

**INCREASING TOURIST VISITS BASED ON DIGITAL APPLICATIONS
(STUDY ON THE USE OF THE TIKTOK APPLICATION AT ARENAN KALIKESSEK,
SRIWULAN VILLAGE, LIMBANGAN, KENDAL)**

Fitria Rohmatika¹, Nur Afiatul Khusna², Nanang Yusroni³

^{1,2,3} Wahid Hasyim University, Semarang, Indonesia

Corresponding e-mail: 20101011133@student.unwahas.ac.id

Received: November, 14, 2022

Revised: Desember, 20, 2022

Accepted: Februari, 5, 2023

Abstract. Arenan KalikeseK Tourism added new rides and increased social media advertising due to the increasing trend of visitor visits from the 2023 Ramadhan holiday yesterday. The purpose of this research is to see whether the use of TikTok can help attract more visitors to Arenan KalikeseK. To find out the strengths, weaknesses, opportunities and threats, the SWOT analysis technique and the TOWS matrix are carried out. The conclusions from the SWOT analysis show that the main strengths used in TikTok content are the beautiful environment and distinctive tourist attractions. The drawback is that visitors and managers do not realize the potential of TikTok. The growing popularity of TikTok as a platform for posting short videos creates opportunities to increase ad reach. Competition from websites and the potential for negative, reputation-damaging content is a threat. Based on the results of the TOWS research matrix, several strategic proposals were developed to encourage the use of TikTok in Arenan KalikeseK. SO strategy requires working with influencers in creating unique content. The WO method calls for increasing understanding of TikTok and improving digital marketing capabilities. The ST approach seeks to enhance natural beauty and strengthen destination management. The WT method should focus on improving goal management and dealing with unproductive content as soon as possible. With the suggested strategy, it is hoped that Arenan KalikeseK tourism can use the TikTok application in an effort to increase the number of visitors, solidify it in the digital tourism industry.

Keywords: SWOT; TOWS Matrix; Utilization of the Tiktok Application; Tourist Visits

INTRODUCTION

In the rapidly growing digital era, the use of digital applications has become an integral part of everyday life. One sector that has been significantly affected is tourism. Digital applications have played an important role in facilitating tourist information, promotions and experiences. The effectiveness of using digital as a medium for disseminating information lies in its limitless nature and being able to reach all elements in various parts of the world. (Yanti, 2020)

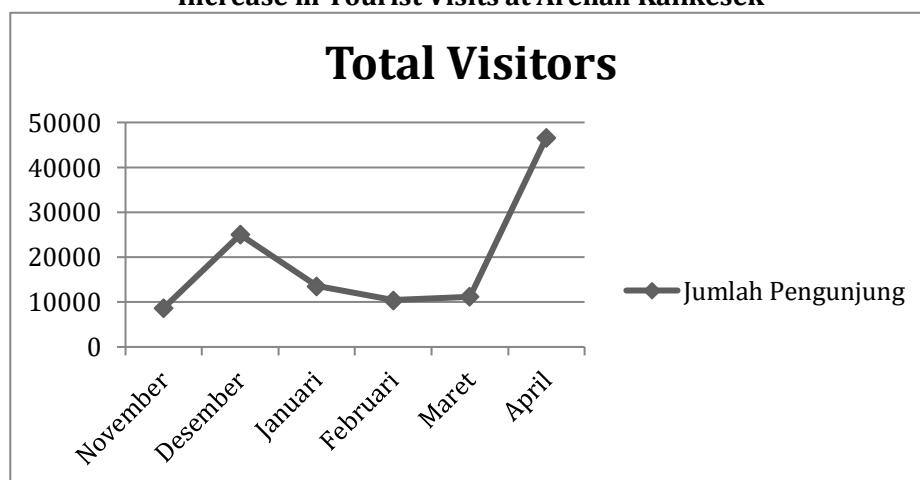
The Indonesian Ministry of Tourism utilizes social media as an effort to promote Indonesian tourism which will have an impact on increasing the number of visits in Indonesia (Yanti, 2020). An increase in the number of tourists based on digital applications has become a strong trend in the tourism industry. Digital applications such as travel apps, social media platforms and travel management apps have become effective tools in promoting tourist destinations and facilitating the process of planning and executing trips. One of the main advantages of using digital applications in increasing tourist visits is the ease of access to information. Through digital applications, tourists can easily find information about the tourist destinations they want to visit, including descriptions of places, user reviews, photos

and videos. This helps tourists to make better decisions in choosing tourist destinations that match their interests and preferences.

In addition, digital applications also allow tourists to get a more interactive and personalized travel experience. Features such as audio guides, interactive maps, and recommendations based on user preferences make the travel experience richer and more memorable. Travelers can also share their experiences directly through social media platforms, such as uploading photos and videos to their account, which can be a source of inspiration for other travelers.

In Indonesia, there are now many emerging tourist objects known as "tourist destinations". As in Central Java Province, which has abundant natural wealth that nature can use to be used as a tourist destination. In Kendal Regency tourist villages have begun to develop and many are made for recreational tourism purposes with friends or family. One area that has the potential is in Kalikesek Hamlet, precisely in Sriwulan Village, Limbangan District, Kendal Regency, Central Java Province. Dusun Kalikesek has tourism potential, namely "Arenan Kalikesek/ Kalikesek Village". Arenan Kalikesek has various tourist attractions such as Kedung Sebogel, pine forest (Kendal Peak), senandu park, small pool, camping ground. Not only tourist attractions that can be enjoyed in Kalikesek Hamlet, people can also enjoy rural life, beautiful mountain views, rows of pine forests in the distance and the gurgling river water which makes Arenan Kalikesek the place of choice to unwind.

Table 1.
Increase in Tourist Visits at Arenan Kalikesek



Data Source: Bumdes, processed

In April 2023 there was a very significant increase of 415% or equivalent to 4X from March from 11233 to 46660. This happened because of the Eid al-Fitr holiday which took place 7 days after Idul Fitri.

The phenomenon of the trend of tourist visits (Intyaswono et al., 2016) from the 2023 Ramadhan holiday yesterday which continues to increase from day to day makes the tourist destination Arenan Kalikesek develop more of its rides and increase promotion on social media so that it will further increase tourist visits in the long term. long and to be consistent many tourists arrive even though it is on normal days. One way is to use digital applications that are able to provide interesting content. The application used is the Tiktok application.

Given the great potential of the Tiktok application in increasing tourist visits, it is very promising that tourist destinations in Arenan Kalikesek should use the Tiktok application to

be the choice in promoting tourist destinations and rides in Arenan Kalikese. Based on this background, the researcher is interested in examining in depth how the TikTok application can influence tourist behavior, increase awareness about tourist destinations, and encourage increased tourist visits.

Formulation of the problem

Based on the background described above, the formulation of the problem in this study is:

1. How effective is the use of the tiktok application as a promotional tool for tourist destinations in Arenan Kalikese?
2. What are the obstacles or obstacles encountered in using the tiktok application as a promotional tool for the Arenan Kalikese tourist destination and the solutions.

Research purposes

Relevant to the formulation of the problem taken above, the objectives to be achieved are: "Describe and analyze the level of effectiveness of using the tiktok application as a promotional tool and what are the obstacles or obstacles encountered in using the tiktok application as a promotional tool for Arenan Kalikese tourist destinations and their solutions.

Benefits of research

From this research, it is hoped that it can provide the greatest benefits for Kalikese Hamlet Managers (POK DARWIS), namely being able to provide a better understanding of the use of the tiktok application as an effective promotional tool for tourist destinations, so that it can help managers of tourist destinations to increase tourist visits to Arenan Kalikese. For the researchers themselves, this research can contribute to the development of tourism science and provide an overview of the potential for the application of TikTok as a promotional tool for tourist destinations in Arenan Kalikese. And for the people of Dusun Kalikese, namely being able to provide useful information for the community in choosing tourist destinations that are attractive and relevant to their interests and needs, as well as provide insight into the benefits of using the tiktok application as a promotional tool for tourist destinations.

LITERATURE REVIEWS

Promotion

Kotler (2010: 173) (Sutrisno & Haryani, 2017) suggests that sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. Meanwhile, according to William J Stanton promotion is advertising, personal selling and other ways of selling the purpose of sales promotion. Kotler (2010: 174) explains that promotion aims to attract consumers to try new products, lure consumers to leave competing products, or to make consumers leave products that are already mature, or to retain or reward loyal customers.

According to Basu Swastha and Handoko (2008) promotion is a short-term incentive to encourage the purchase or sale of a product or service. According to Stanson in Angipora in Bulaeng (1998), promotion is the best combination of strategies from advertising variables, personal selling and other promotional tools, all of which are planned to achieve sales program goals. (Feni Fera Ch Wolah, 2016)

Traveler

Tourists are an integral part of the world of tourism. Tourists are very diverse, young and old, poor-rich, foreign-archipelago, all have different desires and expectations.

When viewed from the meaning of the word "tourist" which comes from the word "tourism", it is actually not permanent as a substitute for the word "tourist" in English. The word comes from the Sanskrit "wisata" which means "travel" which is the same or can be equated with the word "travel" in English. So people travel in this sense, then tourist has the same meaning as the word "traveler" because in Indonesian it is customary to use the ending "wan" to denote a person with his profession, expertise, situation, position and position of a person.

The meaning of tourists include:

1. According to Smith (2009) (Hudiyani et al., 2018), explaining that tourists are people who are not working, or are on vacation and voluntarily visit other areas to get something else.
2. According to the WTO (2009), dividing tourists into three parts, namely:
 - a) A visitor is any person connected to another country where he has a place of residence, for the reason of doing work assigned by the country he is visiting.
 - b) Tourists are any person residing in a country regardless of nationality, visiting a place in the same country for more than 24 hours.
 - c) Excursions or excursionists are temporary visitors who stay less than 24 hours in the visited country, including people traveling around on cruise ships.

Tourist

According to Yoeti in (Putri, 2020) explained that, "Tourism (tourism) is a trip that is carried out for a while, which is carried out from one place to another, with the intention not to try (business) or make a living in the places visited, but solely for the enjoyment of the journey, for sightseeing and recreation or to fulfill various desires." From the description that has been presented, it can be concluded that tourism is a travel activity carried out temporarily from one place to another and living as a non-resident for leisure, business and other purposes for no more than one year.

METHOD

Types of research

The research conducted was a descriptive study with a qualitative approach. Sugiyono (2016: 9) says that the qualitative descriptive method is a research method based on the philosophy of postpositivism used to research on natural object conditions (as opposed to experiments) where the researcher is the key instrument. Data collection techniques are carried out by triangulation (combined), data analysis. is inductive/ qualitative, and the results of qualitative research emphasize meaning rather than generalization. According to (Mulyana, 2008) describes qualitative research as research that uses the scientific method to reveal a phenomenon by describing data and facts through words as a whole to the research subject (Fiantika et al., 2022) Qualitative descriptive research aims to describe, describe, explaining, explaining and answering in more detail the problem to be studied by studying as much as possible an individual, a group or an event.

Method of collecting data

The method used is interviews, namely conducting interviews with related parties such as: KalikeseK arenan managers and KalikeseK arenan tourists. Non-participatory observation is observing directly and reviewing objects, documentation is obtaining data through documents related to research, and literature study is carried out by collecting theoretical data and information, namely by studying books and various references and literature related to research as supporting the theory of the problem under study.

Research subjects and objects

The research subjects in this study, the research subjects were tourists who visited Arenan KalikeseK and the managers of Arenan KalikeseK tourism and the object of research in this research was the use of the Tiktok application as a promotion at Arenan KalikeseK.

Data analysis techniques

Data analysis techniques are a very important part of the scientific method because data analysis can be given meaning, meaning that is useful in solving research problems. Data analysis according to Patton is the process of arranging data sequences, organizing them into a pattern, category and basic description status. By analyzing data the researcher means carrying out a process of data processing, simplification, discussion and translating data or findings into neater and more orderly words so that they are easy to understand. (hudiyani et al., 2018)

The data analysis technique used in this study is SWOT analysis which is used to analyze data to obtain alternative strategies in utilizing the tiltok application as a promotion in the KalikeseK arena. And descriptive statistical analysis used to give an overview of guest perceptions of service to guests (tourists) who visit the KalikeseK arena and analyze several components related to the perceptions/opinions of the KalikeseK arenan managers.

According to Rangkuti (2006:18) "SWOT analysis is the identification of various factors systematically to formulate company strategy". This analysis is based on logic that can maximize strengths and opportunities, but can simultaneously minimize weaknesses and threats (Pratiwi, 2019). The steps of the SWOT analysis are internal environmental analysis to identify the internal factors of the tourist destination which are the strengths and weaknesses of the KalikeseK Arenan tourist destination. Strengths (s), namely the advantages possessed by the KalikeseK arenan tourist destination in order to increase tourist visits. The strength of tourist destinations in terms of tourist attraction, tourist facilities/infrastructure, governance/infrastructure, and community/environment. Weaknesses (w) are weaknesses that can increase tourist visits. Weaknesses of the arenan KalikeseK tourist destination in terms of tourist attraction, tourist facilities/infrastructure, management/infrastructure, and community/environment. (Pratiwi, 2019) External environmental analysis identifies external factors which are opportunities and threats to tourist objects. Opportunities (o) is a condition that becomes an opportunity for a tourist attraction to attract tourists so as to increase tourist visits. Opportunities for arenan kalikeseK tourist destinations in terms of social/cultural, political/governmental, economic, technological progress, and competitiveness. Threats (t), namely an external environmental condition that becomes a threat, thereby inhibiting the increase in tourist visits. Threats to the KalikeseK arenan tourist destination in terms of social/cultural, political/governmental, economic, technological progress, and competitiveness (Pratiwi, 2019)

RESULTS AND DISCUSSION

A tourist attraction which is also called a tourist attraction is a potential that drives the presence of tourists to a tourist destination. Tourist attractions really need to be designed and built/professionally managed so as to attract tourists to come. (Pratiwi, 2019) The attractiveness of the tourist destination Aren Kalikese based on the beautiful and charming scenery around the Aren Kalikese location, Kedung Slempong, swimming pool rides, fish therapy, camping ground and many existing rides are the main attraction for tourists from within the country. According to Irfan, a member of the Pokdarwis of Sriwulan Village (Saraswati, 2023) said that initially Arenan Kalikese was just a small pond on the side of the road for fish massage therapy which became a place of healing looking at the village and the surrounding mountains and several natural places by the river were made into taverns lesehan, a clear river that was developed into a package tour.

Table 2. SWOT Analysis

Strenght	Weakness
<ol style="list-style-type: none"> 1. The beauty and natural appeal of the unique Arenan Kalikese. 2. Availability of adequate supporting infrastructure, such as access roads, parking lots, and public facilities. 3. Positive experiences and positive comments from previous customers. 4. The possibility of using the TikTok mobile application to promote tourist destinations and attractions in Arenan Kalikese 	<ol style="list-style-type: none"> 1. Lack of awareness and understanding of the use of the TikTok application by visitors and managers of tourist destinations. 2. Lack of human resources and ability to manage digital marketing campaigns through TikTok. 3. There is a possibility that there is a discrepancy between the actual experience of visitors when using the TikTok application at Arenan Kalikese.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increasing the use of the TikTok application community, especially to find and share travel experiences. 2. Opportunity to collaborate with famous TikTok users, celebrities or influencers who can expand the reach of destination marketing Arenan Kalikese. 3. Create engaging creative and viral content on TikTok to increase the location's appeal and attract visitors. 4. Increasing promotions by involving visitors in creating TikTok content related to Arenan Kalikese. 	<ol style="list-style-type: none"> 1. Compete with similar tourist spots that also use social media apps like TikTok to promote themselves. 2. The possibility that TikTok users share negative or unfavorable content about Arenan Kalikese. 3. There is a possibility that a change in user style or preference towards electronic applications may reduce the popularity of TikTok.

Table 3. Analisis TOWS Matriks

	Strenght	Weakness
	<ol style="list-style-type: none"> 1. The beauty and natural appeal of the unique Arenan Kalikeseek. 2. Availability of adequate supporting infrastructure, such as access roads, parking lots, and public facilities. 3. Positive experiences and positive comments from previous customers. 4. The possibility of using the TikTok mobile application to promote tourist destinations and attractions in Arenan Kalikeseek 	<ol style="list-style-type: none"> 1. Lack of awareness and understanding of the use of the TikTok application by visitors and managers of tourist destinations. 2. Lack of human resources and ability to manage digital marketing campaigns through TikTok. 3. There is a possibility that there is a discrepancy between the actual experience of visitors when using the TikTok application at Arenan Kalikeseek.
Opportunities	SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. Increasing the use of the TikTok application community, especially to find and share travel experiences. 2. Opportunity to collaborate with famous TikTok users, celebrities or influencers who can expand the reach of destination marketing Arenan Kalikeseek. 3. Create engaging creative and viral content on TikTok to increase the 	<ol style="list-style-type: none"> 1. Increase the use of the TikTok application as the main promotional tool to share interesting and unique content about the natural beauty of Arenan Kalikeseek. 2. Collaborate with popular TikTok users and influencers to expand the reach of destination promotions. 3. Promoting Arenan Kalikeseek through a TikTok campaign that engages users to create creative content about it. 4. Using the beauty of nature as the main attraction of TikTok content to attract users who are looking for a unique natural tourism experience. 5. Increasing the reach of Arenan Kalikeseek promotions by working with influencers from TikTok users who are interested in tourism and nature. 	<ol style="list-style-type: none"> 1. Hold training and education sessions on how to use the TikTok application for visitors and destination managers. 2. Work with digital marketing experts or build a team to manage marketing campaigns using TikTok. 3. Conducting educational campaigns to inform visitors about the opportunity to use the TikTok application at Arenan Kalikeseek. 4. Improving the quality of TikTok content by increasing digital marketing capabilities and human resources. 5. Build relationships with visitors who use TikTok to share their positive experiences and suggest their friends to visit Arenan Kalikeseek

location's
appeal and
attract visitors.

4. Increasing promotions by involving visitors in creating TikTok content related to Arenan Kalikesekek.

Threats	ST Strategy	WT Strategy
1. Compete with similar tourist spots that also use social media apps like TikTok to promote themselves.	1. Promote the natural beauty of Arenan Kalikesekek through interesting TikTok content to differentiate itself from similar destinations.	1. Improve the overall quality of destination management and visitor experience to avoid negative content shared by TikTok users.
2. The possibility that TikTok users share negative or unfavorable content about Arenan Kalikesekek.	2. Track activities and content shared by similar tourist destinations on TikTok to find marketing gaps that have not been identified by Arenan Kalikesekek.	2. Follow trends and effective marketing strategies used by similar destinations using TikTok to minimize competitive threats.
3. There is a possibility that a change in user style or preference towards electronic applications may reduce the popularity of TikTok.	3. Increasing the use of the TikTok application as the main platform for uploading videos and visual content that displays the beauty of nature and rides at Arenan Kalikesekek.	3. Improve the management and maintenance of the destination to avoid negative content or complaints that may appear on TikTok.
	4. View trends and promotional activity on TikTok from similar locations to find opportunities to develop and improve marketing strategies.	4. Conduct surveys and research to understand potential complaints or issues that can be resolved to reduce the threat of negative content on TikTok.
	5. Improving the quality of destination management to compete with similar tourist destinations that also use TikTok as a promotional tool	5. Build a positive reputation on the TikTok platform by responding to and addressing visitor issues quickly and effectively.

S-O Strategy (Strength – Opportunity)

This strategy is a combination of internal factors (Strength) and external factors (Opportunity). The strategy taken is;

1. Increase the use of the TikTok application as the main promotional tool to share interesting and unique content about the natural beauty of Arenan Kalikesekek.

2. Collaborate with popular TikTok users and influencers to expand the reach of destination promotions.
3. Promoting Arenan KalikeseK through a TikTok campaign that engages users to create creative content about it.
4. Using the beauty of nature as the main attraction of TikTok content to attract users who are looking for a unique natural tourism experience.
5. Increasing the reach of Arenan KalikeseK promotions by working with influencers from TikTok users who are interested in tourism and nature.

W-O (Weakness – Opportunity) Strategy

This strategy is used to minimize existing weaknesses to take advantage of existing external opportunities. Alternative strategies that are formulated are;

1. Hold training and education sessions on how to use the TikTok application for visitors and destination managers.
2. Work with digital marketing experts or build a team to manage marketing campaigns using TikTok.
3. Conducting educational campaigns to inform visitors about the opportunity to use the TikTok application at Arenan KalikeseK.
4. Improving the quality of TikTok content by increasing digital marketing capabilities and human resources.
5. Build relationships with visitors who use TikTok to share their positive experiences and suggest their friends to visit Arenan KalikeseK.

S-T Strategy (Strength–Threat)

This strategy is a defensive strategy to use all internal strengths and overcome threats. The alternative strategies formulated are;

1. Promote the natural beauty of Arenan KalikeseK through interesting TikTok content to differentiate itself from similar destinations.
2. Track activities and content shared by similar tourist destinations on TikTok to find marketing gaps that have not been identified by Arenan KalikeseK.
3. Increasing the use of the TikTok application as the main platform for uploading videos and visual content that displays the beauty of nature and rides at Arenan KalikeseK.
4. View trends and promotional activity on TikTok from similar locations to find opportunities to develop and improve marketing strategies.
5. Improving the quality of destination management to compete with similar tourist destinations that also use TikTok as a promotional tool

W-T Strategy (Weakness - Threat)

Strategies used to minimize weaknesses to avoid threats

1. Improve the overall quality of destination management and visitor experience to avoid negative content shared by TikTok users.
2. Follow trends and effective marketing strategies used by similar destinations using TikTok to minimize competitive threats
3. Improve the management and maintenance of the destination to avoid negative content or complaints that may appear on TikTok
4. Conduct surveys and research to understand potential complaints or issues that can be resolved to reduce the threat of negative content on TikTok

5. Build a positive reputation on the TikTok platform by responding to and addressing visitor issues quickly and effectively.

The Effectiveness Of Using The Tiktok Application As A Promotional Tool For Tourist Destinations In Arenan Kalikese

Arenan Kalikese has experienced an increase in visitors due to the tiktok application. Based on the findings of the research that has been done, it is known that the use of tiktok as a means of special promotion of tourist attractions can help increase the number of tourists visiting Arenan Kalikese. Video content that is interesting, educational, and makes people curious can tempt tourists to visit these places. By using the TikTok application, tour operators and local governments can create video content that is interesting and relevant to tourist destinations. In the review it is known that video content featuring natural advantages, holiday destinations, culinary, and territorial culture is a factor that attracts tourists to visit Arenan Kalikese.

In addition, the use of the tiktok application allows tourist destinations such as Arenan Kalikese to reach a wider and more diverse audience, including the younger generation who are more accustomed to using technology and social media. Based on reviews, most of the tourists who visit Arenan Kalikese are young people who really like traveling to new places and sharing experiences through virtual entertainment.

However, even though the use of tiktok by Arenan Kalikese as a means of transporting objects for a limited time has been successful, there are still stages or obstacles that must be maintained. The lack of ability and information that is expected to present video content that is interesting and in accordance with tourist locations is one of the obstacles faced. As a result, to use the tiktok application as a unique tool, travel industry players and local regional governments need assistance and preparation.

To reach tourists who are unfamiliar with the tiktok application, additional social media platforms such as Instagram and YouTube must also be considered. By utilizing various social media platforms, tourist destinations such as Arenan Kalikese can reach a wider and more diverse audience. This will make travelers pay more attention to this objection and be more interested in going there. The number of visitors to Arenan Kalikese as a whole has increased due to the use of the tiktok application as a marketing tool. In order for tourists to use the TikTok app, tourists need to know how to use other forms of virtual entertainment and how to present engaging and relevant video content to tourist destinations.

Constraints Or Obstacles Encountered In Using The Tiktok Application As A Promotional Tool

1. Technological infrastructure and internet access are limited. Arenan Kalikese finds it difficult to involve the TikTok application to display the presence of tourists. Connections are often unstable, laggy, and limited even if the area has internet access. This may have an impact on the difficulty of promoting tourist destinations through the TikTok application as well as the quality of the video content produced.

2. Changing videos, lighting, and other less expected skills can create video content that is interesting and relevant to tourist locations developed on TikTok. However, not all local residents or tourism managers have this ability. As a result, they need preparation and direction to produce high-quality video content.

3. Competition with other tourist attractions In terms of self-promotion on the TikTok application, Arenan KalikeseK tourist attractions must compete with other tourist attractions. Interesting, educational and unique video content is needed to attract tourists and arouse their desire to visit these tourist attractions.
4. The difficulty of attracting tourists who are interested in TikTok. Even though TikTok is a popular application and has many users, there are still many travelers who are interested in the application. In order for Arenan KalikeseK tourist attractions to reach a wider audience, it is also necessary to consider the use of other forms of web-based entertainment, such as Instagram or Facebook.

Solutions To Obstacles Or Obstacles Encountered In Using The Tiktok Application As A Promotional Tool

1. Help and instructions in using the TikTok application. Travel industry inspectors and local state administrations can provide training and assistance to TikTok users in providing engaging and applicable video content for tourist attractions. Tourism actors can be more adept at producing interesting and educational video content by receiving training both in person and online.
 2. Team up with the powerhouse TikTok. Travel managers can work together with TikTok powerhouses who have a lot of enthusiasts to advance tourist sites in KalikeseK Square. This can be in the form of co-creating video content or leveraging influencer services to promote tourist destinations.
 3. Content must be adapted to the characteristics of the target audience. Traffic supervisors and content creators on TikTok need to understand the qualities of the target market they want to reach and create content that fits those attributes. This will help expand the quality of interesting content and broaden the reach of TikTok subscribers who are interested in visiting tourist attractions in KalikeseK Square.
 4. Utilizing other social media Apart from TikTok, tour managers can promote tourist destinations at the KalikeseK Arena via Instagram, YouTube or Facebook. Promos can reach tourists who are not familiar with the TikTok application by utilizing other social media platforms.
- With these efforts, it is hoped that obstacles in involving the TikTok application for the purpose of advancing tourist sites in KalikeseK Field can be overcome so that the adequacy of TikTok's involvement in expanding tourist visits can be more optimal.

CONCLUSION

Based on research conducted internally and externally at Arenan KalikeseK, the following can be concluded:

1. The TikTok application has great potential as a promotional tool to increase tourist visits to destinations such as Arenan KalikeseK.
2. The development of creative and unique content on TikTok can be a strong attraction to attract tourists.
3. Arenan KalikeseK has natural beauty and unique tourist attractions as its main strength. However, there are still weaknesses in the understanding and awareness of visitors and managers about the use of the TikTok application.
4. Destination management must optimize the use of the TikTok application by developing creative content and collaborating with influencers to expand the reach of promotions.

5. The threat that must be faced is competition with similar tourist destinations that also use the TikTok application and the possibility of negative content being shared by TikTok users.
6. In the TOWS matrix, SO (Strengths-Opportunities) strategies can involve visitors in creating creative content and building partnerships with influencers. WO (Weaknesses-Opportunities) strategies can increase understanding of TikTok and develop expertise in digital marketing.

The ST (Strengths-Threats) strategy can promote natural beauty and improve destination management to differentiate itself from competitors. The WT (Weaknesses-Threats) strategy should focus on improving destination management and dealing with negative content with a quick and effective response.

Implementation of the TOWS strategy can help Arenan Kalikesekek take advantage of the potential of the TikTok application to increase tourist visits, strengthen its position in the digital tourism market, and face existing competition and threats.

REFERENCES

- Ferni Fera Ch Wolah, O. (2016). Peranan Promosi Dalam Meningkatkan Kunjungan Wisatawan di Kabupaten Poso. In *Acta Diurna* (Issue 2).
- Fiantika, F. R., Wasil, M., Jumiyati, S., Honesti, L., Wahyuni, S., Mouw, E., Jonata, Mashudi, I., Hudiyani, A., Aspan, & Yana, N. F. (2018). Peran Tour Agency Orangutan Journey Dalam Peningkatan Kunjungan Wisatawan di Taman Nasional Tanjung Puting Kabupaten Kotawaringin Barat. *Magenta*, 7(1), 35–42.
- Intyaswono, S., Yulianto, E., & Mawardi, M. K. (2016). Peran Strategi City Branding Kota Batu dalam Trend Peningkatan Kunjungan Wisatawan Mancanegara. *Jurnal Administrasi Bisnis*, 30(1), 65–73. administrasibisnis.studentjournal.ub.ac.id%0A
- Pratiwi, N. K. O. (2019). Analisis Swot Untuk Meningkatkan Kunjungan Wisata Di Objek Wisata Goa Gajah Desa Bedulu, Kecamatan Blahbatuh, Kabupaten Gianyar Tahun 2017. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 95. <https://doi.org/10.23887/jjpe.v11i1.20079>
- Putri, L. R. (2020). Pengaruh Pariwisata Terhadap Peningkatan Kota Surakarta. *Cakra Wisata*, 21(1), 43–49.
- Sadya, S. (n.d.). *Pengguna TikTok Indonesia Terbesar Kedua di Dunia pada Awal 2023*. *Pengguna TikTok Indonesia Terbesar Kedua di Dunia pada Awal 2023*. Dataindonesia.Id. Retrieved May 22, 2023, from <https://dataindonesia.id/digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia-pada-awal-2023>
- Saraswati, A. K. (2023). *Potensi Kalikesekek Village di Desa Sriwulan : Pemanfaatan Destinasi Wisata dari Tanah Bengkok Desa*. Wargadesa.Com. <https://www.wargadesa.com/rekreasi/7907898009/potensi-kalikesekek-village-di-desa-sriwulan-pemanfaatan-destinasi-wisata-dari-tanah-bengkok-des>
- Sutrisno, N., & Haryani, A. D. (2017). Influence of Brand and Product Quality on Customer's Buying Decision in South Cikarang Bekasi Regency. *Jurnal Lentera Bisnis*, 6(1), 85. <https://doi.org/10.34127/jrlab.v6i1.169>
- Yanti, D. (2020). Pengaruh Digital Marketing Terhadap Peningkatan Kunjungan Wisata Di Danau Toba The Effect Of Digital Marketing Toward Enhancement Tourist Visit In Toba Lake. *Khasanah Ilmu: Jurnal Pariwisata Dan Budaya*, 11(1), 16–26. <https://doi.org/10.31294/khi.v11i1.7607>