

**STRATEGI PEMASARAN *BRAND-GENERATED CONTENT* PADA
INSTAGRAM DAN TIKTOK
(Studi Kasus pada Khalifah Tour)
SKRIPSI**

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



Oleh:
Riemas Aliet Kusmiati
1901433

**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

LEMBAR HAK CIPTA
STRATEGI PEMASARAN *BRAND-GENERATED CONTENT* PADA
INSTAGRAM DAN TIKTOK
(Studi Kasus pada Khalifah Tour)

Oleh
Riemas Aliet Kusmiati
1901433

Sebuah skripsi yang diajukan untuk memenuhi syarat untuk memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

©Riemas Aliet Kusmiati, 2025
Universitas Pendidikan Indonesia

Hak cipta dilindungi Undang – Undang
Skripsi ini tidak boleh diperbanyak sebagian atau seluruhnya.
Dengan cetak ulang, difotokopi atau cara lainnya tanpa seizin penulis.

LEMBAR PENGESAHAN

**STRATEGI PEMASARAN MEDIA SOSIAL MELALUI
BRAND-GENERATED CONTENT
(Studi Kasus pada Khalifah Tour)**

Skripsi ini disetujui oleh:

Pembimbing I



Taufik Abdullah, S.E., M.M.Par., Ph.D.

NIP. 198510242014041001

Mengetahui,

Ketua Program Studi Manajemen Pemasaran Pariwisata
FPIPS Universitas Pendidikan Indonesia



Taufik Abdullah, S.E., M.M.Par., Ph.D.

NIP. 198510242014041001

Tanggung Jawab Yuridis

Ada pada Penulis



Riemas Aliet Kusmiati

NIM. 1901433

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana implementasi strategi Brand-Generated Content (BGC) Khalifah Tour dalam pemasaran media sosial serta mengidentifikasi faktor-faktor yang memengaruhi keberhasilan strategi tersebut. Penelitian berfokus untuk memahami fenomena BGC dalam konteks social media-induced tourism, khususnya melalui platform Instagram dan TikTok. Penelitian ini menggunakan metode kualitatif-studi kasus, dengan pengumpulan data melalui wawancara semi-terstruktur dengan lima orang tim Manajemen Pemasaran Khalifah Tour dan dua puluh orang followers akun media sosial Khalifah Tour yang dipilih sebagai informan kunci. Hasil dari penelitian ini menunjukkan bahwa: 1) Implementasi strategi BGC Khalifah Tour berhasil meningkatkan interaksi audiens, kepercayaan pelanggan, dan kesadaran merek melalui konten yang menarik, relevan, dan konsisten. 2) Faktor-faktor yang memengaruhi keberhasilan strategi ini meliputi kualitas konten, konsistensi publikasi, dan keterlibatan aktif audiens dalam berbagi pengalaman melalui media sosial.

Kata Kunci: *Brand-Generated Content (BGC)*, *Social Media-Induced Tourism*, Pemasaran Media Sosial

ABSTRACT

This study aims to analyze the implementation of Khalifah Tour's Brand-Generated Content (BGC) strategy in social media marketing and identify the factors influencing its success. The research focuses on understanding the BGC phenomenon in the context of social media-induced tourism, particularly through platforms such as Instagram and TikTok. This study employs a qualitative case study method, with data collected through semi-structured interviews with five members of Khalifah Tour's Marketing Management team and twenty followers of Khalifah Tour's social media accounts, selected as the key informants. The findings of this study indicate that: 1) The implementation of Khalifah Tour's BGC strategy successfully enhances audience engagement, customer trust, and brand awareness through engaging, relevant, and consistent content. 2) The factors influencing the success of this strategy include content quality, publication consistency, and active audience involvement in sharing experiences through social media.

Keywords: Brand-Generated Content (BGC), Social Media-Induced Tourism, Social Media Marketing

DAFTAR ISI

LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN	iii
ABSTRAK	iv
ABSTRACT	v
KATA PENGANTAR.....	vi
UCAPAN TERIMA KASIH	vii
DAFTAR ISI	ix
DAFTAR TABEL	xi
DAFTAR GAMBAR	xii
DAFTAR LAMPIRAN	xiii
BAB I PENDAHULUAN.....	1
1.1. Latar Belakang Penelitian	1
1.2. Rumusan Masalah Penelitian.....	7
1.3. Tujuan Penelitian.....	7
1.4. Manfaat Penelitian	8
1.5. Struktur Skripsi.....	9
BAB II KAJIAN PUSTAKA	11
2.1. Pemasaran Pariwisata melalui Media Sosial Instagram dan TikTok.....	11
2.2. Konsep <i>Brand-Generated Content</i> (BGC).....	13
BAB III METODE PENELITIAN	16
3.1. Desain Penelitian	16
3.2. Lokasi Penelitian	17
3.3. Partisipan Penelitian	18
3.4. Teknik Pengumpulan Data	20
3.4.1. Wawancara Mendalam.....	20
3.4.2. Studi Dokumen	21
3.5. Etika Penelitian.....	22
3.6. Analisis Data	24

3.7. Kredibilitas.....	26
3.8. Refleksi Diri	27
BAB IV TEMUAN DAN PEMBAHASAN	28
4.1. Implementasi Strategi Pemasaran Media Sosial Khalifah Tour melalui <i>Brand-Generated Content</i> (BGC)	28
4.1.1. Strategi Konten Pilar: <i>Soft Selling</i> , <i>Hard Selling</i> , dan Testimoni dalam Meningkatkan <i>Brand Awareness</i> Khalifah Tour.....	29
4.1.2. Optimalisasi Fitur Interaktif dalam Membangun Hubungan dengan Audiens di Instagram dan TikTok	37
4.1.3. Tantangan dan Strategi Adaptasi Tren Media Sosial Khalifah Tour.....	42
4.2. Faktor Keberhasilan Strategi <i>Brand-Generated Content</i> Khalifah Tour.....	46
4.2.1. <i>Conversion Rate</i> , <i>Ads</i> , dan Interaksi Audiens sebagai Indikator Keberhasilan Strategi BGC Khalifah Tour	47
4.2.2. Faktor Keberhasilan Strategi BGC Khalifah Tour.....	52
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI	57
5.1. Simpulan.....	57
5.2. Implikasi.....	59
5.3. Rekomendasi.....	60
DAFTAR PUSTAKA.....	62
LAMPIRAN.....	70

DAFTAR PUSTAKA

- Arriagada, A., & Ibáñez, F. (2020). “You Need At Least One Picture Daily, if Not, You’re Dead”: Content Creators and Platform Evolution in the Social Media Ecology. *Social Media and Society*, 6(3).
<https://doi.org/10.1177/2056305120944624>
- Bekele, W. B., & Ago, F. Y. (2022). Sample Size for Interview in Qualitative Research in Social Sciences: A Guide to Novice Researchers. *Research in Educational Policy and Management*, 4(1), 42–50.
<https://doi.org/10.46303/repam.2022.3>
- Beukeboom, C. J., Kerkhof, P., & Vries, M. de. (2015). Does a virtual like cause actual liking?: How following a brand’s Facebook updates enhances brand evaluations and purchase intention. *Journal of Interactive Marketing*, 32(1), 26–36. <https://doi.org/https://doi.org/10.1016/j.intmar.2015.09.003>
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119.
<https://doi.org/10.1177/0022242918809930>
- Boeker, M., & Urman, A. (2022). An Empirical Investigation of Personalization Factors on TikTok. In *Cornell University* (Vol. 1, Issue 1). Association for Computing Machinery. <https://doi.org/10.1145/3485447.3512102>
- Bozhenko, E. S., Polyakova, E. Y., & Dubinina, M. A. (2023). Customer experience in the formation of a value proposition in a digital environment. *Sustainable and Innovative Development in the Global Digital Age*, 003, 1–5. <https://doi.org/10.56199/dpcsebm.eiob7820>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
<https://doi.org/10.1191/1478088706qp063oa>
- Buhalis, D., O’Connor, P., & Leung, R. (2023). Smart Hospitality : From Smart Cities and Smart Tourism Towards Agile Business Ecosystems in Networked Destinations Introduction : Conceptualising Smartness. *International Journal of Contemporary Hospitality Management*, 35(1), 369–393.
<https://doi.org/https://doi.org/10.1108/IJCHM-04-2022-0497>
- Bui, T. T., Tran, Q. T., Alang, T., & Le, T. D. (2023). Examining the relationship

- between digital content marketing perceived value and brand loyalty: Insights from Vietnam. *Cogent Social Sciences*, 9(1).
<https://doi.org/10.1080/23311886.2023.2225835>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661.
<https://doi.org/10.1177/1744987120927206>
- Ceci, L. (2024). *Countries with the largest TikTok audience as of July 2024*. Statista. <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>
- Chavez, L., Ruiz, C., Curras, R., & Hernandez, B. (2020). The role of travel motivations and social media use in consumer interactive behaviour: A uses and gratifications perspective. *Sustainability (Switzerland)*, 12(21), 1–22.
<https://doi.org/10.3390/su12218789>
- Christou, P. A. (2023). How to use thematic analysis in qualitative research. *Journal of Qualitative Research in Tourism*, 3(2), 79–95.
<https://doi.org/10.4337/jqrt.2023.0006>
- Clandinin, D. J. (2007). *Handbook of Narrative Inquiry: Mapping a Methodology*. Sage Publications.
- Confetto, M. G., Conte, F., Palazzo, M., & Siano, A. (2023). Digital destination branding: A framework to define and assess European DMOs practices. *Journal of Destination Marketing and Management*, 30(August), 100804.
<https://doi.org/10.1016/j.jdmm.2023.100804>
- Creswell, J. W. C. J. D. (2018). Research Design: Qualitative, Quantitative and Mixed Methods Approaches. In *SAGE* (Fifth).
<https://doi.org/10.4324/9781315707181-60>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53(October 2019), 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- De Vries, L., Gensler, S., & Leeftang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media

- Marketing. *Journal of Interactive Marketing*, 26(2), 83–91.
<https://doi.org/10.1016/j.intmar.2012.01.003>
- Devasia, D., & Veetil, S. K. P. (2022). Promotion of Tourism Using Digital Technology: An Analysis of Kerala Tourism. In *Hanbook of Technology Application in Tourism in Asia* (pp. 403–422). Springer.
https://doi.org/https://doi.org/10.1007/978-981-16-2210-6_19
- Diwanji, V. S., & Cortese, J. (2020). Contrasting user generated videos versus brand generated videos in ecommerce. *Journal of Retailing and Consumer Services*, 54(December 2019), 102024.
<https://doi.org/10.1016/j.jretconser.2019.102024>
- Dryer, M. S. (2006). Descriptive Theories, Explanatory theories, and Basic Linguistic Theory. *Catching Language*, 207–234.
<https://doi.org/10.1515/9783110197693.207>
- Elo, S., Kääriäinen, M., Kanste, O., Pölkki, T., Utriainen, K., & Kyngäs, H. (2014). Qualitative Content Analysis. *SAGE Open*, 4(1), 215824401452263.
<https://doi.org/10.1177/2158244014522633>
- Escobar-Farfán, M., Cervera-Taulet, A., & Schlesinger, W. (2024). Destination brand identity: challenges, opportunities, and future research agenda. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2302803>
- Frechtling, D. C. (2018). On the Ethics of Tourism Research. *Journal of Travel Research*, 57(8), 1054–1067. <https://doi.org/10.1177/0047287517729756>
- Gaffar, V., Tjahjono, B., Abdullah, T., & Sukmayadi, V. (2022). Like, tag and share: bolstering social media marketing to improve intention to visit a nature-based tourism destination. *Tourism Review*, 77(2), 451–470.
<https://doi.org/10.1108/TR-05-2020-0215>
- Gao, X. (2023). *How Does Brand-Generated Content on Instagram Influence Consumers Engagement* [Rutgers-Newark Graduate School].
<https://www.ncbi.nlm.nih.gov/books/NBK558907/>
- Gartner, W. C., & Ruzzier, M. K. (2011). Tourism destination brand equity dimensions: Renewal versus repeat market. *Journal of Travel Research*, 50(5), 471–481. <https://doi.org/10.1177/0047287510379157>
- George, R. (2021). Marketing tourism and hospitality: Concepts and cases. In

- Marketing Tourism and Hospitality: Concepts and Cases*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-030-64111-5>
- Geurin, A. N., & Burch, L. M. (2017). User-generated branding via social media: An examination of six running brands. *Sport Management Review*, 20(3), 273–284. <https://doi.org/10.1016/j.smr.2016.09.001>
- Geyer, C., Zimmermann, L., & Wyss, M. (2024). Projected and perceived destination image of the Lake Lucerne Region. *Journal of Destination Marketing and Management*, 33(June), 100921. <https://doi.org/10.1016/j.jdmm.2024.100921>
- Ghorbani, A., Mousazadeh, H., Golafshan, A., Akbarzadeh Almani, F., & Dávid, L. D. (2023). Tourists-generated photographs in online media and tourism destination choice: The case of Shiraz metropolis in Iran. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2225336>
- Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user- and marketer-generated content. *Information Systems Research*, 24(1), 88–107. <https://doi.org/10.1287/isre.1120.0469>
- Gretzel, U. (2019). The role of social media in creating and addressing overtourism. In R. Dodds & R. Butler (Eds.), *Overtourism* (Vol. 1, pp. 62–75). De Gruyter Oldenbourg. <https://doi.org/10.1515/9783110607369-005>
- Halliday, S. V. (2016). Citation for published version : finance markets for small firm growth ', The International Document Version : This is the Accepted Manuscript version . The version in the University of Hertfordshire Research Archive Copyright and Reuse : *Journal of Business Research*, 69(1), 137–144. <https://doi.org/https://doi.org/10.1016/j.jbusres.2015.07.027>
- Hennink, M., & Kaiser, B. N. (2022). Sample sizes for saturation in qualitative research: A systematic review of empirical tests. *Social Science & Medicine*, 292(114523), 1–10. <https://doi.org/doi.org/10.1016/j.socscimed.2021.114523>
- Hinton, T. (2023). *Social Media has the Greatest Influence on Travel Destination Choices*. <https://www.statista.com/chart/30135/media-influences-on-travel-destination/>
- Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a

- conceptual framework. *Journal of Research in Interactive Marketing*, 14(1), 133–151. <https://doi.org/10.1108/JRIM-06-2018-0082>
- Hootsuite. (2024). Trends 2024. *Social Trends*, 41.
- Hyde, K. F., Ryan, C., & Woodside, A. G. (2012). Why case study research? Introduction to the field guide to case study research in tourism, hospitality, and leisure. *Advances in Culture, Tourism and Hospitality Research*, 6, 1–10. [https://doi.org/10.1108/S1871-3173\(2012\)0000006003](https://doi.org/10.1108/S1871-3173(2012)0000006003)
- Jackson, D. (2019). *Instagram vs Facebook: which is best for your brand's strategy?* Sprout Social. <https://sproutsocial.com/insights/instagram-vs-facebook/>
- Japutra, A., & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with brand experience and key relationship constructs. *Journal of Business Research*, 99(August), 464–471. <https://doi.org/10.1016/j.jbusres.2017.08.027>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical Teacher*, 42(8), 846–854. <https://doi.org/10.1080/0142159X.2020.1755030>
- Krause, R. J., & Rucker, D. D. (2019). Strategic Storytelling: When Narratives Help Versus Hurt the Persuasive Power of Facts. *Personality and Social Psychology Bulletin*, 46(2), 1–12. <https://doi.org/10.1177/0146167219853845>
- Larson, S. (2024). *Social Media Users 2024 (Global Data & Statistics)*. Priori Data. <https://prioridata.com/data/social-media-usage/>
- Lawrence, A. (2020). *A Uses and Gratifications Exploratory Study of TikTok: What Does This Mean for Brands?* (Issue December). <https://doi.org/10.13140/RG.2.2.29812.17286>
- Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. Management Science Published online in Articles in Advance. *Management Science*,

64(11), 5105--5131.

Malär, L., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2012). Implementing an intended brand personality: A dyadic perspective. *Journal of the Academy of Marketing Science*, 40(5), 728–744. <https://doi.org/10.1007/s11747-011-0251-8>

Mayrhofer, M., Matthes, J., Einwiller, S., Naderer, B., Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User generated content presenting brands on social media increases young adults ' purchase intention. *International Journal of Advertising*, 39(1), 166–186. <https://doi.org/10.1080/02650487.2019.1596447>

Meng, K. S., & Leung, L. (2021). Factors influencing TikTok engagement behaviors in China: An examination of gratifications sought, narcissism, and the Big Five personality traits. *Telecommunications Policy*, 45(7), 102172. <https://doi.org/10.1016/j.telpol.2021.102172>

Miles, M. B., Huberman, A. M., & Johnny, J. S. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (Third).

Ordenes, F. V., Grewal, D., Ludwig, S., Ruyter, K. De, Mahr, D., & Wetzels, M. (2019). Cutting through Content Clutter: How speech and image acts drive consumer sharing of social media brand messages. *Journal of Consumer Research*, 45(5), 988–1012. <https://doi.org/10.1093/jcr/ucy032>

Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Adm Policy Ment Health*, 42(5), 533–544. <https://doi.org/10.1007/s10488-013-0528-y>.Purposeful

Rauschnabel, P. A., Sheldon, P., & Herzfeldt, E. (2019). What motivates users to hashtag on social media? *Psychology and Marketing*, 36(5), 473–488. <https://doi.org/10.1002/mar.21191>

Robinson, O. C. (2014). Sampling in Interview-Based Qualitative Research: A Theoretical and Practical Guide. *Qualitative Research in Psychology*, 11(1), 25–41. <https://doi.org/10.1080/14780887.2013.801543>

Salasac, C., & Lobo, J. (2022). The Rise of TikTok during the Pandemic:

- Association between TikTok Consumption and Students' Engagement. *International Journal of Education, Science, Technology, and Engineering*, 5(2), 34–40. <https://doi.org/10.36079/lamintang.ijeste-0502.422>
- Sánchez-Cobarro, P. de H., Molina-Castillo, F. J., & Alcazar-Caceres, C. (2021). The brand-generated content interaction of instagram stories and publications: A comparison between retailers and manufacturers. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), 513–524. <https://doi.org/10.3390/jtaer16030031>
- Sarkar, S. K., & George, B. (2018). Social media technologies in the tourism industry: an analysis with special reference to their role in sustainable tourism development. *International Journal of Tourism Sciences*, 18(4), 269–278. <https://doi.org/10.1080/15980634.2018.1551312>
- Shin, S., & Xiang, Z. (2020). Social media-induced tourism: A conceptual framework. *E-Review of Tourism Research*, 17(4), 581–591.
- Siegel, L. A., Tussyadiah, I., & Scarles, C. (2023). Exploring behaviors of social media-induced tourists and the use of behavioral interventions as salient destination response strategy. *Journal of Destination Marketing and Management*, 27(December 2022), 100765. <https://doi.org/10.1016/j.jdmm.2023.100765>
- Song, Y. A., Lee, S. Y., & Kim, Y. (2019). Does mindset matter for using social networking sites?: understanding motivations for and uses of Instagram with growth versus fixed mindset. *International Journal of Advertising*, 38(6), 886–904. <https://doi.org/10.1080/02650487.2019.1637614>
- Subedi, K. R. (2021). Determining the Sample in Qualitative Research. *Scholars' Journal*, 4(December), 1–13. <https://doi.org/10.3126/scholars.v4i1.42457>
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence and Planning*, 32(3), 328–344. <https://doi.org/10.1108/MIP-04-2013-0056>
- Urioste-stone, S. De, McLaughlin, W. J., Daigle, J. J., & Fefer, J. P. (2018). Applying case study methodology to tourism research. In R. Nunkoo (Ed.), *Handbook of Research Methods for Tourism and Hospitality Management* (pp. 407–427). Edward Elgar. <https://doi.org/10.4337/9781785366284>

- van Noort, G., Himmelboim, I., Martin, J., & Collinger, T. (2020). Introducing a Model of Automated Brand-Generated Content in an Era of Computational Advertising. *Journal of Advertising*, 49(4), 411–427.
<https://doi.org/10.1080/00913367.2020.1795954>
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Xie, Z., Yang, Y., & Zhao, Y. (2024). TikTok's Revenue Dynamics: Exploring Income Streams Beyond the Surface. *Highlights in Business, Economics and Management*, 24, 2582–2586. <https://doi.org/10.54097/6ardkv52>