


ANALYSIS OF PROMOTIONAL MEDIA ON TIKTOK ACCOUNT @ SURABAYA ZOO (KBS) IN INCREASING VISITOR INTEREST

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Article Info	ABSTRACT
<p>Article history: Received Jan 30, 2024 Revised Feb 29, 2024 Accepted Mar 30, 2024</p> <p>Keywords: <i>Social Media, TikTok, Promotion</i></p>	<p>General Background: Surabaya Zoo plays a critical role in wildlife conservation, education, research, and tourism, aiming to preserve biodiversity while engaging the public. Specific Background: The zoo's promotional efforts, particularly through social media platforms like TikTok, are increasingly recognized for their effectiveness in attracting visitors. The @ Surabaya Zoo Surabaya TikTok account has seen significant growth in followers and engagement, indicating a successful strategy. Knowledge Gap: Despite this success, there remains a lack of comprehensive research evaluating the relationship between TikTok promotional strategies and visitor interest, particularly through qualitative methodologies that provide deeper insights. Aims: This study aims to evaluate and improve Surabaya Zoo's promotional efforts on TikTok by employing interpretative qualitative research methods. It seeks to understand how the zoo's content affects visitor interest and engagement. Results: Preliminary findings suggest that the TikTok strategy effectively raises awareness and encourages repeat visits to the zoo. Engagement metrics, including impressions and comments, demonstrate a positive correlation with visitor interest. Novelty: This research contributes a unique perspective by linking qualitative data with promotional effectiveness on social media, particularly within the context of wildlife conservation institutions. Implications: The results provide valuable insights for Surabaya Zoo's management, offering guidance on optimizing promotional strategies through the 7Ps framework: Product, Price, Place, Promotion, People, and Process. This study underscores the importance of adaptive social media strategies in enhancing visitor engagement and promoting wildlife conservation efforts.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

Information and communication technology is a global development of the 21st century characterized by the widespread use of information and communication technology in society. The utilization of information and communication technology in society presents a challenge that cannot be separated from human life, one of which is that information and communication technology serves as a tool to develop human potential. In this case, it is necessary to understand that in life, there is no point in rejecting technological development, especially in the form of communication technology [1]. Communication technology in Indonesia is becoming increasingly advanced. One example is the internet. The internet has reached almost every corner of the village. All human activities are now digitized, including governance, economy, politics, socio-culture, diversity, and various other aspects, all of which are connected to the internet. The internet is used to facilitate all activities. Both within the family environment and in society. In the home environment, the internet is often used for various activities, including promoting livelihoods, business partnerships, entertainment, and even social media [2].

Social media is one of the developments in digital technology that allows people to easily communicate with many others regardless of location using the internet. Many people love social media, in fact, many people think and use social media [3]. There are many benefits to using social media, so that the community can showcase their portfolios, build networks, and promote their products and services on social media. Social media is an online platform because it requires the internet to use it [4]. In social media, interactions are not only conducted through written text but also through images and videos. Because of that, many people use social media for various needs. Because it is comfortable to use social media as a communication tool, many people take advantage of social media for promotional activities [5]. Therefore, marketers will need to be more creative when promoting through social media. Social media can be accessed not only from computers but also through smartphone applications. Smartphones also provide easy access to social media, allowing it to be accessed anytime and anywhere [6]. Many platforms and applications support the creation of videos with entertaining content for smartphone users. One of the most trending social media platforms right now is TikTok. The TikTok application is a social networking and music video platform from China that was launched in September 2016 [7]. This application is used to create short music videos. Especially, this application is very popular among many people, whether adults, children, or minors. TikTok is an application that provides entertainment to its users through a feature of videos lasting one minute. Simply put, TikTok is a social platform for video sharing that is integrated with music, TikTok, and is also listed on the Play Store, which itself is an application store developed by Google that makes it easier for device users to access applications and other applications similar to TikTok. According to the head of content and user operations at TikTok Indonesia, the video platform has seen a 20% increase in users since the implementation of PSBB and the shift to working from home.

Generally, they use TikTok to alleviate boredom while staying at home during the pandemic. The use of TikTok has increased drastically during the pandemic, not only in Indonesia but also in the United States. According to data from the research firm Comscore, TikTok has attracted 25,000,000 visitors since October last year until March 2020. During the lockdown implemented in mid-February and March 2020, the number of users surged to 12,000,000. The number of cases has increased almost twofold compared to the previous month. The characteristics of the product can play an important role in the consumer's decision-making process. Here are several factors that influence consumer purchasing decisions through social media: 1) Influencer reviews, influencers are individuals who have a large number of followers on social media. Influencer marketing is widespread, especially on social media platforms like TikTok. 2) Building brand awareness through social media and advertising. Social influencers promote products with certain brands and share their opinions with their followers. The brand must be distinctive and easily recognizable, and its information must be accessible to all users. By observing active social behavior and creating quality content for followers or consumers, they can enhance their image and credibility while attracting new followers. Social media marketing reaches more users, and advertising can lead to the reconsideration of the targeted audience. This means they are encouraged to take more strategic actions that help them achieve marketing goals while also maximizing resources. In addition, these features also create a new culture in cross-channel shopping. Consumer behavior involves conducting online research and comparing prices and products before making purchasing decisions. The benefits of cross-channel shopping for business practitioners are that it can provide all the information consumers need and strengthen their loyalty to the brand being built. Cross-channel shopping is the best way to add value to the consumer shopping experience. Examples of this are a great way to build engagement with potential visitors, and offering different payment or refund options will make it easier for visitors to make a decision [8].



Figure 1. TikTok User Engagement[9]

Because of that, it is important to consider the effectiveness of using social media like TikTok as a form of advertising. Curating TikTok content in Surabaya can provide many benefits to various parties. Surabaya animal shelters can use TikTok to enhance their marketing strategies, increase awareness and education about animals, and conduct fundraising campaigns. Users can use TikTok to get entertainment and education about animals [10]. Surabaya Zoo is a tourist spot that is worth visiting with family. Surabaya Zoo offers a variety of animals that are interesting to see and various facilities that are comfortable for visitors [11].

Promotional Media is a promotional tool available on the TikTok cashier app to help more people find videos, bring more people to the website, and increase the chances of the website gaining followers. The meaning of the video will be displayed as an advertisement during the promotion period. The photo shows one of the promotional periods conducted by the Surabaya Botanical Garden Tourism Management Agency [12]. Promoting the role of important players is an effort to improve communication, offers and services through self-advertising. This aims to increase the interest of tourists who have visited or plan to visit the tourist attraction again. One of the promotions carried out by the Surabaya Zoo Tourism manager is by using content shared on social media (TikTok) or directly providing interesting content to visitors. This promotion can provide relevant information to potential tourists, offer a knowledge base, and be a motivation to visit Surabaya Zoo Tourism [13]. If the marketing strategy is implemented correctly, it will stimulate visitors' interest in the attraction and also increase the likelihood of repeat visits from those who have already been there.

Surabaya Zoo's TikTok strategy has proven successful in attracting visitors. This is related to the number of followers that continues to increase and engagement (likes) that continues to decrease. TikTok has also successfully raised awareness about Surabaya Zoo and encouraged people to visit Surabaya Zoo. Surabaya Zoo is one of the favorite tourist destinations in East Java. However, in recent years, the number of visitors to Surabaya Zoo has decreased. This is caused by several factors, such as the emergence of new tourist spots, changes in people's lifestyles, and the COVID-19 pandemic. To address the decline in visitor numbers, the Surabaya Zoo has implemented various efforts, one of which is using social media to promote itself. One of the social media platforms used by Kebun Binatang Surabaya is TikTok. TikTok is a social media platform that is popular among young people. This platform allows users to create and share short videos. Surabaya Zoo uses TikTok to share various content, including information about animals, educational and conservation activities, and promotions and events at Surabaya Zoo. This study aims to analyze the promotion of the TikTok @ Surabaya Zoo account in increasing visitor interest. The tourism object continues to carry out development, expansion of wildlife habitats, and renovation of facilities. With a focus on visitor experience, Surabaya's Binatang Garden has won several awards, including the title of "Best Botanical Garden in Indonesia" at the Indonesia Travel and Tourism Awards 2019.

The success of Surabaya Zoo demonstrates how utilizing local potential and sustainable investment in tourism development can have a positive impact on the city's image. With a prestigious reputation and numerous awards, Surabaya Zoo not only serves as a local attraction but also receives national recognition, thus increasing the number of tourist visits and significantly contributing to Surabaya's overall economy [14]. The city of Surabaya is the capital of the East Java province, which is part of the Unitary State of the Republic of Indonesia. Surabaya also holds the title of a metropolitan city and is the second-largest city in Indonesia after Jakarta.

The previous research First, the research titled “(promotional strategies for tourism in enhancing social awareness in increasing visitors to tourist villages)”. This type of research is descriptive, using qualitative research methods. The result of social media marketing is that it has a significant impact on the promotion process and can increase the number of visitors to tourist attractions. Second, the research titled “(utilization of social media as a promotional tool in increasing the number of visitors to the beaches of Ngurbloat, Southeast Maluku)” [15]. The type of research is descriptive, using a qualitative method with a case study approach. The results of this research are to utilize social media as a promotional tool for Ngurbloat Beach, which is a feature that is considered by social media. In the process of presenting the product (Ngurbloat Beach) to potential customers or visitors, social media is very effective in conducting promotions. One of the results is that many visitors understand Ngurbloat Beach and come to Ngurbloat Beach to enjoy the services and facilities offered there. Third, the research titled “(analyzing cyber public relations strategies in increasing the number of visitors)” [16]. This type of research is descriptive, using a qualitative method with a narrative study approach. The results of the implementation are a cyber public relations strategy for Trans Studio Mall Makassar in increasing the number of visitors through several stages, namely program planning, planning for cyber media, concept planning, and planning to increase the number of visitors. Implementing cyber public relations strategies in shopping malls to increase visitor numbers, including through social media like Facebook, Instagram, and online platforms like dertrik.com, serves as a public relations tool to disseminate information, promotions, events, establish content and targets, and promote postings.

The difference between the previous and the latest analysis shows that TikTok has a significant impact on the promotional process and can increase visitor interest. The success of the management in utilizing TikTok to promote Surabaya Zoo is a feature that is favored by social media. In the process of showcasing Surabaya Zoo's products to potential visitors, social media is very cost-effective in conducting promotions, one of which is that many visitors become aware of Surabaya Zoo to enjoy its services and facilities. The results of the research indicate that the Surabaya Bird Park, in increasing the number of visitors, has gone through several stages including program planning, planning that includes TikTok, concert planning, and planning to attract more visitors. The implementation of TikTok at Surabaya Zoo in increasing the number of visitors

through social media (TikTok) serves as a public relations tool to convey information, promotions, events, establish content and targets, and promote postings.



Image 2. KBS TikTok Profile Page[17]

From a video shared by TikTok account @ Surabaya Zoo, there is a handy counter for local and international visitors to inform them about the “Buy 5 Get 1 Free” promotion at Surabaya Zoo. This promotion is valid from February to March 2024. Therefore, the development of this area will be important in increasing the interest of visitors to Surabaya Zoo. The content shared by the TikTok account has received 5,377 likes, 479 comments, 795 saves, and 1,465 shares.

METHODS

Sugiyono (2020: 9) states that qualitative research methods are interpretative-based methods used to understand social phenomena, and are important tools for researchers [18]. The data collected through a combination of observations includes direct observations of the content being posted, responses from visitors, as well as performance data such as the number of views, comments, and other interactions. By considering these factors, the effectiveness of the promotion strategy for the Surabaya Animal Park on TikTok can be evaluated in increasing visitor interest [19]. For example, analyzing the content that is most liked or receives positive responses, as well as identifying trends or patterns that emerge from interactions with the audience, Surabaya Zoo can adjust and enhance their promotional strategies to attract more visitors to the zoo.

RESULTS AND DISCUSSION

In the survey, there are several questions that support the resolution of the problem formulation in this survey, regarding the interest in visiting the Surabaya Zoo by both past

and potential visitors, as well as the TikTok account to attract visitors' interest to keep visiting the Surabaya Zoo. Based on the results with visitors and the public related to Surabaya Zoo, it can be said that the TikTok account @Kebun Binatang Surabaya through the TikTok application has a significant impact on increasing ticket sales for Surabaya Zoo. Besides using TikTok, Surabaya Zoo also monitors several social media accounts (Instagram, TikTok, YouTube, etc.) [20]. But TikTok has the highest ranking in online ticket sales for Surabaya Zoo. (TirkTok). Buyers prefer on-the-spot (OTS) purchases at the location. Because for me, diving into the location (Kerbun Birnatang Surabaya) has a lot of promotions. The Surabaya Zoo team provides ease of ticket transactions, including the option for cash payments and online transactions through TikTok, mobile banking (all banks), e-wallets, Dana, ShopeePay, OVO, Gopay, and others [21].

The results of research conducted together with Mrs. Lattice as public relations Surabaya Zoo get a lot of information-irnfornation that is Surabaya Zoo tells TikTok Surabaya Zoo adjusts the situation and conditions for example approaching Eid prepare promos to attract visitors brought in guest star (guest star) irrenner ghea and maretha primadani and other interesting entertainment. The environmental conditions of cleanliness of animal identification keepers, responsible for animal hygiene, feeding, and maintaining health are responsible for reporting if there are sick animals reported to the animal health department, feeding is done twice a day even though it has been provided by visitors as well, and general cleanliness is carried out by janitors in the Surabaya Zoo environment, Surabaya Zoo staff totaling 242 staff, the origin of content creation on the @ Surabaya Zoo account starting April 27, 2021 until now, conservation program is a planned breeding arrangement program and high visitor interaction there must be certain visitors buying food for animals, food has been provided by Surabaya Zoo staff, testimonials from many student guardian visits bring stories after returning from the zoo for educational education to groups of school children in two regular (free without a guide) and package systems (provided guidance), Many followers (before 2023 it was not how viral) after that turn on every day the content of at least two contents every day during busy hours depending on the condition of the zoo is crowded or not, it is not possible if there are promos to reach 4 TikTok content, then the flayers (photos) in TikTok are reduced so that all are in the form of videos (the duration of broadcast is one minute or less than one minute), TikTok target every month 100. 000 content every month. Documentation includes photos with Surabaya Zoo public relations (Mrs. Lintang), animals at Surabaya Zoo, and photos with visitors. Furthermore, joint research with Mr. Rian as a Surabaya Zoo visitor from the city of Jombang, he got information about the Surabaya Zoo TikTok account through from elementary school, the current condition of the Surabaya Zoo is good, then a joint interview with Mr. Reza as a Surabaya Zoo visitor from the city of Ngawi, he got information about the Surabaya Zoo TikTok Account through the internet (Google), the current condition of the Surabaya Zoo is quite good. Furthermore, an interview with Mr. Yuri as a visitor to the Surabaya Zoo from the city of Kediri, he got information about the Surabaya Zoo TikTok account through his parents,

the current condition of the Surabaya Zoo is quite good, and the last research together with Mrs. Robi as a visitor to the Surabaya Zoo from the original Surabaya city he got information about the Surabaya Zoo TikTok account starting from childhood, the current condition of the Surabaya Zoo is better than it used to be. Based on the questions of several people above, it can be concluded that visitors are very effective so that visitors can monitor the content on the TikTok @ Surabaya Zoo account to increase sales every month. Surabaya Zoo started these contents since April 2021 until now. Content is scheduled and consistent every day so that TikTok users can find out about the latest video activity. Visitors tend to visit during school holidays, red dates, weekends which are filled with visitors ranging from babies to the elderly. The important things to know about TikTok accounts, namely: 1. provide captions on good content so that visitors can understand the content of the content, 2. provide special promotions when purchasing admission tickets at the Surabaya Zoo tour at certain times only.

From the data collected, if the theory referred to in this study is that the TikTok @ Surabaya Zoo account through the marketing strategy used by the TikTok @ Surabaya Zoo account includes the 7p marketing mix as follows:

1. Price: Picture or Poster Price



Picture or Poster of Price[22]

Surabaya Zoo's entrance ticket price strategy (htm) is quite affordable compared to other zoos. Ticket purchases can also be made by buying on the spot (ots) or via online (TikTok). To save on ticket purchase prices we recommend buying in groups, in order to get a discounted ticket price sold by the Surabaya Zoo. It is best if we want to visit the Surabaya Zoo on weekdays to avoid crowds and crowds.

2. Place: TikTok

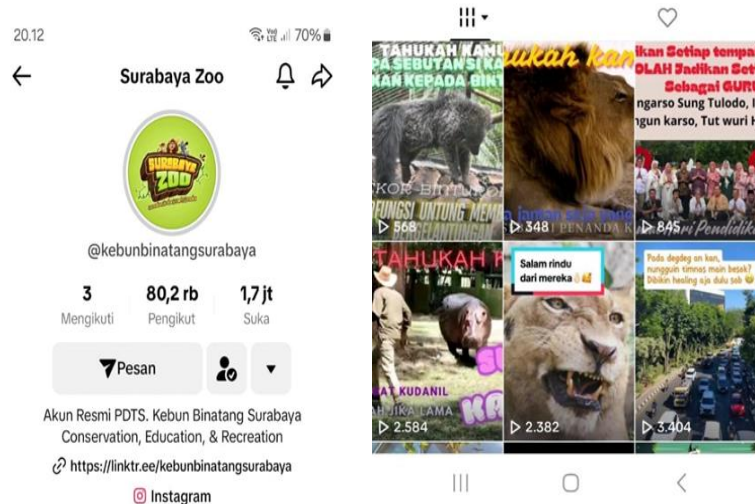


Figure 4. TirkTok[23]

The place strategy carried out by the Surabaya Zoo is quite effective in increasing visitor interest, namely by choosing a unique and interesting theme. Educational and informative videos about the animals at the Surabaya Zoo and there are funny videos as entertainment about the experience at the Surabaya Zoo. Trained, funny and popular animals can be posted through TikTok content. Choosing a place on TikTok is very important to reach the right target audience and increase the visibility of Surabaya Zoo.

3. Promotion: Promotional Poster



Figure 5. Promotional Poster[24]

The purpose of ticket sales promotion is to increase sales and increase the number of customers. So it is necessary to do a strategy with the celebration of one year lion dona and bima that will be given a beautiful and attractive doorprice (merchandise) from Surabaya Zoo. Based on research that Surabaya Zoo not only sells tickets online through the official website of Surabaya Zoo <https://www.surabayazoo.co.id> and offline purchases. In the promotional poster there were 31,000 viewers. With a poster like this, it can utilize TikTok content that reaches many people and attracts the attention of more Surabaya Zoo visitors.

With effective pricing, location, and promotion, Surabaya Zoo can use TikTok as a powerful marketing tool. By focusing on ticket value, location uniqueness, and creative promotional strategies, it can attract more viewers and encourage visits to Surabaya Zoo [25]. With this, the TikTok @ Surabaya Zoo account can expand its reach, attract more viewers, and encourage more people to visit Surabaya Zoo. According to Fauzan, promotion is a form of communication by promoting, persuading and reminding consumers to buy these products or services [26].

4. Product: Example of Educational Content



Figure 6. Example of Educational Content[27]

Product strategy (product) how companies provide products that can meet the needs and provide consumer satisfaction to increase sales volume and increase market

share. Products include basic products that are actually needed by consumers, by the way TikTok content has become a very popular social media platform with great potential for marketing products such as educational and entertaining content for various animals at the Surabaya Zoo, interesting facts, funny stories about interactions between animals and humans. With the celebrations and endorsements, it gets more attention and popularity among visitors' interest.

5. People: KBS employees



Figure 7. KBS employees[28]

People strategy friendly and professional employees, as experienced and knowledgeable tour guides of animals and their habitats. Showing the stories and daily life of Surabaya Zoo employees and staff in caring for and interacting with animals. This can build an emotional connection with the audience and show Surabaya Zoo's dedication to animal welfare. Demonstrate Surabaya Zoo's commitment to conservation and education.

6. Process: KBS Entrance Ticket Picture



KBS Entrance Ticket [29]

Strategy process Surabaya Zoo applies effective and efficient ticket sales to provide comfort for visitors and increase revenue Surabaya Zoo. Visitors can buy tickets directly at the Surabaya Zoo ticket counters available at several entrances. Ticket officers will serve ticket purchases in a friendly and proportional manner. Various payment methods are available such as cash and non-cash. Ticket purchases can be made through the TikTok @ Surabaya Zoo account. Visitors who already have a ticket will have their ticket checked at the entrance by the officer.

7. Physical Evidence: Picture of KBS Environment



Figure 9. Picture of KBS Environment[30]

Physical evidence strategy although this is more applicable to physical products, but for Surabaya Zoo on TikTok physical evidence can be in the form of: good video quality and attractive, clean and well-maintained appearance of Surabaya Zoo which is highlighted in this image. The professional and informative impression of the content produced, as well as the presence of the animals looks well maintained and the Surabaya Zoo employee staff shows high dedication to the animals and the Zoo. And the supporting facilities and infrastructure at the Surabaya Zoo are well maintained.

Based on the 7p marketing mix analysis on the TikTok @ Surabaya Zoo account, it can be concluded that the Surabaya Zoo has applied a good and effective marketing mix strategy in increasing visitor interest. This can be seen from the increasing number of visitors who come to the Surabaya Zoo, both from domestic and foreign tourists. The success of Surabaya Zoo in increasing visitor interest can also be seen from the many positive comments given by visitors on the TikTok @ Surabaya Zoo account. The comments show that visitors are satisfied with their experience at Surabaya Zoo.

Analysis of the Surabaya Zoo TikTok account promotional media in increasing visitor interest. The results are as follows, interesting and educational content: short videos that show the funny behavior of animals at the Surabaya Zoo, interesting information about animals and their habitats, educational videos about animal conservation, interactive content such as quizzes and challenges.

The content is packaged creatively and entertainingly, so that it attracts audiences and various age groups. The educational content helps to increase public knowledge about animals and the importance of conservation. The use of appropriate hashtags helps to increase visibility on the TikTok account and makes the content easy to find by the audience. Collaboration with influencers to promote their accounts. This has proven effective in generating reach for the Surabaya Zoo account and attracting new audiences. Engagement (feedback) Surabaya Zoo actively interacts with users on TikTok discussing comments, answering questions and holding live streams. This helps to build a good relationship with the audience and increase royalties. Data analysis of the results of the promotional media strategy shows an increase in the number of visitors to the Surabaya Zoo TikTok account and increases the number of visitors at the Surabaya Zoo.

CONCLUSION

This conclusion is from the results of research using descriptive qualitative methods with content observation and overall research results from researchers, Surabaya Zoo shows a good example of using TikTok as a promotional platform to increase interest and the number of visitors. This research can provide insight for other institutions that want to utilize TikTok for promotional purposes, through the 7Ps namely Product, Price, Place, Promotion, People, Physical Evidence, and Process, and provide guidance for Surabaya Zoo management to optimize promotional strategies on the platform. The TikTok @ Surabaya Zoo account has become one of the effective media for visitor

interest and regular data analysis is carried out, proving successful in attracting new audiences and increasing the number of visitor interest at the Surabaya Zoo, can increase the effectiveness of promotional media on TikTok, achieving the goal of attracting more visitor interest.

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