

ABSTRACT

Promoting Boon Pring for International Tourists through Tiktok (April 2024)

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Boon Pring is a tourist destination with a unique attraction based on educational tourism. It has natural potential in the form of bamboo and springs. However, Boon Pring itself is still considered to be less attractive to tourists, especially after the pandemic hit in 2020. Therefore, the writer wants to help market Boon Pring not only to the local community but also to foreign tourists by strengthening marketing through an application to promote Boon Pring's natural potential. Therefore, the writer carried out a creative thesis project by promoting Boon Pring to foreign tourists via the TikTok platform. Before recording and editing, the writer must first prepare the script, and determine the location to be shot. During the writing process for this project, the writer encountered several difficulties such as what kind of content could attract the attention of foreign tourists, difficulty in deciding where to start, and having to make sure. The content is not monotonous. However, the writer was able to overcome these difficulties by focusing the topic on the main objective of the project, namely to introduce the natural potential of Boon Pring. The final result of the project in the form of content was given to the Boon Pring marketing team to help with marketing.

Keywords: *Tiktok, international tourists, marketing*