

ABSTRACT

This study aims to explore how marketing through the TikTok social media platform can increase the number of visits to the Margamulya Tourism Village. By utilizing TikTok, it is expected that this tourism village can attract more visitors through engaging and relevant content. The research was conducted in a natural setting, using primary and secondary data sources. The research method employed is a qualitative method with a descriptive approach. The results of this study indicate that an effective marketing strategy on TikTok can increase public awareness and interest in the Margamulya Tourism Village, ultimately contributing to an increase in the number of visits. These findings are expected to serve as a reference for other tourism villages looking to develop their digital marketing strategies.

Keywords: Digital Marketing, Social Media, TikTok, Tourism Village, Margamulya