# KONSTRUKSI KONTEN TIKTOK SEBAGAI MEDIA PEMASARAN PARIWISATA
## (*Content analysis* Pada konten TikTok Traveloka)

**SKRIPSI**

Diajukan untuk Mengikuti Sidang Skripsi pada
Program Studi Manajemen Pemasaran Pariwisata

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**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL**
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Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas
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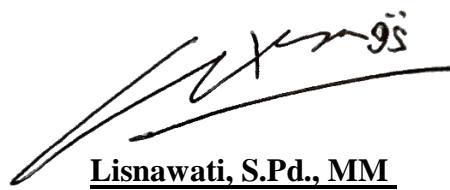
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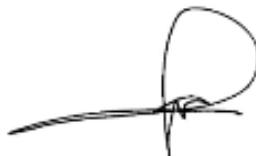
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# ABSTRAK

**Putri Nadia Shafiera, 1702829, "Konstruksi Konten TikTok Sebagai Media Pemasaran Pariwisata"** (*Content Analysis* **Pada Konten TikTok Traveloka),** di bawah bimbingan Dr. Rini Andari, S.Pd., S.E., Par., M.M.dan Lisnawati S.Pd., M.M. Tiktok menjadi *platform* popular untuk kampanye pemasaran karena konten yang dibagikan di *platform* ini pendek, menyenangkan, trendi, kreatif, dan sangat interaktif. Traveloka merupakan perusahaan terkemuka di Asia tenggara yang menyediakan berbagai kebutuhan perjalanan dalam satu *platform.* Traveloka mulai melakukan pemasaran di *platform* TikTok sejak tahun 2019 akhir hingga saat ini. Dalam akun TikTok, Traveloka menyajikan konten seputar informasi destinasi wisata, hotel, restoran dan tips berwisata. Traveloka menggunakan *content marketing* sebagai pemasaran pariwisata melalui aplikasi TikTok. Penelitian ini bertujuan untuk: (1) Mengetahui bagaimana sajian pesan dari konten TikTok Traveloka, (2) Menganalisa bagaimana implementasi *content marketing* dari konten TikTok Traveloka. Penelitian ini menggunakan pendekatan kualitatif dengan metode *content analysis.* Unit analisis yang diambil adalah 11 konten TikTok yang dipload oleh Traveloka pada tahun 2020 - 2021. Hasil dari penelitian ini adalah sajian pesan yang disampaikan pada konten TikTok Traveloka memuat dua sifat, yaitu informatif dan transformasional. Pesan yang dimuat pada konten TikTok Traveloka untuk memasarkan produk pariwisata dapat membuat kepuasan bagi audiens yang haus akan informasi. Seperti nama tempat, lokasi, harga, akses, fasilitas, aktifitas, suasana, dan informasi penting lainnya. Traveloka mampu membangkitkan suasana perasaan dan menyampaikan setiap konten dengan membingkaikan isi pesan menggunakan kreatifitas yang dimiliki melalui emosi positif, visualisasi dan interaksi. *Content marketing* memiliki dua tujuan penting yaitu menarik dan mendorong audiens untuk menjadi konsumen. Melihat dari tujuan tersebut, Traveloka telah menerapkan 5 implementasi yang terdapat pada setiap konten yang didistribusikan, yaitu *reader cognition, persuasion, sharing motivation, decision making,* dan *factor.*
Kata Kunci : Sosial Media, *Content Marketing,* Pesan, TikTok, Traveloka

# ABSTRACT

**Putri Nadia Shafiera, 1702829, "Konstruksi Konten TikTok Sebagai Media Pemasaran Pariwisata"** (*Content Analysis* **Pada Konten TikTok Traveloka),** *under the guidance of* Dr. Rini Andari, S.Pd., S.E., Par., M.M.*and* Lisnawati S.Pd., M.M.

*Tiktok is becoming a popular platform for marketing campaigns because the content shared on this platform is short, fun, trendy, creative and highly interactive. Traveloka is a leading company in Southeast Asia that provides various travel needs in one platform. Traveloka has started marketing on the TikTok platform since late 2019 until now. In the TikTok account, Traveloka presents content about information on tourist destinations, hotels, restaurants and travel tips. Traveloka uses content marketing as tourism marketing through the TikTok application. This study aims to: (1) find out how to serve messages from Traveloka's TikTok content, (2) analyze how to implement content marketing from Traveloka's TikTok content. This study uses a qualitative approach with the method of content analysis. The unit of analysis taken is 11 TikTok content uploaded by Traveloka in 2020 - 2021. The result of this research is that the message presented on Traveloka's TikTok content contains two characteristics, namely informative and transformational. Messages contained in Traveloka's TikTok content to market tourism products can create satisfaction for an information-hungry audience. Such as the name of the place, location, price, access, facilities, activities, atmosphere, and other important information. Traveloka is able to evoke feelings and convey each content by framing the message content using its creativity through positive emotions, visualization and interaction. Content marketing has two important goals, namely attracting and encouraging audiences to become consumers. Seeing this goal, Traveloka has implemented 5 implementations contained in each distributed content, namely reader cognition, persuasion, sharing motivation, decision making, and factors.*

***Keywords*** *: Social Media, Content Marketing, Message, TikTok, Traveloka*

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