

## DIGITAL MARKETING COMMUNICATION OF BANYUNIBO TEMPLE AREA THROUGH TIKTOK

Eko Prasetyo Nugroho Saputro<sup>1</sup>, Pratiwi Wahyu Widiarti<sup>2</sup>, Fikri Disyacitta<sup>3</sup>, Ratna Ekawati<sup>4</sup>  
<sup>1,2,3,4</sup>Universitas Negeri Yogyakarta

<sup>1</sup>[ekoprasetyo@uny.ac.id](mailto:ekoprasetyo@uny.ac.id), <sup>2</sup>[pratiwi\\_ww@uny.ac.id](mailto:pratiwi_ww@uny.ac.id), <sup>3</sup>[fikridisyacitta@uny.ac.id](mailto:fikridisyacitta@uny.ac.id), <sup>4</sup>[ratnae@uny.ac.id](mailto:ratnae@uny.ac.id)

### Abstrak

Area Candi Banyunibo memiliki potensi signifikan yang memerlukan komunikasi pemasaran digital yang efektif untuk memperkenalkan value yang ada kepada audiens yang lebih luas. Untuk mendukung strategi komunikasi pemasaran digital ini, diperlukan platform media yang sesuai guna menyampaikan pesan secara cepat dan efisien kepada masyarakat. Penelitian ini bertujuan untuk mengembangkan media komunikasi pemasaran digital berupa TikTok untuk mempromosikan area Candi Banyunibo di Desa Bokoharjo. Penelitian ini menggunakan metode Penelitian dan Pengembangan (Research and Development/R&D). Hasil penelitian menunjukkan bahwa konten TikTok berhasil dikembangkan sebagai alat pemasaran digital untuk Area Candi Banyunibo. Tahapan model pengembangan menggunakan ADDIE (Analysis, Design, Develop, Implement, Evaluate), namun penelitian ini mencapai tahap implementasi. Konten yang dikembangkan dievaluasi oleh dua ahli media dan seorang manajer media sosial area Candi Banyunibo. Masukan mereka digunakan untuk merevisi produk, memastikan efektivitasnya sebagai media komunikasi pemasaran digital. Revisi produk secara signifikan meningkatkan konten, yang mengarah pada tahap implementasi yang sukses, di mana postingan TikTok tersebut berhasil mencapai jumlah tayangan yang signifikan, rata-rata lebih dari 230 tayangan per postingan.

**Kata Kunci:** Banyunibo, Tiktok, Media, Komunikasi Pemasaran Digital

### Abstract

The Banyunibo Temple area holds significant potential that requires effective digital marketing communication to introduce its value to a broader audience. To support this digital marketing communication strategy, suitable media platforms are essential for quickly and efficiently conveying messages to the public. This research aimed to develop a digital marketing communication medium in the form of TikTok to promote the Banyunibo Temple area in Bokoharjo Village. The study employed a Research and Development (R&D) methodology. The findings demonstrate that TikTok content was successfully developed as a digital marketing tool for the Banyunibo Temple Area. The stages of development follow the ADDIE model (Analysis, Design, Develop, Implement, and Evaluate). However, the research only progressed through the implementation stage. The developed content was evaluated by two media experts and a social media manager from the Banyunibo Temple area. The evaluation feedback was used to revise the product, ensuring its effectiveness as a digital marketing communication medium. These revisions significantly improved the content, leading to a successful implementation phase where the TikTok posts achieved considerable viewership, averaging over 230 views per post.

**Keywords:** Banyunibo, Tiktok, Media, Digital Marketing Communication

## 1. INTRODUCTION

The rapid development of technology has profoundly altered the landscape of communication, interaction, and information exchange in modern society. Over the last two decades, this technological advancement has played important roles in the digital marketing communication practices. Digital marketing communication (DMC) encompasses a range of marketing tools and techniques within a digital context. As noted by Andina et al. (2023), DMC involves the persuasive transmission of information about products and services via digital media, including platforms like social media, websites, and email. This integration of

traditional marketing communication with digital strategies allows businesses to engage with consumers more effectively and efficiently. The elements of DMC typically consist of advertising, public relations, sales promotions, direct marketing, and personal selling, all implemented through digital platforms. Subaldan (2023) emphasizes that the concept of Digital Integrated Marketing Communication (DIMC) merges these components into a unified marketing strategy, maximizing the effectiveness of each. This comprehensive approach ensures that marketing messages remain consistent across multiple channels, thereby enhancing brand

awareness and building consumer trust. Andina et al. (2023) highlights that digital marketing communication entails the combination of marketing communications and digital marketing, with social media playing a crucial role as a key platform for delivering marketing messages.

Social media enables real-time communication and instant information sharing. Users can share updates, photos, and videos immediately, fostering a level of connectivity that was once unimaginable. Research by Zhang and Li (2019) shows that social media use strengthens customer loyalty in business-to-business contexts by building trust and improving relationships between buyers and suppliers. This emphasizes the role of social media in shaping both personal and professional interactions. Furthermore, social media has opened new pathways for marketing and brand engagement. Businesses increasingly use these platforms to reach their target markets, employing social media marketing strategies to boost brand recognition and enhance customer satisfaction (Nugraha, 2023). The ability to directly engage with consumers has transformed traditional marketing methods, offering more personalized and interactive experiences.

One of the powerful social media for marketing communication is TikTok. Known for its short-form video content, TikTok has gained widespread popularity, particularly among younger audiences, making it an ideal platform for marketers targeting this demographic. TikTok has swiftly become a prominent platform for digital marketing communication, particularly within the tourism industry. Its distinct features, including short-form videos, algorithm-driven content dissemination, and high levels of user engagement, make it an effective tool for promoting tourist destinations and influencing travel decisions. As a result, tourism marketers increasingly rely on TikTok to boost destination visibility, engage potential travelers, and shape their perceptions of various locations.

A major benefit of TikTok in tourism marketing is its capacity to craft engaging visual stories that capture the essence of a destination. Research indicates that well-executed social media marketing can significantly improve a

destination's image, influencing tourists' behavioral intentions (Zhu et al., 2022). By showcasing visually appealing content, such as beautiful landscapes, cultural experiences, and local cuisine, tourism boards and businesses can forge emotional connections with potential visitors. This emotional engagement is vital in not only drawing attention but also inspiring a desire to visit the featured destinations.

Additionally, TikTok's algorithm amplifies content that resonates with users, facilitating the swift spread of promotional material. This viral potential benefits tourism marketing by helping destinations quickly reach a larger audience. For instance, short videos highlighting unique attractions can go viral, greatly boosting awareness and interest in a destination (Roostika & Yumna, 2023). The platform's focus on user-generated content further strengthens this effect, as travelers share their experiences, building a community of brand advocates who can influence others' travel decisions.

Moreover, TikTok's appeal to younger demographics, particularly millennials and Generation Z, positions it as a critical platform for tourism promotion. These groups heavily rely on social media for travel inspiration and decision-making. Research shows that TikTok exposure has a significant impact on young consumers' travel intentions, making it essential for tourism marketers to maintain a presence on the platform (Syafira, 2023). By aligning their marketing strategies with the preferences of these audiences, brands can effectively capture their attention and generate interest in specific destinations.

Empirical evidence further supports TikTok's influence on destination awareness and image. Studies reveal that exposure to TikTok content can enhance users' perceptions of a destination, leading to greater interest and intent to visit (Roostika & Yumna, 2023; Tham, 2023). This highlights the importance of creating high-quality, engaging content that showcases the unique aspects of a destination. By emphasizing local culture, attractions, and experiences, tourism marketers can shape the narrative surrounding a destination and significantly impact travelers' decision-making processes.

One of the promising locations in Yogyakarta is the Banyunibo Temple Area, which offers considerable potential for development, including meeting room rental, and packages of outdoor activities such as camping, outdoor weddings, art performances, and gatherings. The availability of meeting rooms offers a unique opportunity for businesses and organizations seeking a venue for corporate events and workshops in a setting that blends history with modern amenities. Additionally, the outdoor spaces are ideal for hosting large-scale events such as weddings and cultural performances, where the beauty of the temple serves as a stunning backdrop, adding a distinctive and memorable touch to any occasion. With the growing demand for experiential and destination-based events, Banyunibo Temple Area has the potential to expand its offerings and create comprehensive tourism packages that include not only cultural exploration but also immersive outdoor experiences, making it a versatile and sought-after destination for a variety of audiences. As Saputro et al. (2023) note, promoting these attractions through effective digital marketing communication is essential for drawing in visitors and increasing the village's visibility. Thus, the research aims to develop TikTok contents as a strategic digital marketing communication medium to promote Banyunibo Temple Area potential.

## **2. RESEARCH METHODS**

This research employed a research and development (R&D) approach to produce specific products and evaluate their effectiveness. In this study, the product being developed is a digital marketing communication medium in the form of TikTok content. The development procedure follows the ADDIE model, which includes five stages: analysis, design, development, implementation, and evaluation (Sugiyono, 2017). However, for this research, only four stages were conducted as the evaluation phase was excluded due to specific research needs. The analysis stage was divided into two phases: performance analysis and needs analysis. The performance analysis identified problems faced by management of Banyunibo Temple area with their current promotional media and found solutions for

improvement. Meanwhile, the needs analysis determined the type of promotional media required to enhance product recognition and boost purchase interest.

In the design stage, the researcher developed TikTok contents that addressed the identified needs. This stage involved developing the design criteria for the TikTok, preparing the necessary materials, and determining the choreography for the TikTok promotional video. In addition, the design phase included the creation of assessment instruments to evaluate the developed Tiktok contents.

The development stage followed, where the TikTok contents were created based on the initial designs. This included the creation of a logo, the establishment of a TikTok account, and the development of promotional content. Media experts and managers of the Banyunibo Temple area assessed the TikTok content, and revisions were made based on their feedback.

The final stage implemented in this research was the implementation phase. In this stage, the developed TikTok content was posted on the developed TikTok account. This content is expected to assist in marketing the services offered by the Banyunibo Temple area and increase its visibility among potential visitors..

## **3. RESEARCH FINDINGS AND DISCUSSION**

In developing the TikTok contents for promotional media, it is crucial to understand the characteristics and preferences of the management of Banyunibo Temple area. During the analysis phase of this research, interviews were conducted with the management of the Banyunibo Temple area to gain insights into the type of TikTok content that would be most effective in promoting the area. While the management had already begun utilizing TikTok for promotional purposes, the content was found to be rather basic and lacked the visual and thematic appeal necessary to capture the audience's attention. It became clear from the interviews that there was a need for more engaging and dynamic content. Specifically, the management expressed a desire for content that highlights promotional packages available at the Banyunibo Temple area. These packages could include a variety of offerings such as camping experiences, temple

tour packages (locally known as paket dolan candi), wedding packages, community event packages, as well as showcasing the Banyunibo shop and other facilities available in the area.

In addition to identifying the types of promotional packages that should be featured, this stage of the research also involved detailing the essential elements needed for the effective development of TikTok content. The researcher outlined the requirements for the TikTok platform, including creating a complete and professional account setup, designing a profile that reflects the identity of the Banyunibo Temple area, and developing high-quality content that aligns with the promotional goals. This process ensures that the TikTok media used for promotion is not only visually appealing but also informative and relevant to the audience's interests. The careful preparation of these elements is essential for creating content that stands out in a highly competitive digital landscape, thus enhancing the visibility and appeal of the Banyunibo Temple Area to a broader audience. The specific requirements for the account, profile, and content are detailed in Table 1 below.

**Table 1. TikTok content need analysis**

No	TikTok Component	Description
1	Account	<b>Requirements:</b> Email, Password, WA number from Research Team <b>Account Name:</b> wisatacandibanyunibo <b>Profile Name:</b> Waterfall
2	Profile	Profile Picture, Logo, Address, Contact, Collection of Links <b>Theme/Concept:</b> Romance of Jogja
3	Content	<b>Photos and Videos:</b> Langgeng's and Adelia's Phone <b>References:</b> Mas Dolan and Jogja Explore

Table 1 outlines the necessary preparations for creating a TikTok account, as the existing account is currently underdeveloped and inadequate for the promotional and marketing needs of the Banyunibo Temple Area. In addition, the researcher has prepared essential elements such as a profile picture, logo, address, contact

information, and a collection of links for the developed TikTok media. Furthermore, the theme/concept, photo and video content, and references have been identified for the development of the TikTok social media platform.

In the design stage, the researcher developed a TikTok contents that align with the needs of the Banyunibo Temple Area management, while also considering trending content that can capture the broader public's attention. This approach aims to increase public interest and make it easier for them to access information about the promotional packages offered by Banyunibo Temple area management. The researcher selected materials that were relevant to the promotional packages within the Banyunibo Temple area. The designed TikTok content plan is as follows:

**Table 2. TikTok content plan from week one to week six**

Week One		
Posting Time	Content Type	Theme
Monday, 6:00-8.00PM	Video of Romance in Jogja	Ambiance General
Wednesday, 6:00-8.00PM	Photo of Package (Hard Selling)	Location Introduction General
Friday, 6:00-8.00PM	Video of Package (Soft Selling)	Location Introduction Parody
Week Two		
Posting Time	Content Type	Theme
Monday, 6:00-8.00PM	Video of Romance in Jogja	Facilities (Field)
Wednesday, 6:00-8.00PM	Photo of Package (Hard Selling)	Camping Package
Friday, 6:00-8.00PM	Video of Package (Soft Selling)	Camping Package in the Field
Week Three		
Posting Time	Content Type	Theme
Monday, 6:00-8.00PM	Video of Romance in Jogja	Facilities (Joglo)
Wednesday, 6:00-8.00PM	Photo of Package (Hard Selling)	Community Event Package
Friday, 6:00-8.00PM	Video of Package (Soft Selling)	Community Event Package at Joglo
Week Four		

Posting Time	Content Type	Theme
Monday, 6:00-8.00PM	Video: Romance of Jogja	Facilities (Outbound)
Wednesday, 6:00-8.00PM	Photo: Package (Hard Selling)	Outbound Package
Friday, 6:00-8.00PM	Video: Package (Soft Selling)	Outbound Package in the Field
<b>Week Five</b>		
Posting Time	Content Type	Theme
Monday, 6:00-8.00PM	Video: Romance of Jogja	Cycling Tour Facilities at the Temple
Wednesday, 6:00-8.00PM	Photo: Package (Hard Selling)	Cycling Tour Facilities at the Temple
Friday, 6:00-8.00PM	Video: Package (Soft Selling)	Cycling Tour Facilities at the Temple
<b>Week Six</b>		
Posting Time	Content Type	Theme
Monday, 6:00-8.00PM	Video: Romance of Jogja	General Facilities of the Temple Package
Wednesday, 6:00-8.00PM	Photo: Package (Hard Selling)	General Facilities of the Temple Package
Friday, 6:00-8.00PM	Video: Package (Soft Selling)	General Facilities of the Temple Package

Based on Table 2, the TikTok content was meticulously planned for a six-week period, with each week featuring different types of content to maintain audience engagement and avoid the monotony that could arise from repetitive posts. This structured approach ensures that the content remains fresh and dynamic, thereby keeping the audience interested over time. Each week's content was strategically selected to cater to the promotional needs of the Banyunibo Temple Area management, focusing on different aspects of the various tourism packages available within the area. By highlighting different offerings, such as camping, temple tours, wedding packages, and community events, the content effectively promotes the diverse experiences that visitors can enjoy at Banyunibo Temple.

In addition to promoting these packages, the content is unified under the theme of "Romanticism of Jogja," which was chosen to evoke emotional resonance and public

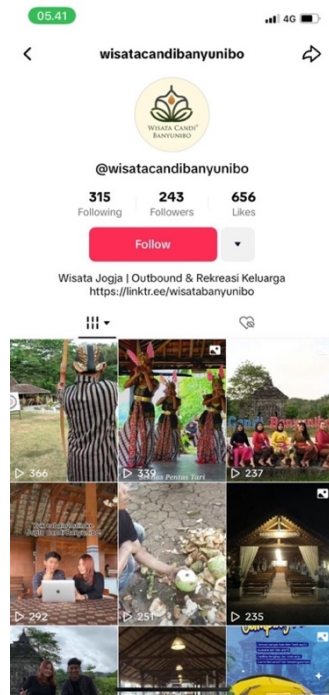
curiosity. The Romanticism theme seeks to connect with the audience on a deeper cultural and emotional level, highlighting the serene beauty and cultural heritage of the region. By weaving this theme into the content, the goal is to not only inform potential visitors but to inspire them, sparking a desire to visit the Banyunibo Temple Area and engage with the offered packages. The storytelling aspect of this theme allows the audience to envision themselves within the experiences being promoted, increasing the likelihood of them making a decision to visit.

Following the strategic content planning phase, the next stage was the development phase, where the researcher began to bring the content to life by setting up the TikTok account, designing the profile, and creating a logo. The completion of the account setup was a crucial step in ensuring that the TikTok presence of the Banyunibo Temple Area appeared professional and engaging. A thoughtfully crafted profile and a visually appealing logo were essential in building a strong brand identity on the platform.

**Figure 1. New logo of Banyunibo Tiktok account**



**Figure 2. TikTok account of Banyunibo**



The logo serves as a crucial visual element for identifying and recognizing the Banyunibo Temple Area. By providing a distinct and recognizable symbol, the logo plays an essential role in differentiating the temple area from other destinations, making it more memorable for both the local community and potential visitors. A well-designed logo encapsulates the essence of the Banyunibo Temple Area, encompassing its unique characteristics, historical significance, and cultural values that the area seeks to convey to the public. This visual representation becomes a cornerstone of the area's brand identity, helping to create a cohesive and consistent image that resonates with both local and international audiences.

An appealing and meaningful logo does more than just serve as a symbol; it can actively contribute to building a positive image of the temple area. A logo that aligns with the cultural and historical aspects of Banyunibo Temple can evoke emotional connections with visitors, fostering a sense of curiosity and attachment. The simplicity or intricacy of the design, along with color schemes and typography, can also reflect the values and atmosphere of the area, whether it is serenity, historical richness, or cultural depth. As a result, the logo becomes a

powerful tool in shaping the public's perception of the Banyunibo Temple Area, guiding how they experience and remember the location.

Moreover, the logo's versatility allows it to be incorporated into a wide range of marketing materials. It can be displayed on brochures, websites, posters, social media platforms, and various promotional items, thus ensuring that the branding remains consistent across all touchpoints. This continuity is key in reinforcing the identity of the Banyunibo Temple Area and maintaining a strong presence in the minds of potential visitors. Through consistent use in marketing campaigns and promotional efforts, the logo becomes synonymous with the Banyunibo Temple Area, enhancing its visibility and appeal. This integrated branding approach helps to build trust, credibility, and a lasting connection with the audience, ensuring that the area is easily identifiable and stands out as a must-visit destination in the region.

The information associated with the developed TikTok account encompasses several important components, including the username, profile picture, profile description, and various other details that users can interact with or share. Each of these elements plays a vital role in shaping the identity and brand perception of the Banyunibo Temple Area on the TikTok platform. The username, for instance, acts as a digital identifier that allows users to easily search for and recognize the account. A well-thought-out username is not only memorable but also directly connected to the branding strategy, ensuring that potential visitors can quickly associate the content with the Banyunibo Temple Area.

Similarly, the profile picture is the visual anchor of the account, representing the destination's identity. A professional and visually appealing profile picture helps establish trust and familiarity with the audience, encouraging more users to engage with the account. The profile description also plays a critical role in delivering key information about the temple area. This section serves as a brief yet powerful introduction to what the Banyunibo Temple Area has to offer, summarizing its unique features, historical significance, and the types of experiences available for visitors. Together, these elements



form the foundational identity of the account, allowing users to gain an immediate understanding of the destination and encouraging them to explore further.

After completing the essential components of the TikTok account setup and profile design, the next step involved the development of content that aligns with the specific promotional needs of the Banyunibo Temple Area management. The content was strategically designed to highlight various tourism offerings, such as camping packages, temple tours, wedding packages, and other facilities available within the temple area. Each content piece was tailored to attract the interest of potential visitors by emphasizing the unique experiences and services provided at Banyunibo Temple.

The content was produced in both photo and video formats to ensure a varied and dynamic presentation. Photos offer a visually compelling glimpse of the area's scenic beauty and facilities, while videos provide a more immersive experience, allowing viewers to see the activities and packages in action. The combination of photos and videos also caters to different user preferences, as some viewers may prefer quick visual snapshots, while others may be drawn to longer, more detailed video content. These multimedia elements were carefully curated to convey not only the practical details of the offerings but also the emotional and experiential aspects of visiting Banyunibo Temple, as shown in the following figure.

**Figure 3. Samples of TikTok content**



The TikTok content developed for the marketing and promotion of the Banyunibo Temple area was crafted with creativity and engagement at its core. Recognizing the need to capture the attention of a diverse and digitally savvy audience, the content goes beyond simply promoting products or services. It adopts a multi-faceted approach by incorporating visually appealing elements such as high-quality images and dynamic videos that showcase the beauty and cultural significance of the temple area. These visuals are complemented by striking graphics, engaging music, and thoughtfully chosen text that further enhance the storytelling aspect of the promotional material. By blending these elements effectively, the content appeals to both the emotions and interests of viewers, making it more relatable and memorable.

Furthermore, the integration of these various elements ensures that the content remains fresh and engaging, preventing it from becoming monotonous. Each piece of content is designed with the aim of not just informing, but also entertaining the audience, which is crucial on a platform like TikTok where users expect quick, visually stimulating, and enjoyable experiences. The combination of visual and auditory elements helps to create a dynamic viewing experience that holds the audience's attention, encourages interaction, and fosters a deeper connection with the Banyunibo Temple Area. This thoughtful balance between promotion and entertainment positions the content as an effective marketing tool that not only highlights the temple's attractions but also keeps viewers engaged, thereby increasing the likelihood of them visiting or sharing the content within their own networks.

The evaluation phase of the developed TikTok media for the Banyunibo Temple Area is a critical step in ensuring the content's effectiveness and alignment with marketing goals. At this stage, the content was carefully assessed by two media experts, both of whom are lecturers at Universitas Negeri Yogyakarta, alongside a TikTok manager from the Banyunibo Temple Area. These evaluators bring different perspectives to the assessment, with the lecturers offering insights based on academic and media expertise, and the TikTok

manager providing practical, hands-on knowledge of social media management within the context of promoting a specific tourism area. Together, their combined expertise offers a well-rounded evaluation that focuses on both theoretical and practical elements of digital marketing.

The evaluation process was comprehensive, covering multiple aspects of the TikTok content. These aspects included the logo, which is essential for brand recognition and visual identity, and the sound (audio) and music used in the videos, which play a key role in capturing attention and setting the tone for the content. The evaluators also examined the text within the content, assessing whether it effectively communicates the intended message while being concise and engaging. Moreover, the visual quality of the images was scrutinized, as well as the use of color and movement, which contribute to the overall appeal and dynamism of the content. Each of these elements is crucial in determining how well the TikTok content can engage viewers and encourage interaction, ultimately driving interest in the Banyunibo Temple Area.

The results of the evaluation were largely positive, with the overall quality of the developed TikTok media receiving favorable feedback. The evaluators noted that the content was well-designed and effectively incorporated the necessary elements to promote the Banyunibo Temple Area. However, they also identified areas where improvements could be made. One of the key issues highlighted was the volume of the music, which was deemed too low in some of the videos. Increasing the music volume would enhance the auditory experience, making the content more immersive and engaging. Another area for improvement was the resolution of some images, which could be increased to ensure better visual clarity and appeal, especially on a platform like TikTok, where high-quality visuals are critical for maintaining viewer interest.

In addition to sound and image quality, the evaluators also recommended enhancing the text used in the TikTok content. While the text was functional, there was room for it to be more engaging and impactful. By refining the text to be more concise, visually appealing, and aligned with the content's overall theme, the

TikTok media could better capture the audience's attention and convey key messages more effectively. These suggested improvements, while relatively minor, are crucial in enhancing the overall user experience and ensuring that the content resonates with the target audience. Following the evaluation, these recommendations were used to revise the TikTok content, further refining it to meet higher standards of quality.

After incorporating the feedback from the media experts and the TikTok manager, the revised TikTok content was ready for the implementation phase. During this phase, the content was posted on the platform according to the pre-designed weekly schedule, ensuring a consistent flow of posts that adhered to the promotional strategy. This schedule was critical in maintaining audience engagement and building momentum over time, as regular content updates help sustain viewer interest and increase visibility. The implementation phase allowed the research team to monitor the effectiveness of the content in real time, providing valuable insights into how well the content performed with the target audience.

The results of the implementation were promising, as the TikTok posts garnered a significant number of viewers, with each post receiving over 230 views. While viewership alone does not fully measure the success of the content, these numbers indicate a positive initial reception and suggest that the content was able to reach a broad audience. The relatively high viewership suggests that the improvements made during the revision phase, particularly in enhancing the audio, visuals, and text, contributed to the content's ability to attract and retain viewers. However, further analysis of viewer engagement, such as likes, shares, and comments, would provide a more comprehensive understanding of the content's impact and the effectiveness of the overall marketing strategy.

The use of TikTok as a digital marketing platform is consistent with the growing recognition of social media's pivotal role in tourism marketing. TikTok's algorithmic-driven content dissemination and high user engagement make it a particularly valuable platform for reaching younger audiences, who are increasingly relying on



social media for travel inspiration. Liu et al. (2023) pointed out that short videos significantly influence users' tourism intentions, demonstrating the effectiveness of TikTok as a marketing tool. The spot like the Banyunibo Temple area, which may not have the visibility of larger tourist destinations, can leverage platforms like TikTok to reach a broader audience and effectively promote its offerings.

A key aspect of the TikTok content developed for the Banyunibo Temple area was the strategic use of emotional engagement. The theme of "Romanticism of Jogja" was specifically chosen to tap into the emotional and cultural connections that potential tourists might have with the region. Emotional engagement in tourism marketing has been widely recognized as a critical factor in influencing tourist behavior, as it not only attracts attention but also fosters a deeper connection with the destination. This is supported by Sharabati et al. (2022), marketers should focus on emotional aspects such as affection and self-expression to enhance user satisfaction and engagement. In this context, the "Romanticism of Jogja" theme is not just a promotional tool but a narrative strategy that aligns with the broader cultural identity of the region, aiming to evoke curiosity and a desire to visit.

The diversity of content types across the six-week content plan, which included videos, photos, and soft-selling versus hard-selling strategies, demonstrates an understanding of how to keep the audience engaged over time. Su et al. (2020) stressed the importance of maintaining variety in digital marketing content to avoid audience fatigue and sustain interest. The plan's inclusion of content that highlights various aspects of the Banyunibo Temple area, from its natural landscapes to specific tourist packages like camping and community events, ensured that different facets of the destination were showcased. This variety not only keeps the content fresh but also provides potential visitors with a well-rounded view of the area's offerings, catering to diverse interests within the target audience.

The feedback received during the evaluation phase emphasized the importance of technical and aesthetic elements in the success of digital marketing campaigns. The need to

improve music volume, enhance image resolution, and make the text more engaging aligns with Syafira's (2023) findings that high production quality is essential for maintaining audience engagement and ensuring the effectiveness of the content. On a visually-driven platform like TikTok, where users are constantly exposed to a stream of high-quality content, any lack in technical quality can lead to reduced viewer engagement. The revisions made based on this feedback significantly enhanced the clarity and appeal of the content, ensuring that it met the platform's standards and user expectations.

The implementation phase, where the TikTok content was posted and began receiving viewership, demonstrated the platform's effectiveness in reaching a substantial audience. The posts consistently garnered over 230 views, indicating that the content successfully captured user interest. However, while these viewership numbers are promising, it is important to consider additional engagement metrics such as likes, shares, and comments, which provide deeper insights into how the audience interacted with the content. TikTok thrives on virality, where user interaction can propel content to reach exponentially larger audiences. Future research could focus on optimizing engagement strategies, such as incorporating interactive elements like challenges, polls, or user-generated content campaigns, which are common tactics on TikTok to foster higher levels of audience participation.

The success of the TikTok content for Banyunibo Temple also highlights broader implications for rural tourism marketing. Rural and lesser-known destinations often struggle to compete with more famous tourist areas, both in terms of visibility and resources. However, digital marketing through platforms like TikTok presents an opportunity for these destinations to level the playing field. By using creative content that resonates with the target audience, smaller destinations can increase their visibility and attract tourists who might not have been aware of the destination otherwise. The findings from this research demonstrate how rural destinations like the Banyunibo Temple area can leverage digital tools to engage global audiences and tap into the growing trend of experience-driven

travel, where tourists seek authentic, culturally immersive experiences.

As tourism increasingly moves online, the ability of rural destinations to market themselves through social media will likely become a key factor in their economic sustainability. The case of Banyunibo Temple provides a blueprint for other rural destinations looking to boost their visibility and attract a broader audience through cost-effective digital marketing strategies. By showcasing the cultural and natural attractions of the area in an engaging and visually appealing manner, the study demonstrates the potential for small-scale tourism initiatives to thrive in a competitive digital landscape.

While the results of this study are encouraging, there are also several challenges and limitations that need to be addressed. One major limitation is that the study did not fully complete the ADDIE model, stopping at the implementation stage. The lack of a comprehensive evaluation phase means that the long-term impact of the TikTok content on actual tourist visits to the Banyunibo Temple area was not measured. While viewership numbers provide a useful initial indicator of the content's reach, they do not offer insights into conversion rates—whether viewers were motivated to visit the destination because of viewing the content. Future studies should aim to incorporate a more in-depth evaluation phase that tracks these metrics over time, providing a clearer picture of how digital marketing impacts tourism flows and economic development in rural areas.

Moreover, the study focused primarily on content creation and platform-specific strategies without delving into how these strategies integrate into a broader marketing mix. For a more comprehensive approach, future research could explore how TikTok content can be combined with other digital marketing tools, such as search engine optimization (SEO), email marketing, or influencer partnerships, to create a more integrated and impactful digital marketing strategy. Additionally, it would be valuable to examine how the demographic data of TikTok users aligns with the target audience for rural tourism and how this could inform more precise targeting strategies.

#### 4. CONCLUSIONS

In conclusion, this research successfully developed TikTok content as a digital marketing communication tool aimed at promoting the Banyunibo Temple Area in Bokoharjo Village. The research utilized the ADDIE model, encompassing the stages of analysis, design, development, and implementation, although the evaluation phase was limited. The content was created with the intention of aligning it with the needs of the Banyunibo Temple management while appealing to a broader audience through engaging and visually stimulating media. The theme of "Romanticism of Jogja" was strategically chosen to evoke emotional connections and cultural curiosity, further enhancing the content's appeal.

Feedback from media experts and a TikTok manager highlighted areas for improvement, particularly in audio quality, image resolution, and text engagement. These revisions significantly improved the content, leading to a successful implementation phase, where the TikTok posts garnered substantial viewership, averaging over 230 views per post. However, further research is needed to assess audience engagement beyond viewership, focusing on metrics such as likes, shares, and comments.

The research also underscores the broader implications of digital marketing for rural tourism areas like Banyunibo Temple area. Platforms like TikTok offer cost-effective opportunities for smaller destinations to compete with larger, more visible tourist spots by leveraging creative content and user engagement strategies. Future research should explore more integrated digital marketing approaches, combining TikTok with other tools such as influencer partnerships, SEO, and email marketing to maximize the promotional reach and effectiveness of rural tourism marketing efforts.

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