due to the fact that similar products will usually use similar hashtags, such as #pesonatrawas, which can be seen on several different accounts. This way, users can casually browse through @pesona\_trawas accounts while searching for products using hashtags. In addition, promotions carried out through social media platforms such as TikTok can help customers learn about other products that the company sells. Allows them to purchase goods from the same location in a single transaction.

## **2. Marketing Communications**

According to hariyanto & Dharma in a journal written by (Faiz Bilmukharom & Hariyanto, 2023) Marketing communication is a state that integrates marketing, packaging, and tourism design to answer the challenges faced by the outside world. On the other hand, the tour design consists of a destination that is designed so that tourists can feel a unique impression that cannot be found anywhere else. Meanwhile, according to Kotler and Keller (2012:498), marketing communication is a tactic used by businesses to inform, convince, and get feedback from customers about their goods and services either secretly or directly. Marketers feel it is very important for their peers to communicate with each other. Without communication, customers and the general public will not be able to understand why a product is being sold.

Marketing communication also has several purposes for consumers, marketing communication can inform consumers about how and why a product is marketed. Marketing communication allows businesses to communicate with people, places, events, sales, and other things. Unfortunately, this is one of the few initiatives that aims to raise public awareness of a particular issue.

Marketing 4.0, a new marketing approach that integrates online and offline interactions, is the latest development in the ongoing era of digital marketing. Marketing 4.0 helps marketers in adapting to the digital economy, which defines the basic idea of marketing. Both traditional and digital marketing strategies are intended to be used with the aim of gaining customer advocacy (Dasuki & Wahid, 2020).

One of the capabilities provided by social media platforms such as TikTok is the ability to communicate, users of the Tiktok social media platform can easily receive messages conveyed through videos uploaded by @pesona\_trawas accounts, TikTok platform users can also send messages through the comment column. By providing feedback based on questions asked by platform users in the comment column. Additionally, positive feedback from owners can encourage customers to purchase additional products they have never purchased before.



Figure 6. TikTok account @pesona\_trawas  
Source: TikTok @pesona\_trawas

Several videos about the reviews made by popular @pesona\_trawas after being shared with more TikTok users than ever before. This in turn tends to give more trust to new customers than existing ones. Viral content often triggers on relatively short content and has a significant impact on the audience. By Dani who knew Kedungudi Sky Park Hill from the @pesona\_trawas content that went viral, which passed by on his TikTok homepage.

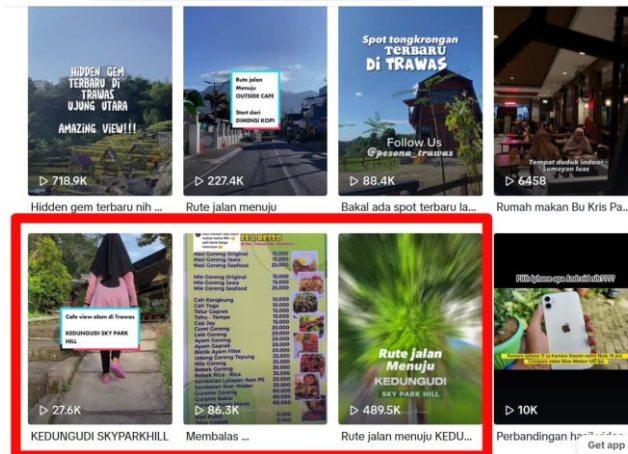
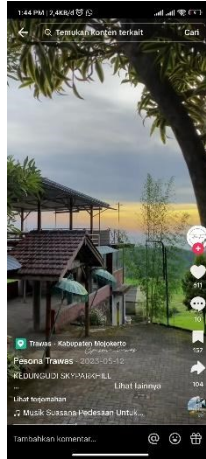


Figure 7. TikTok account @pesona\_trawas  
Source: TikTok @pesona\_trawas

The content provided by @pesona\_trawas is a promotional video. In the @pesona\_trawas account, providing information about the places visited, one of which is Kedungudi Sky Park Hill with the number of spectators reaching 489.5 thousand, the information provided is information about the route and menu list in Kedungudi Sky Park Hill. As the content gets better, so does the potential for virality. Samsul Kusdianto added, after the viral video content @pesona\_trawas Kedungudi Sky Park Hill experienced a significant increase in the number of visitors. TikTok as a media platform,

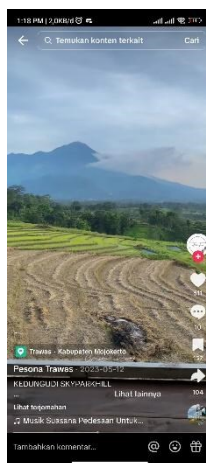
viral content that can continue to be viewed and shared by many other users without requiring them to go to @pesona\_trawas account. Every content that goes viral will be shared repeatedly by the video viewers.

Kedungudi Sky Park Hill is described as having cool air and beautiful scenery because of its strategic location and close to other tourist attractions.



**Figure 8.** *TikTok account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*

As an ecotourism-based tourist attraction, Kedungudi Sky Park Hill presents a very beautiful scenery, as shown in figure 12, which is a view on Kedungudi Sky Park Hill that displays the hills around the location. When the weather is cloudy, the hills around Kedungudi Sky Park Hill are very clear. When taking photos with friends, companions, and family, it will be very good because the scenery around the hill is clearly not covered by fog.



**Figure 9.** *TikTok account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*

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Based on figure 13, the rice fields and mountains around Kedungudi Sky Park Hill are one of the reasons visitors decided to visit the place. The rice fields around the location, symbolize that this place is still beautiful, and can add to the comfort of visitors because the cool air is added to the proximity to the rice fields can increase the supply of clean air, then, the surrounding mountains are an additional attraction that tourists can use as a place to take pictures.



**Figure 10.** *TikTok account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*

In figure 14. It is a description of the scenery seen from the seats of tourists. As can be seen in picture 14, tourists can relax and eat their food while looking at the scenery presented by Kedungudi Sky Park Hill.



**Figure 11.** *TikTok Account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*



**Figure 12.** Taken by the author

In pictures 15, 16 is one of the facilities in Kedungudi Sky Park Hill. The location of the stop for motor vehicles and cars. When there is no vehicle stop at a tourist attraction, it feels less afdol. There may not even be a tourist attraction that does not have a vehicle storage area, the storage place can be one of the satisfaction in itself for visitors, they are not worried about the vehicle they use, because it is safe in the storage area. Because the majority of Indonesia's population is Muslim, there is a muholah location to worship for tourists who identify themselves as Muslims. As a result, many tourist locations in Indonesia provide prayer room facilities.

Based on the results of the research, it is believed that the facilities provided by Kedungudi Sky Park Hill have met the needs of visitors, including the construction of parking lots, prayer rooms, and toilets. The purpose of the construction of this facility is to encourage tourists to get involved in Kedungudi Sky Park Hill ecotourism.

The use of TikTok social media in promoting a product will be very effective, because the development of digital media is increasingly advanced so that everyone wants to use it. Like TikTok social media, which is very easy to use and has a variety of features, such as the @pesona\_trawas that promotes Kedungudi Sky Park Hill to the wider community through the TikTok platform, by using the hashtag feature so that the uploaded video becomes viral so as to attract tourists who want to visit. One of the @pesona\_trawas videos that went viral while visiting Kedungudi Sky Park Hill, with the number of viewers reaching 489.5 thousand. The role of social media is to increase the reach of branding to all Indonesia people.

Utilizing social media such as TikTok as a tool for Branding and Marketing is very relevant considering the great will of information technology and people's preferences, especially among the millennial generation. Videos of interesting, informative, and contemporary TikTok content have a strong appeal and can increase the popularity of tourist destinations. In addition, the study also highlights the need to encourage people towards tourism. Content that depicts the interaction between visitors and locals. Account owners @pesona\_trawas can use social media, especially TikTok, to create more effective visual branding. Visual content that displays natural beauty, artificial tourism, and culinary diversity can attract the interest of potential tourists and contribute to the development of tourism.

When creating material, especially video content, content must be creative and consistent to increase followers and get the attention of many followers. Many TikTok users will find content more

enjoyable if it has positive and insporative content and contains useful information. TikTok has consistently attracted many users to date, by having features that make videos appear more visually appealing. In addition, the TikTok social media platform is very helpful for content creators to build connections and gain faster insights on how to attract a large number of viewers, comments, and likes. This is one of the most important tools in the MSME business.



**Figure 13,** *TikTok account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*



**Figure 14.** *TikTok account @pesona\_trawas*  
*Source: TikTok @pesona\_trawas*

@pesona\_trawas account focuses on making videos made related to recommended tourist attractions in the trawas region, as shown in figures 17, and 18. @pesona\_trawas account, which shows videos of recommendations for tourist attractions in Kedungudi Sky Park Hill, and Hidden Gem in the trawas area. Figure 27, and 28 show different viewers, the video content from Kedungudi Sky Park Hill in figure 27 with the number of viewers reaching 983.7k, while the video content from Hidden Gem in figure 18 has 725.2k viewers. From the image above, it shows, after the popularity of

content videos featuring Kedungudi Sky Park Hill. Some video content uploaded to @pesona\_trawas accounts after the release of the video featuring Kedungudi Sky Park Hill also experienced an increase in the number of viewers. One of them is a video showing the Hidden Gem in the Trawas area. This shows the success of the #pesonatrawas hashtag used by @pesona\_trawas to increase the number of viewers and encourage the general public to visit the locations that have been reviewed by @pesona\_trawas.

Video content from @pesona\_trawas shows Kedungudi Sky Park Hill, @pesona\_trawas shows directions to Kedungudi Sky Park Hill and the menus available. One of the actions taken by @pesona\_trawas is to upload interesting content videos to increase the number of visitors at Kedungudi Sky Park Hill. Detailed explanation of the route to Kedungudi Sky Park Hill provided by @pesona\_trawas can help visitors to find out the location of Kedungudi Sky Park Hill.

#### **IV. CONCLUSIONS**

Based on the results of the research that has been carried out, it can be concluded that @pesona\_trawas visual content has succeeded in attracting tourists to visit Kedungudi Sky Park Hill. Because it is influenced by promotional media on TikTok. This can be seen from the number of likes, comments and viewers on each post. The most effective and efficient way to brand a business visually is to use social media, especially TikTok. The visual content of a tour should assist the audience in choosing from a variety of options, convince them, and use targeted social media posts to help identify the tour in question. To be more specific, the type of visual content posted on TikTok @pesona\_trawas can effectively highlight Kedungudi Sky Park Hill from natural resources to the products presented. In this regard, @pesona\_trawas can also be a testimony, because he has visited Kedungudi Sky Park Hill. However, it's not just the use of visual content that supports branding strategies. Therefore, it is necessary to understand the proper handling of visual content, so that the content displayed is not only informative and consistent, but also aesthetically pleasing and can provide a guide for the tours mentioned above. As a result, TikTok's visual content that has met the needs of the target market can gradually strengthen brand recognition, making the brand a useful tool to attract visitors to the place.

On @pesona\_trawas account serves as a means to increase the number of subscribers, a means to ensure effective customer communication, and a means to make content go viral. The use of the TikTok social media platform for product branding is carried out by the @pesona\_trawas team by utilizing the features in TikTok Social Media. One of the features that is quite important in the Branding process is the hashtag feature. This feature is very helpful for @pesona\_trawas in marketing Kedungudi Sky Park Hill. In addition, the hashtag feature makes it easy for users to find @pesona\_trawas accounts. The use of social media as a marketing tool, @pesona\_trawas using TikTok social media to increase consumer awareness. @pesona\_trawas used the video posted on the social media platform TikTok to promote Kedungudi Sky Park Hill.

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