

Marketing Communication Strategy through Social Media on TikTok Account @balemangrove_jrw to Increase Brand Awareness (November - December 2024 Periode)

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ABSTRACT

Keywords

*Marketing Communication Strategy;
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This study discusses the marketing communication strategy through TikTok social media on the @balemangrove_jrw account to increase brand awareness of the Bale Mangrove Jerowaru ecotourism destination. The background of this study is the high potential of social media, especially TikTok, as an effective promotional tool in the environmental tourism sector. This study uses a qualitative approach with a case study method. Data were collected through interviews, observations, and documentation. The results of the study show that the use of TikTok as the main promotional medium with attractive visual content, utilization of trends, and interactive communication strategies has succeeded in attracting audience attention, encouraging tourist visits, and increasing Bale Mangrove brand awareness. This strategy is balanced with an educational approach and collaboration with influencers to expand the promotion reach. In conclusion, TikTok is an effective medium for building the image of a tourist destination, especially among the younger generation who are active in the digital world.

1. Introduction

Advances in digital communication technology have significantly changed how people interact and access information. Social media is now an important element in communication strategies, including tourism. One prominent platform is TikTok, which functions as an entertainment medium and an effective digital marketing tool. With its artificial intelligence-based algorithm, short video format, and interactive features, TikTok allows a tourist destination to expand its audience reach, especially among the younger generation

Lombok, known as the "Island of a Thousand Mosques," is one of the leading tourist destinations in Indonesia. Its extraordinary natural beauty and diverse cultural richness give Lombok the potential to be developed as a sustainable tourism destination. In this context, social media strategically introduces new destinations and encourages local economic growth. One real example of the use of social media is the Bale Mangrove Jerowaru ecotourism destination, which actively uses TikTok through the @balemangrove_jrw account to promote the beauty and environmental education of mangrove forests to a wider audience.

Previous studies conducted by Febriansyah (2021), Pradana (2024), and Adianto (2024) showed that marketing communication strategies through social media can increase brand awareness. This strategy is generally implemented through the planning, implementation, and evaluation stages. However, these studies focus more on Instagram as the main media, while TikTok's potential has not

been explored in depth, especially in the context of community-based ecotourism destination marketing.

In this context, this study aims to analyze how the marketing communication strategy implemented by the TikTok account @balemangrove_jrw can increase brand awareness from November to December 2024. This study adopts a qualitative approach with a case study method to examine more deeply the video content, user interactions, and audience perceptions of the messages conveyed. The communication strategy analyzed refers to the 5A model (Aware, Appeal, Ask, Act, Advocate) developed by MarkPlus, Inc (Lugo & Londoño, 2020).

The novelty of this study lies in its focus on TikTok as the main channel for promoting environmentally based tourism destinations managed by local communities. In addition, this study also provides theoretical contributions to understanding how social media can be optimized to form brand awareness through interactive and strategic digital content. Using a case study approach, this study is expected to enrich the treasury of digital marketing communication studies in the era of visual and algorithm-based social media.

2. Method

This study uses a qualitative approach with a case study method to analyze the marketing communication strategy through TikTok social media on the @balemangrove_jrw account to increase brand awareness of the Bale Mangrove Jerowaru tourist destination. The study was conducted from November to December 2024, with the research location in Jerowaru Village, Jerowaru District, East Lombok Regency, West Nusa Tenggara. The informant selection technique was carried out using purposive sampling, namely selection based on certain criteria relevant to the study's focus. The main informants consisted of the Head of Management and Admin of Bale Mangrove Social Media, who were directly involved in preparing and managing digital content for the TikTok account.

Data was collected through direct observation of TikTok account upload activities, in-depth interviews with account managers, and digital documentation in insight data and video content. The data analysis technique was carried out descriptively. It used a content analysis approach, as stated by (Kimberly A. Neuendorf, 2017), which emphasizes the process of grouping and assessing themes, communication styles, and audience involvement in each uploaded content. To ensure the validity of the data, source and method triangulation techniques were used, using the credibility, transferability, dependability, and confirmability approaches (Murdiyanto, 2020).

3. Result and Discussion

The results of this study indicate that the marketing communication strategy implemented by the TikTok account @balemangrove_jrw has succeeded in increasing brand awareness of Bale Mangrove Jerowaru. Data obtained from content analysis and interviews with managers show that the uploaded content has high appeal and can reach a wider audience. During the research period, the TikTok account @balemangrove_jrw experienced a significant increase in followers, with an average growth of 1000 followers per week. This shows that the uploaded content has succeeded in attracting the attention of TikTok users, which is a platform with rapid user growth, especially among the younger generation.

The level of user engagement also showed encouraging results. Interactive content, such as challenges and influencer collaborations, increased user engagement. The average interaction (likes, comments, and shares) on each upload reached a satisfactory number, with some videos getting more than 5000 views quickly. Content showcasing natural beauty, tourist activities, and educational elements about the environment has created deep interest among the audience. In addition, insight data from TikTok accounts shows that most of the audience comes from Denpasar (31.2%), followed by Mataram (23.3%), and other areas such as Surabaya (13.4%), Bandung (7.2%), and Jakarta (5.6%). This shows that TikTok promotion covers local audiences and reaches international areas such as Malaysia.

This discussion will discuss and relate the results to previous theories and research. Based on the 5A model (Aware, Appeal, Ask, Act, Advocate) applied in this study, the Aware stage was successfully achieved through attractive visual content and following viral trends. Content

highlighting the natural beauty and tourist activities managed to attract the audience's attention, with 31.2% of the audience coming from Denpasar and 23.3% from Mataram. This shows that the marketing strategy carried out not only reaches local audiences but also expands its reach to other areas.

At the Appeal stage, this account presents content that highlights the natural beauty of the Bale Mangrove area, tourist activities, and education about environmental issues. Combining visual elements and informative value creates emotional and intellectual interest for the audience. The selection of background music, such as popular Indian songs in the Lombok region, also supports increasing relevance and connectedness with the target audience.

The Ask stage is realized by strengthening interaction with the audience. The account manager actively invites users to discuss through the comment's column and the stitch feature, especially when responding to certain issues, such as the alleged presence of crocodiles around the location. A quick response to this issue shows two-way communication that opens up space for clarification while encouraging audience involvement in searching for further information.

At the Act stage, the @balemangrove_jrw account utilizes interactive content strategies, such as the "tag a friend" challenge, to encourage the audience to visit the location directly. This strategy shows significant results, where there is an increase in the number of tourists after certain content gains widespread attention and goes viral on TikTok. Finally, at the Advocate stage, the account manager builds strategic collaborations with local influencers such as @Insidelombok and encourages other users to re-disseminate content. This strategy strengthens the form of organic word-of-mouth marketing. It positively impacts improving the image and exposure of the Bale Mangrove Jerowaru tourist destination on social media.

Although the results are quite satisfactory, some challenges need to be overcome, such as inconsistencies in content upload patterns. Therefore, it is recommended that account managers create a more structured content calendar to maintain sustainable audience engagement. In addition, utilizing paid advertising features on TikTok can help expand the reach of promotions and reach a wider audience segment. This study aligns with previous findings stating that social media, especially TikTok, is important in increasing brand awareness. Educational and interactive content increases brand awareness and builds closer relationships with the audience. This is in line with research by (Wulandari & Riofita, 2024), which shows that social media marketing positively affects brand awareness.

Thus, this study shows that effective marketing communication strategies through social media can increase brand awareness, and TikTok, as a digital platform, has great potential in promoting tourist destinations. This study is expected to contribute to the TikTok account manager @balemangrove_jrw in developing more effective marketing strategies in the future.

4. Conclusion

Based on the results of the research that has been conducted on the marketing communication strategy through social media on the TikTok account @balemangrove_jrw to increase brand awareness of Bale Mangrove Jerowaru, it can be concluded that the use of the TikTok platform as a promotional tool has a significant impact on introducing and promoting tourist destinations. This study shows that the marketing communication strategy implemented has succeeded in increasing the number of followers and strengthening audience engagement with the uploaded content.

By applying the 5A model (Aware, Appeal, Ask, Act, Advocate), this study has succeeded in identifying the stages the audience goes through in getting to know Bale Mangrove and considering it a tourist destination. At the Aware stage, attractive visual content that follows viral trends has succeeded in attracting the audience's attention, with data showing that most visitors know Bale Mangrove through content that appears on TikTok's For You Page (FYP). This confirms that as a social media platform, TikTok has great potential to reach a wider audience locally and internationally.

At the Appeal stage, content that highlights the natural beauty and activities of tourists and educational elements regarding environmental issues has succeeded in creating emotional and intellectual interest for the audience. (Sudradjat & Azzahra, 2023) state, "An effective marketing communication strategy is a strategy that is able to convey a clear message to the target audience,

build a strong brand identity, and increase customer engagement and loyalty." The selection of relevant background music and interactive elements in the content also increases appeal.

Furthermore, at the Ask stage, the account manager actively encourages interaction with the audience through the comment's column and stitch features, which indicates effective two-way communication. The Act stage shows that interactive content strategies, such as challenges and collaborations with influencers, have encouraged the audience to visit the location directly. The increase in the number of tourists coming to Bale Mangrove after certain content went viral on TikTok shows the effectiveness of the marketing strategy implemented.

Muda (2024) states, "Customer journey is a journey that consumers go through from the first stage of getting to know a brand to becoming a loyal customer." This shows that a deep understanding of the consumer journey is essential in designing an effective marketing strategy. At the Advocate stage, collaboration with local influencers and re-sharing of content by other users strengthens Bale Mangrove's image and exposure on social media, creating a positive word-of-mouth marketing effect.

Although the results are quite satisfactory, this study also identified several challenges that need to be addressed, such as inconsistencies in content upload patterns. Therefore, it is recommended that account managers create a more structured content calendar to maintain sustainable audience engagement. In addition, utilizing paid advertising features on TikTok can help expand the reach of promotions and reach wider audience segments, including international audiences.

Overall, this study significantly contributes to TikTok account managers @balemangrove_jrw in developing more effective marketing communication strategies in the future. By utilizing the potential of TikTok as a digital platform, Bale Mangrove can continue to increase brand awareness and attract more tourists to this sustainable ecotourism destination. This study is expected to be a reference for further research on digital marketing and the development of environmentally based tourism.

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