

## ABSTRACT

### ***TOURISM MESSAGE PRESENTATION ON THE TIKTOK ACCOUNT @BOBOBOX\_ID (Qualitative Content Analysis of Bobocabin Content for the Period February 2023 – February 2024)***

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*Bobocabin is an innovative venture by Bobobox Indonesia, featuring units across various tourist destinations in Indonesia. TikTok is one of the social media platforms utilized by Bobocabin for promotion and dissemination of information about these tourist spots. This study aims to analyze the presentation of tourism messages on the TikTok account @bobobox\_id during the period from February 2023 to February 2024. The main focus of this research is to understand how the form of message presentation in TikTok content can enhance tourism for Bobocabin Indonesia and how the content has evolved following recognition by the Deputy Minister of Tourism and Creative Economy (Wamenparekraf). The method used in this study is qualitative content analysis, categorizing the content into message content, message theme, message response, and message format. The results of the study indicate that the message content is predominantly entertaining, the message theme is largely exploratory, the message response is generally positive, and the most dominant message format is video. The interesting findings of this research indicate that the use of Entertain messaging content, with an Exploration theme, and the use of Video format in the tourism content on the TikTok account @bobobox\_id, has received positive interaction responses from the audience.*

**Keywords:** *TikTok, Tourism, Bobocabin, Qualitative Content Analysis, Message Presentation Warning System.*

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