

INTISARI

Penelitian ini membahas bagaimana TikTok digunakan sebagai alat promosi pariwisata di Desa Ekowisata Pancoh, Yogyakarta. Penelitian ini menggunakan pendekatan konsep 4A, yaitu Attraction, Accessibility, Amenities, dan Ancillary. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi konten TikTok. Hasil penelitian menunjukkan bahwa penggunaan TikTok tidak diukur berdasarkan peningkatan jumlah pengunjung, tetapi berdasarkan visibilitas dan interaksi konten, seperti muncul di halaman For You Page (FYP), jumlah tayangan, likes, komentar, dan share. Hal ini menunjukkan bahwa TikTok mampu memperluas jangkauan audiens dan meningkatkan keterlibatan penonton terhadap promosi Desa Ekowisata Pancoh. Dalam penerapan konsep 4A, aspek Attraction paling dominan karena menampilkan daya tarik budaya, aktivitas wisata alam, dan nilai edukatif desa. Secara keseluruhan, penggunaan TikTok berperan dalam mendukung pengembangan pariwisata yang kreatif, partisipatif, dan berkelanjutan.

Kata kunci: TikTok, promosi pariwisata, konsep 4A, desa ekowisata, Pancoh.

ABSTARACT

This study discusses how TikTok is used as a tourism promotion tool in Pancoh Ecotourism Village, Yogyakarta. This study uses the 4A concept approach, namely Attraction, Accessibility, Amenities, and Ancillary. The method used is descriptive qualitative with data collection techniques in the form of observation, interviews, and TikTok content documentation. The results show that the use of TikTok is not measured based on an increase in the number of visitors, but based on the visibility and interaction of content, such as appearing on the For You Page (FYP), the number of views, likes, comments, and shares. This shows that TikTok is able to expand the audience reach and increase viewer engagement with the promotion of Pancoh Ecotourism Village. In the application of the 4A concept, the Attraction aspect is most dominant because it showcases the cultural appeal, nature tourism activities, and educational value of the village. Overall, the use of TikTok plays a role in supporting creative, participatory, and sustainable tourism development.

Keywords: TikTok, tourism promotion, 4A concept, ecotourism village, Pancoh.