



**INCREASING TOURISM WITH SOCIAL MEDIA *TIKTOK*
AFTER COVID-19**

**UNDERGRADUATE FINAL PROJECT
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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ABSTRACT

Indonesia is an archipelagic country rich in natural resources, culture, and human resources. Indonesia's abundant and attractive wealth makes tourists lured to visit tourist areas in Indonesia. Tourism is the main sector that is expected to drive the Indonesian economy. Tourism is considered as the main sector, especially because it has such a big impact in the economic, social and environmental fields. The tourism industry has experienced significant effects from the spread of Covid-19, which have been felt not just in economic activity and transportation, the government's decision to impose temporary restrictions on tourists' access to tourist spots as a result of the epidemic caused the tourism industry to temporarily halt. The pandemic's existence has also resulted in a marked decline in the number of tourists, both local and foreign. This certainly causes the tourism industry to experience considerable losses due to the closure of access for foreign tourists and the enforcement of the policy of closing the tourist attraction itself. However, after going through the long period of the COVID-19 pandemic, there is a new challenge that must be overcome immediately, namely increasing the tourism sector in the new normal era. The solution that can be done to increase the tourism sector in Indonesia is by utilizing TikTok social media to carry out promotions in the digital era as it is today, namely by making Promotional Content Video through the TikTok platform.

Keywords: Tourism Sector, New Era, TikTok.

TABLE OF CONTENT

FINAL PROJECT ADVISOR RECOMMENDATION LETTER.....	i
PANEL OF EXAMINERS APPROVAL SHEET	ii
DECLARATION OF ORIGINALITY.....	iii
PLAGIARISM REPORT.....	iv
STATEMENT OF ORIGINALITY	v
ABSTRACT.....	vi
ACKNOWLEDGEMENT.....	vii
CHAPTER I	1
PROBLEM STATEMENT	1
CHAPTER II.....	6
SUPPORTING THEORIES	6
2.1 Visit Intention	6
2.2 Informativeness	7
2.3 Digital Marketing.....	7
2.4 Social Media	8
2.4.1 Tiktok as a Media for Creating Tourism Promotion Content	9
2.4.2 The Role of Content As Promotional Media	10
2.4.3 Influencer.....	12
2.4.4 Tourism Promotion	13
CHAPTER III	15
PROPOSED SOLUTION.....	15
3.1 Tiktok Content as a Tourism Marketing Tool	15
3.2 The Importance of Thumbnails in a TikTok Video Content.....	17
3.3 FYP on TikTok.....	19
3.4 The Role of Influencers in Tourism Promotion on TikTok	21
CHAPTER IV.....	23
CONCLUSION	23
REFERENCES.....	24