



From Scroll to Stroll: How Ibarbo Park Uses TikTok to Drive Tourist Engagement

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Abstract

The rapid development of social media has made platforms like TikTok a strategic medium for promoting tourism destinations, especially among younger audiences. Ibarbo Park, a developing recreational site in Yogyakarta, utilizes TikTok to build awareness and attract visitors through engaging and interactive content. This study aims to explore the content management strategy implemented on TikTok by Ibarbo Park in promoting its tourism destination. The study aims to get deep understanding how digital content can influence public interest and drive engagement in the tourism sector. Employing a qualitative descriptive method, data were collected through in-depth interviews with content managers and visitors, observations of TikTok activities, and documentation. The research adopts the Circular Model of SOME to analyze the stages of content planning, interaction, and evaluation, while also using the 5A framework to understand audience behavior, from awareness to advocacy.

Keyword: *TikTok, Content Strategy, Tourism Destination, Social Media, Ibarbo Park..*

Abstrak (in Bahasa Indonesia)

Perkembangan pesat media sosial telah menjadikan platform seperti TikTok sebagai media strategis untuk mempromosikan destinasi wisata, khususnya di kalangan audiens muda. Ibarbo Park, sebuah kawasan rekreasi yang sedang berkembang di Yogyakarta, memanfaatkan TikTok untuk membangun kesadaran dan menarik pengunjung melalui konten yang menarik dan interaktif. Penelitian ini bertujuan untuk mengeksplorasi strategi pengelolaan konten yang diterapkan oleh Ibarbo Park di TikTok dalam mempromosikan destinasi wisatanya. Penelitian ini penting untuk memahami bagaimana konten digital dapat memengaruhi minat publik dan mendorong keterlibatan dalam sektor pariwisata. Dengan menggunakan metode deskriptif kualitatif, data dikumpulkan melalui wawancara mendalam dengan pengelola konten dan pengunjung, observasi aktivitas TikTok, serta dokumentasi. Penelitian ini menggunakan The Circular Model of SOME untuk menganalisis tahap perencanaan, interaksi, dan evaluasi konten, serta kerangka 5A untuk memahami perilaku audiens, mulai dari kesadaran hingga advokasi.

Kata kunci: TikTok, Strategi Konten, Destinasi Wisata, Media Sosial, Ibarbo Park.





Introduction

The tourism sector remains one of the key areas receiving consistent attention from the Indonesian central government, primarily due to its substantial contribution to national income. This has driven local governments to actively promote and develop their regional tourism potential. Yogyakarta, in particular, stands out as a prime destination for domestic tourists due to its natural beauty, rich artistic and cultural heritage, traditional customs, and distinctive culinary offerings. The region's accessibility—situated in the heart of Java Island—and its favorable climate further reinforce its popularity among visitors. According to the Ministry of Tourism and Creative Economy, Yogyakarta is ranked as the most-visited destination in Indonesia after Bali (Riana, 2017).

A recent survey conducted by GoodStats, titled “Top City Choices for Indonesians in 2024,” placed Yogyakarta at the top with 71.2% of respondents selecting it as their preferred travel destination. Key attractions influencing this choice include Parangtritis Beach, Prambanan Temple, the Sultan's Palace (Kraton), and modern leisure spots like Obelix Hills. In addition to natural and cultural attractions, Yogyakarta also boasts a growing number of man-made tourist destinations such as Kids Fun, Sindu Kusuma Edupark, Suraloka Zoo, Gembira Loka Zoo, Heha Sky View, and the recently established Ibarbo Park. As competition intensifies in the tourism sector, businesses are increasingly focused on innovative marketing strategies.

The rise of social media has profoundly transformed human behavior—not only in interpersonal communication but also in the realm of promotional activities. Social media platforms offer strategic advantages for tourism marketing, allowing destinations to engage directly with potential visitors and increase profitability (Desika et al., 2022; Prasetyo et al., 2023). Notably, TikTok has emerged as the most frequently used social media platform in Indonesia, with an average daily usage time of 53.8 minutes. As of July 2024, Indonesia recorded the highest number of TikTok users globally, totaling 157.6 million (Fathiyah, 2023), indicating the platform's vast influence in shaping tourism perceptions and engagement.





Ibarbo Park, a new amusement park that has been operating for just two years in Yogyakarta, has swiftly captured public attention and market share. The Sleman Regency Tourism Office reports that Ibarbo Park consistently attracts over 5,000 daily visitors and has emerged as one of the region's most favored tourist destinations, rivaling established venues such as Kids Fun and Suraloka Zoo (Syarifudin, 2025). Its official TikTok account, @ibarbopark, has gained significant traction, amassing 158,000 followers and over 2.3 million likes. The account regularly publishes diverse content, including ticketing information, show schedules, and ride promotions, while also providing direct contact details in its bio for easy access.

Given this context, the present study aims to explore the content management strategies employed by Ibarbo Park's TikTok account using the Circular Model of SOME—comprising the elements of share, optimize, manage, and engage. Additionally, the 5A Model of Tourism—attraction, activity, accessibility, accommodation, and amenities—is utilized to analyze how Ibarbo Park communicates core tourism destination elements through its TikTok content.

Literature Review

Numerous prior studies have investigated social media content strategies, offering relevant insights for this research. One notable study by Huda Mei Fani et al. (2024), titled “Creative Content Strategies in Building Brand Image on Social Media: A Case Study of Yelo Studio,” explored how an individual—Rio Purba—used his personal social media account as a branding tool. Content was categorized into collaboration, entertainment, informative, and educational types. The study concluded that these variations helped shape a strong personal and brand image. While this study focuses on personal branding in creative industries, the current research shifts the focus toward content management for tourism promotion through an organizational account.

Similarly, Mahmudah and Rahayu (2020), in their study titled “Corporate Social Media Content Management on Instagram,” analyzed how a shopping mall used Instagram to communicate with its audience. Using the Circular Model of Social Media (share, optimize, manage, and engage), they identified how content was tailored to promote events, tenants, and





promotions. Although this research shares a theoretical foundation with the current study, it differs in platform (Instagram vs. TikTok) and sector (retail vs. tourism).

In the public sector context, Pratiwi et al. (2020) examined “Social Media Strategy of Bandung City Government’s Public Relations on Instagram During the COVID-19 Pandemic.” This study highlighted how Instagram was used to disseminate public health information, raise awareness about policies, and educate citizens. While both this and the current research aim to understand content strategy, Pratiwi et al. focus on public information management, whereas the present study is concerned with digital promotion and tourist engagement via TikTok.

Ritonga and Fuady (2023), in their work “Content Management Strategy of Morgy Coffee,” studied how the coffee shop utilized Instagram’s interactive features such as Reels, Stories, and Feed to increase visibility and customer interaction. Applying the Circular Model of Social Media, they showed how Instagram can drive audience interest in a local brand. However, their study focused on the food and beverage sector using Instagram, while the present research concentrates on tourism destination marketing through TikTok.

Meanwhile, Salma and Ulil Albab (2023), in their study “TikTok Content Strategy of @jpradarsemarang in Increasing Engagement,” investigated how a local media outlet utilized TikTok, applying gatekeeping theory to analyze its content approach. Although the focus on TikTok aligns with the current study, their theoretical approach and context differ. Salma and Albab were concerned with journalistic content engagement, whereas the current research emphasizes TikTok as a strategic platform for tourism marketing, supported by structured tourism communication models.

Taken together, these studies show that while content strategy and social media management have been widely explored, the novelty of this study lies in its integrated approach. It uniquely focuses on TikTok as a tourism marketing platform, particularly through the case of Ibarbo Park, a newly emerging attraction in Yogyakarta. Additionally, the study applies a dual-theoretical framework: the Circular Model of SOME (share, optimize, manage, engage) and the 5A Model of Tourism (attraction, activity, accessibility, accommodation, amenities). This combination allows for a holistic understanding of how tourism destinations can strategically manage TikTok content





not only to increase engagement but also to influence travel decisions and strengthen destination branding.

Method

This study employs a qualitative research method with a interpretive approach. Qualitative research is characterized by the researcher serving as the primary instrument, and data collection involving inductive analysis and integration of diverse information sources. According to Moleong (2013), qualitative research generates descriptive data in the form of written or spoken words and observable behavior. It is designed to understand phenomena in-depth and comprehensively, focusing on the social context and the meanings attributed to the phenomenon by the research subjects. As noted by Morissan (2012), the purpose of qualitative research is to explore a problem thoroughly by emphasizing detailed facts, which are then analyzed and presented in a narrative format.

This method was chosen to gain a deeper understanding of the content management strategies implemented by the TikTok account of Ibarbo Park within the context of tourism promotion. By obtaining a comprehensive grasp of the approaches and techniques used, the researcher aims to provide accurate and relevant answers to the research questions posed. Through systematic analysis, the study is expected to contribute significantly to the development of content management strategies on social media platforms, particularly TikTok.

The research subjects were selected as data sources capable of providing insight related to the research problem (Adhimah, 2020). The selection of informants was conducted using a purposive sampling technique, which involves choosing participants based on specific criteria. In this case, the key criterion was the informants' familiarity and relevance to the data required. Two members of the Social Media Specialist Team at Ibarbo Park and five visitors who are active TikTok users were selected as informants. In addition, secondary data were obtained through literature review and document analysis relevant to the research topic.





The data analysis technique included the processes of data collection, reduction, organization, verification, and conclusion drawing. To ensure the validity of the findings, the study applied credibility and confirmability checks by conducting triangulation using multiple sources—comparing data from various primary sources (interviews with different informants) and secondary sources (literature and documentation).

Results and Discussion

Ibarbo Park implemented all four stages of the content management strategy in alignment with the Circular Model of SoMe. The first stage, Share, encompasses where the audience is located, the type of network, and the medium through which the content is shared. It involves participation, connection, and building trust. Participation is crucial as it determines the focus of the message and trends followed. Ibarbo Park's TikTok content is ideated collectively by the digital marketing team, who brainstorm and produce daily content based on current trends.

Unlike many other attractions, Ibarbo Park differentiates its strategy by integrating storytelling and personal branding. A unique feature is the frequent appearance of the park's owner in videos, serving as the main talent. The owner presents content with humor and entertainment, establishing a personal and memorable connection with the audience.



Source: TikTok @IbarboPark (2024)

Figure 1. Owner of Ibarbo Park TikTok Presence as a Talent

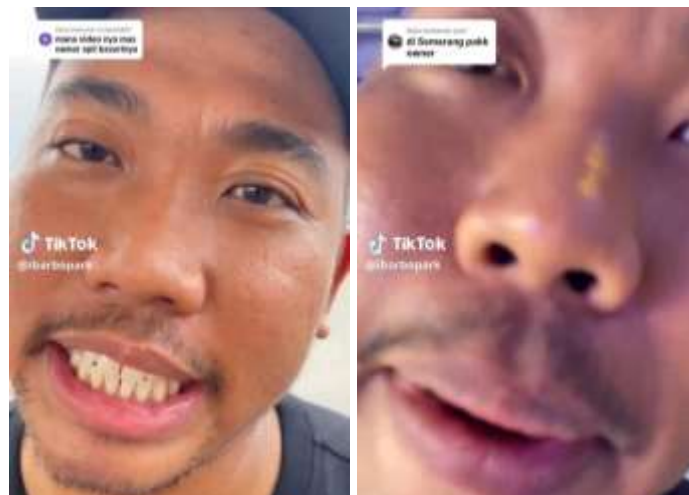




Interestingly, the figure known as “Owner,” who frequently appears in TikTok content on @IbarboPark, is not the actual owner of the tourist destination. Based on interview findings, it was revealed that the character is actually one of the staff members from the Social Media Specialist team who consistently plays the role of the owner as part of a content strategy designed to build narrative and enhance personal branding. This strategy has fostering emotional engagement with the audience, to the point where many members of the public genuinely believe that the individual is the real owner of Ibarbo Park. This is evident from numerous TikTok comments referring to him as “Pak Owner,” and from visitors who have sought him out on-site to take photos together.

TikTok was chosen as the primary platform due to its features that enhance content visibility, such as trending hashtags, and preference-aligned formats. The Connect aspect of Share is reflected in timely and relevant posts. Ibarbo Park’s team tailors content based on social media algorithms and audience preferences. To build trust, they respond to DMs, like comments, and reply with video or text responses, emphasizing a feedback-oriented communication style.

In the Optimize stage, which aims to maximize interaction and brand impact, Ibarbo Park combines listening to conversations and engaging in authentic interactions. Rather than simply following existing trends, they often initiate their own, such as using distinctive video elements like close-up facial zooms, creating a strong visual identity.



Source: TikTok @IbarboPark (2024)

Figure 2. Owner of Ibarbo Park Close-up Facial Zooms Content





They also collaborate with influencers to extend reach and credibility. However, some visitors reported a gap between promotional content and actual experiences, particularly regarding the representation of attractions. This indicates a need for transparency to manage visitor expectations effectively.

In the Manage stage, the park actively monitors audience interactions and social media conversations. The team discusses internally before responding to negative feedback to ensure thoughtful responses. Feedback is used not only for future content improvements but also to enhance services. This reflects their commitment to long-term audience engagement and service excellence.

The final stage, Engage, addresses how, when, and with whom the social media platform interacts. Ibarbo Park builds deeper audience connections through regular and interactive content, including Q&A videos and audience-driven feedback. The use of the park's owner as the face of the content supports authentic engagement and increases relatability.

Ibarbo Park identifies its audience—mainly youth and families who rely on TikTok for entertainment and information. Their focus on TikTok over other platforms ensures stronger community building and targeted engagement. Their content strategy includes comedic elements, challenges, and trending formats to entertain and inform.

Using the 5A of Tourism framework, the study found that under Attractions, Ibarbo Park uses TikTok to highlight its signature features like Crazy Ride, Haunted House, and Pink Flash, as well as interactive shows like Snow Show and Cartoon Parade. Despite this, content variety remains limited, often focusing on specific rides and overlooking other experiences like cultural performances or animal interactions.

For Accessibility, while TikTok posts provide basic ticket and information parking lot for buses (which carry a lot of tourist groups), they lack guidance on transportation access—critical for visitors from outside Yogyakarta. Observations confirmed the absence of direct public transportation access, highlighting a need for more practical travel content.

Regarding Accommodation, despite Ibarbo Park being a busy destination, nearby lodging information is missing from their content strategy. Collaborations with nearby hotels such as





Ramadha by Wyndham, Java Village Resort, and others could provide mutually beneficial promotions and improve visitor planning.

For Amenities, the park offers key facilities like toilets, prayer rooms, canteens, health services, and souvenir shops, but these are rarely featured in TikTok content. Highlighting these services could reassure and attract more diverse visitor groups, especially families or school trips. Under Activities, Ibarbo Park showcases some experiences like rides but neglects others like feeding animals or culinary classes, despite their educational and interactive value. These could be leveraged for stronger storytelling and engagement.



Source: TikTok @IbarboPark (2024)

Figure 3. Attractions, Activities, Accessibility, and Amenities at Ibarbo Park

Overall, while Ibarbo Park's current TikTok content focuses on visual attraction, it underutilizes storytelling and informative elements that could enhance the representation of all five tourism components. By diversifying content to include accessibility, accommodations, and amenities, Ibarbo Park can boost audience engagement, trust, and brand image. Their integration of The Circular Model of SoMe and 5A of Tourism demonstrates the effective use of social media for tourism promotion, though attention to expectation management and content authenticity remains key for sustainable growth.





Table 1. 5A of Tourism Elements on TikTok @IbarboPark

No.	Element	Availability	Description
1	Attraction	✓	Highlight its signature features like: Crazy Ride, Haunted House, and Pink Flash.
2	Accessibility	✓	Information about parking area; absence of public transportation access information.
3	Accommodation	X	No content available
4	Amenities	✓	Restaurant, Souvenirs, ATM, Prayer Room.
5	Activities	✓	Same as attraction, including Snow Show and Cartoon Parade; No content about feeding animals or culinary classes activities even though it could be a highlight.

Source: Research Findings (2025)

Based on the analysis presented in the table above, it is evident that Ibarbo Park has not yet fully optimized the use of TikTok as a platform to promote their amusement park as a tourist destination. The content predominantly focuses on two elements: Attractions and Activities, which is understandable considering the nature of their business as a theme park centered around these two aspects.

However, there remains significant room for improvement, even within their core elements. For instance, incorporating more content related to interactive activities such as animal feeding or culinary classes could enhance audience engagement. The amenities element also requires greater frequency in content production and publication, to highlight facilities that support visitor comfort.





In terms of accessibility, content creation is limited due to the lack of available public transportation routes to Ibarbo Park. Additionally, accommodation-related content has yet to be considered, likely due to the limited number of nearby lodging options and the absence of formal partnerships between Ibarbo Park and local hotels.

Conclusion

This study reveals that Ibarbo Park has implemented a distinctive storytelling strategy through the impersonation of a fictional owner figure, which has become a recognizable persona on TikTok. By consistently portraying this character in humorous and relatable content, they successfully create a unique brand identity that fosters emotional engagement and strengthens its digital presence. This persona-based content highlights how narrative strategies and character-driven branding can significantly enhance audience connection and recall.

Moreover, the content strategy of Ibarbo Park shows a strong emphasis on two key tourism elements: Attractions and Activities. This aligns with their core business as a theme park. However, the analysis indicates that content production still lacks balance across other essential dimensions of tourism marketing—namely Accessibility, Accommodation, and Amenities. Interactive experiences, while available on-site, remain underrepresented in their TikTok content. Likewise, amenities and visitor services are seldom showcased.

The absence of public transportation and limited lodging options near the park pose challenges for content related to Accessibility and Accommodation. Additionally, the lack of partnerships with local hospitality providers has prevented Ibarbo Park from expanding its communication in these areas. This presents an opportunity for future improvement.

In conclusion, while Ibarbo Park has demonstrated creativity and audience awareness in leveraging TikTok as a promotional tool—especially through persona branding and visual storytelling—there is untapped potential in diversifying content to address the full spectrum of visitor needs. A more comprehensive content management strategy would not only enhance visitor experience but also reinforce the park's positioning as a well-rounded, visitor-ready tourism destination.





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