



**INCREASING TOURISM WITH SOCIAL MEDIA *TIKTOK*
AFTER COVID-19**

**UNDERGRADUATE FINAL PROJECT
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

By:

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015201900092**

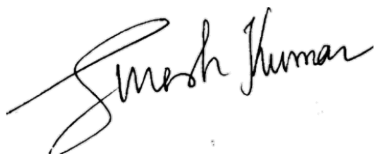
**FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG
AUGUST, 2023**

FINAL PROJECT ADVISOR RECOMMENDATION LETTER

This thesis titled “Increasing Tourism with Social Media *TikTok* After Covid-19” prepared and submitted by Lulu Fajriyah in partial fulfillment of the requirements for the degree of Bachelor of Business in Business Administration in the Faculty of Business, has been found to satisfy the requirements for a thesis fit to be examined. I therefore recommend this thesis for oral defense.

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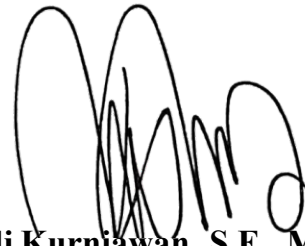
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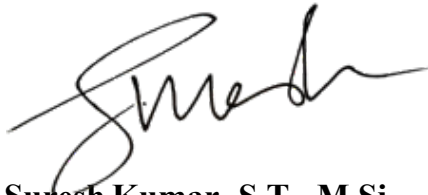
The panel of Examiners declare that the final project entitled “Increasing Tourism with Social Media *TikTok* After Covid-19” that was submitted by Lulu Fajriyah majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 29th August 2023.



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I hereby declare that my final project, entitled “Increasing Tourism with Social Media *TikTok* After Covid-19” is, to the best of my knowledge and belief, an original piece of work based on sound academic principle. If there any plagiarism detected in this final project, I am willing to be personally responsible for consequences of these acts of plagiarism, and will accept the sanctions against these acts in accordance with the rules and policies of President University.

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Cikarang, 20 September 2023



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ABSTRACT

Indonesia is an archipelagic country rich in natural resources, culture, and human resources. Indonesia's abundant and attractive wealth makes tourists lured to visit tourist areas in Indonesia. Tourism is the main sector that is expected to drive the Indonesian economy. Tourism is considered as the main sector, especially because it has such a big impact in the economic, social and environmental fields. The tourism industry has experienced significant effects from the spread of Covid-19, which have been felt not just in economic activity and transportation, the government's decision to impose temporary restrictions on tourists' access to tourist spots as a result of the epidemic caused the tourism industry to temporarily halt. The pandemic's existence has also resulted in a marked decline in the number of tourists, both local and foreign. This certainly causes the tourism industry to experience considerable losses due to the closure of access for foreign tourists and the enforcement of the policy of closing the tourist attraction itself. However, after going through the long period of the COVID-19 pandemic, there is a new challenge that must be overcome immediately, namely increasing the tourism sector in the new normal era. The solution that can be done to increase the tourism sector in Indonesia is by utilizing TikTok social media to carry out promotions in the digital era as it is today, namely by making Promotional Content Videos through the TikTok platform.

Keywords: Tourism Sector, New Era, TikTok.

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Cikarang, 20 September 2023

Acknowledge by,



Lulu Fajriyah

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