

The Role of Tiktok in Shaping Aceh's Destination Image and Its Implications for Local Community Development

¹Mawaddah, ²Ulfa Erfendy

^{1,2}Jurusan Administrasi Niaga, Politeknik Negeri Medan, Indonesia

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Abstract

This study explores the role of TikTok in shaping Aceh's destination image and its implications for local community development. Using qualitative content analysis, 3,960 comments from the three most-engaged Aceh tourism videos on TikTok were examined. The findings show that destination image was the most dominant theme, highlighting the influence of visual attractiveness, natural scenery, and aesthetic representations in shaping perceptions of Aceh. Travel interest also emerged as a significant theme, indicating that TikTok exposure can encourage visitation intentions. Public sentiment was relatively *balanced*, with positive comments emphasizing Aceh's cultural uniqueness and Islamic identity, while negative comments mainly concerned the implementation of Sharia law for visitors. Islamic and halal values contributed to destination image formation but were not the primary drivers. The study further suggests that increased tourism visibility through TikTok can support local community development by creating opportunities for tourism businesses, cultural promotion, and community-based tourism initiatives. These findings underline TikTok's role as an effective tool for digital destination branding and sustainable tourism development.

Keywords: tiktok, destination image, local community development, electronic word of mouth.

Abstrak

Penelitian ini mengkaji peran TikTok dalam membentuk citra destinasi Aceh serta implikasinya terhadap pengembangan masyarakat lokal. Dengan menggunakan analisis konten kualitatif, penelitian menganalisis 3.960 komentar dari tiga video pariwisata Aceh dengan tingkat interaksi tertinggi di TikTok. Hasil penelitian menunjukkan bahwa citra destinasi menjadi tema yang paling dominan, yang mencerminkan kuatnya pengaruh daya tarik visual, keindahan alam, dan representasi estetis dalam membentuk persepsi tentang Aceh. Minat berwisata juga muncul sebagai tema penting, menunjukkan bahwa paparan konten TikTok dapat mendorong niat berkunjung. Sentimen pengguna relatif seimbang, dengan komentar positif yang menonjolkan keunikan budaya dan identitas Islam Aceh, serta komentar negatif yang berkaitan dengan penerapan syariat Islam bagi wisatawan. Nilai-nilai Islam dan halal berperan sebagai faktor pendukung, namun bukan penentu utama citra destinasi. Selain itu, peningkatan visibilitas pariwisata melalui TikTok berpotensi mendukung pengembangan masyarakat lokal melalui peluang usaha, promosi budaya, dan partisipasi dalam pariwisata berbasis komunitas. Temuan ini menegaskan peran TikTok sebagai media strategis dalam branding destinasi digital dan pengembangan pariwisata berkelanjutan.

Kata Kunci: tiktok, citra destinasi, pengembangan masyarakat lokal, promosi mulut ke mulut secara elektronik

*Corresponding Author:
mawaddah@polmed.ac.id

Introduction

The Province of Aceh has contributed significantly to the development of halal tourism as a crucial strategic economic sector because it is the only province in Indonesia with special authority in the application of Islamic Sharia law (Manan, 2023). One of the primary attractions that Aceh highlights is Islamic-based tourism. Since 2016, the slogan "The Light of Aceh" has shaped Aceh's official image within the context of Islamic tourism. This Islamic-based tourism branding aims to transform the public perception of Aceh from a post-conflict region associated with strict Sharia implementation into a destination that is welcoming, safe, culturally rich, and religiously distinctive (Razali et al., 2021).

This approach was further strengthened by the recognition of Aceh as a province with halal tourism potential and by Aceh's achievement as "World's Best Halal Cultural Destination" award at the 2016 World Halal Travel Awards in Abu Dhabi. This award gave Aceh's halal identity wider recognition and encouraged the development of more sustainable and welcoming tourism environment (Adinugraha et al., 2025). Aceh's tourism potential. Including its rich cultural heritage, cuisine, strong Islamic values, and breathtaking natural beauty, attracts both local and foreign travelers (Saleh & Anisah, 2019).

Data from the Central Statistics Agency (BPS) of Aceh Province show a significant increase in foreign tourist visits to Aceh. Between January and December 2025, Aceh received 46,325 foreign visitors, a 35.86 percent increase from 34,097 in 2024 (BPS Aceh, 2026). This statistical growth indicates that tourism in Aceh is gaining renewed attention after the pandemic and that destination rebranding efforts are producing visible results.

In the digital era, tourism growth is closely connected to the dynamics of destination image formation in cyberspace. Social media functions as an interactive public space where travelers and potential tourists share grassroots experiences, emotions, questions, and perceptions rather than merely receiving official promotional messages. TikTok is one of the most influential platforms for visually promoting tourism destinations today (Devylia, 2025). Through short-form videos, algorithmic exposure, and interactive comment sections, TikTok has become an important reference for Millennials and Gen Z when evaluating a destination's attractiveness, safety, atmosphere, and travel feasibility before visiting (Wulandari et al., 2025).

Beyond shaping destination image, the increasing visibility of tourism content on TikTok may also contribute to local community development. Social media has the potential to increase community participation and provide wider opportunities for local tourism promotion and economic activities (Gohil, 2015). The rapid circulation of tourism-related videos can create broader opportunities for local communities through the promotion of local culture, culinary products, homestays, local tour services, and other community-based tourism activities. In this context, TikTok functions not only as a digital marketing platform but also as a medium that may support local economic participation and community empowerment within tourism destinations (Jumali & Mustafa, 2023).

Digital representations and public reactions on social media are dynamic and complex. Although official government branding campaigns such as "The Light of Aceh" have received public recognition, the image of Aceh is also shaped by informal conversations among netizens. (Adinugraha et al., n.d.) The majority of the literature currently available on Aceh tourism has concentrated on formal marketing methods, government macro-policies, or the preparedness of halal infrastructure. Few studies have explicitly looked at how Aceh's virtual

image is shaped by the "authentic voices" of netizens in social media comment sections, which frequently convey sincere opinions, persisting preconceptions, or even natural appreciation. There is a lack of data on how far the government's promotion of an amiable and Islamic image aligns with the opinions of the general people on TikTok. In addition, limited studies have explored how TikTok-based destination image formation may contribute to broader local community development, particularly in the context of halal tourism destinations such as Aceh.

Unlike previous studies that primarily examine destination image through surveys, official branding campaigns, government tourism strategies, or general tourist perceptions, this study focuses on user-generated interactions in TikTok comment sections as a site where destination image is publicly constructed, negotiated, and contested. By analyzing netizen comments on highly engaged Aceh tourism videos, this study advances existing knowledge on TikTok tourism communication by showing how short-form video platforms and interactive comment sections shape virtual destination image through visual appeal, travel interest, personal experience, sentiment, and halal-related perceptions. Furthermore, this study includes local community development as an analytical dimension because TikTok-driven destination visibility may generate practical implications for local tourism businesses, homestays, local tour guides, cultural entrepreneurship, and community-based tourism promotion within Aceh's halal tourism context. Therefore, the novelty of this study lies in connecting netizen-generated destination image formation with local community development implications in a halal tourism destination.

In light of these research gaps, this study aims to examine how user-generated interactions in TikTok comment sections shape Aceh's virtual destination image and how such digital visibility may contribute to local community development. Specifically, this study analyzes netizen comments to identify dominant destination image themes, travel interest, sentiment, Islamic and halal-related perceptions, destination information, and user-generated experiences, while also discussing their implications for local tourism businesses, homestays, local tour guides, cultural entrepreneurship, and community-based tourism development.

Method

This study employs a qualitative content analysis approach to explore netizens' perceptions of Aceh's virtual destination image on the social media platform TikTok (Braun & Clarke, 2006) (Braun & Clarke, 2006). Data were collected from TikTok between January 15 and April 15, 2026. Using the hashtag #WisataAceh, approximately 95,500 posts were identified. From these, three videos with the highest engagement levels were selected based on the following criteria: (a) minimum 500,000 views, (b) minimum 50,000 likes, and (c) minimum 500 comments.

The selection of the three most highly engaged videos was based on the assumption that highly visible and interactive TikTok content plays a central role in shaping dominant tourism narratives. On algorithm-driven platforms such as TikTok, videos with high numbers of views, likes, and comments are more likely to reach wider audiences, generate public discussion, and influence collective perceptions of a destination. Therefore, these videos were considered appropriate for examining how Aceh's tourism image is constructed, negotiated, and circulated among netizens. However, this study does not claim that the three videos

represent all TikTok content about Aceh tourism. Rather, they represent highly visible and widely discussed tourism narratives within the selected hashtag and time frame.

A total of 3,960 user comments were initially form the three selected videos. However, not all extracted comments were relevant for thematic analysis. After applying the inclusion and exclusion criteria, 1,077 comments were identified as relevant and coded into thematic categories. The remaining 2,883 comments (72.8%) were excluded because they consisted of emojis only, user tagging, duplicated comments, short expressions without clear meaning, spam, or comments unrelated to Aceh tourism, destination image, travel interest, halal values, or local community development. Therefore, the thematic frequencies reported in the findings represent coded relevant comments rather than the total number of comments extracted.

Comments were primarily written in Indonesian, with some in English and Acehnese. All non-English comments were translated into English by a bilingual researcher (Indonesian-English) with five years of translation experience. A back-translation process was conducted by an independent translator to ensure accuracy. Purposive sampling was employed to select comments relevant to the formation of virtual destination image. Inclusion criteria included comments addressing: (a) Islamic and halal values, (b) destination image perceptions, (c) travel interest, (d) destination information, (e) personal travel experiences, and (f) netizen sentiment toward featured destinations.

The coding process used a primary-code approach. Each relevant comment was assigned to one dominant theme based on its main meaning in order to avoid overcounting. When a comment contained more than one idea, the dominant meaning was determined through discussion among coders. Data analysis followed Braun and Clarke’s (2006) six-phase thematic analysis: (1) familiarization with data, (2) generating initial codes, (3) searching for themes, (4) reviewing themes, (5) defining and naming themes, and (6) writing the report.

To ensure trustworthiness, this study employed peer debriefing and inter-coder reliability checks. Two independent researchers reviewed the coding scheme and thematic categories. A second coder analyzed 10% of the comments (396 comments), and Cohen’s Kappa coefficient reached 0.87, indicating strong agreement. An audit trail was also maintained by documenting the coding process, theme development, and inclusion-exclusion decisions. This study relied only on publicly available TikTok comments. All usernames were anonymized to protect privacy, and no direct interaction with or personal identification of comment authors was conducted.

Table 1. Comment Screening Process

Stage of Comment Screening	Number of Comments	Percentage
Total comments extracted	3,960	100%
Relevant comments coded	1,077	27.2%
Excluded/non-relevant comments	2,883	72.8%

Table 2. Coding Framework

Theme	Coding Criteria	Example Indicator	Analytical Relevance
Destination Image	Comments about natural beauty, atmosphere, beaches, scenery, and visual attractiveness.	“Aceh is a hidden paradise.”	Shows how TikTok visuals construct Aceh’s virtual image.
Travel Interest	Comments expressing intention, desire, or plan to visit Aceh.	“I want to go to Aceh after watching this video.”	Indicates how exposure may stimulate tourism demand.
Personal Experience (UGC)	Comments containing previous visits, recommendations, testimonials, or user experiences.	“I went to Aceh last year; it really is this beautiful.”	Functions as social proof and electronic word-of-mouth.
Islamic & Halal Values	Comments about Sharia, hijab, halal values, Islamic identity, and religious norms.	“Non-Muslims do not have to wear a hijab.”	Shows how halal identity is negotiated in public discussion.
Positive Sentiment	Comments expressing appreciation, admiration, pride, or positive evaluation.	“Aceh is different; it has strong Islamic values.”	Reinforces favorable destination image.
Negative Sentiment	Comments expressing concern, fear, stigma, or negative perception.	“I am afraid of being forced to wear a hijab.”	Reveals barriers that need communication intervention.

Results and Discussion

This study examines how netizens perceive Aceh as a virtual travel destination through user comments on TikTok. A search using the hashtag #WisataAceh yielded approximately 95,500 posts, from which three videos with the highest levels of engagement (based on views, likes, and comments) were selected for analysis.

Table 3. Data on Analyzed TikTok Videos

Video	Views	Comments	Likes
Video 1	3.5 Million	2,824	265,800
Video 2	1.2 Million	605	55,100
Video 3	737,300	531	50,900
Total	5,437,300	3,960	371.800

Thematic coding of the 1,077 relevant comments identified seven primary themes: destination image, travel interest, personal experience, Islamic and halal values, positive sentiment, negative sentiment, and destination information. The frequency distribution shows that destination image was the most dominant theme, followed by travel interest and personal experience. This pattern indicates that TikTok tourism content does not only display destinations visually but also stimulates interaction, travel imagination, and peer-to-peer validation among netizens.

Table 4. Distribution of Thematic Findings

Theme	Frequency (N)	Percentage of Coded Comments
Destination Image	381	35.4%
Travel Interest	176	16.3%
Personal Experience (UGC)	139	12.9%
Islamic & Halal Values	114	10.6%
Positive Sentiment	92	8.5%
Destination Information	89	8.3%
Negative Sentiment	86	8.0%
Total	1,077	100%

Destination Image

Destination image was the most dominant theme, with 381 comments (35.4%). Many netizens described Aceh as beautiful, peaceful, exotic, and visually attractive. Comments such as “Aceh is a hidden paradise” indicate that TikTok content shapes perceptions of Aceh primarily through aesthetic and affective impressions. These responses show that visual elements such as beaches, mountains, clear water, landscapes, and local atmosphere became the strongest stimuli in constructing Aceh’s virtual destination image.

From a community development perspective, a positive destination image may become an entry point for local economic participation. When netizens perceive Aceh as attractive, this perception may increase attention toward local destinations and create opportunities for residents who manage small tourism-related businesses, including food stalls, souvenir products, local transportation, photography services, and locally managed attractions. Although the present study does not measure actual economic outcomes, the dominance of destination image comments suggests that TikTok visibility can create symbolic value that local communities may convert into tourism promotion and local entrepreneurship.

Travel Interest

Travel interest emerged as the second most frequent theme, with 176 comments (16.3%). Comments expressing a desire to visit Aceh after watching the videos demonstrate that visual exposure on TikTok can transform passive viewing into active travel intention. This finding supports the view that TikTok functions as a persuasive tourism communication

platform, especially among audiences who rely on short-form videos to imagine possible travel experiences.

The implication for community development is that travel interest may generate potential demand for local tourism services. If viewers move from online interest to actual visits, local residents may benefit through homestays, local guide services, community-based tour packages, food businesses, and transportation services. Thus, travel interest is not only relevant for destination marketing but also for understanding how digital visibility may open space for local economic participation. Local communities can use this momentum by preparing accessible information, community-based itineraries, and digital contact points for visitors seeking authentic experiences in Aceh.

Personal Experience and User-Generated Content

Personal experience comments accounted for 139 remarks (12.9%). These comments included testimonials, recommendations, and previous travel experiences. Netizens who had visited Aceh often validated the beauty shown in the videos by stating that the destination was indeed as attractive as represented. Such comments function as user-generated content that reinforces the credibility of TikTok videos and provides social proof for potential visitors.

In relation to community development, user-generated testimonials can become an informal promotional resource for local communities. Positive experiences shared by visitors may encourage others to explore local attractions, taste local cuisine, stay in community-managed accommodation, or use local guide services. This indicates that community-based tourism development can be strengthened when visitors are encouraged to share authentic experiences and mention local products, cultural practices, or community-managed tourism services. In this sense, TikTok users contribute not only to destination image formation but also to the circulation of digital word-of-mouth that may support local tourism actors.

Islamic and Halal Values

Islamic and halal values appeared in 114 comments (10.6%). These comments discussed Sharia law, hijab, halal identity, and Aceh's religious atmosphere. The findings show that Islamic identity remains an important part of Aceh's destination image, but it is not the most dominant factor. Rather than functioning only as a promotional attribute, halal and Islamic values became a topic of public negotiation in the comment section. Some comments corrected misconceptions, especially the assumption that non-Muslim tourists are required to wear hijab.

This finding has direct relevance for local community development. Local residents, guides, homestay owners, and tourism workers can act as cultural interpreters who explain Aceh's Islamic norms to visitors in a friendly and accurate way. This role is important because misunderstandings about Sharia may create psychological barriers for potential tourists. Community-based tourism in Aceh should therefore include cultural communication skills, hospitality training, and halal tourism literacy so that local actors can present Islamic values as part of Aceh's uniqueness rather than as a barrier to tourism participation.

Positive and Negative

Sentiment analysis revealed a relatively balanced distribution between positive sentiment (92 comments, 8.5%) and negative sentiment (86 comments, 8.0%). Positive comments emphasized Aceh's cultural uniqueness, Islamic identity, natural beauty, and distinctiveness compared with other destinations. Negative comments mainly reflected concerns regarding Sharia law enforcement, especially fears related to mandatory hijab for non-local or non-Muslim tourists.

The balance between positive and negative sentiment shows that Aceh's virtual image is not fixed but continuously negotiated through public interaction. For local community development, this finding suggests that digital tourism promotion should not rely only on beautiful visuals. Local tourism actors also need to address doubts, answer questions, and clarify misinformation. When local residents participate in comment sections or create explanatory content, they engage in digital empowerment by shaping public understanding of their own destination. This participation can strengthen community agency in destination branding.

Destinasion Information

Destination information appeared in 89 comments (8.3%). Netizens asked about travel routes, distance from Banda Aceh, costs, accessibility, and practical details needed for trip planning. Although this theme was smaller than destination image and travel interest, it is highly significant because it indicates that some viewers moved beyond admiration and began seeking information for possible visitation.

This theme is closely linked to local economic participation. Questions about routes, costs, and access reveal potential demand for information services, local guides, transportation, itinerary planning, and accommodation. Local communities can respond to this demand by providing accurate digital information through TikTok comments, short videos, location tags, contact links, and community-managed tourism pages. Therefore, destination information comments show that TikTok interaction can become a bridge between visual promotion and concrete tourism service opportunities.

Table 5. Thematic Analysis of Netizen Comments on Aceh Tourism TikTok Videos

Theme	N	Example Comment (Original)	English Translation	Interpretation
Destination Image	381	"Acèh surga tersembunyi 😊"	"Aceh is a hidden paradise"	Netizens perceive Aceh as possessing natural beauty comparable to world-class destinations yet undiscovered by mainstream tourism, creating a sense of

				exoticism and curiosity.
Islamic & Halal Values	114	<i>"di aceh nonis ga harus pake jilbab kali wkwk"</i>	"In Aceh, non-Muslims don't have to wear a hijab, lol"	Local residents actively correct misconceptions about Sharia enforcement, demonstrating a grassroots effort to reconstruct Aceh's image as tolerant and welcoming.
Travel Interest	176	<i>"Jadi pengen ke Aceh setelah nonton video ini"</i>	"I want to go to Aceh after watching this video"	Visual exposure on TikTok successfully transforms passive viewing into active visit intention, demonstrating the platform's persuasive power in tourism marketing.
Personal Experience (UGC)	139	<i>"Saya sudah ke Aceh tahun lalu, memang seindah ini"</i>	"I went to Aceh last year, it really is this beautiful"	User-generated testimonials validate the video's content authenticity and serve as credible social proof that reinforces positive destination image.
Positive Sentiment	92	<i>"Aceh tuh beda dari tempat lain, ada nilai Islamnya yang kuat"</i>	"Aceh is different from other places, it has strong Islamic values"	Islamic identity is perceived as a unique differentiator rather than a barrier, positioning Aceh as a distinctive destination within Indonesia's tourism landscape.
Negative Sentiment	86	<i>"Gamau kak, takut dipaksa berhijab"</i>	"I don't want to, sis, afraid of being forced to wear a hijab"	Persistent misconceptions about mandatory hijab for non-Muslim tourists create psychological

				barriers that potentially deter potential visitors, despite being inaccurate.
Destination Information	89	"dari banda aceh kesitu brpa lama kak?"	"How long from Banda Aceh to there, sis?"	Netizens actively seek practical travel information (distance, routes, costs) as part of their pre-visit information-seeking behavior, indicating genuine travel planning.

Theoretical Implication

The findings contribute to Virtual Destination Image (VDI) theory by showing that TikTok comment sections are not merely spaces for reaction but also sites where destination image is collectively constructed. The dominance of the destination image theme indicates that visual stimuli in short-form videos strongly influence how netizens imagine Aceh as a tourism destination. The relatively lower frequency of Islamic and halal values suggests that, in TikTok-based VDI formation, visual and affective impressions may become more salient than official religious branding, although halal identity remains important in shaping destination distinctiveness.

The findings also support electronic word-of-mouth (e-WOM) theory. Personal experience comments, recommendations, positive sentiment, and corrective explanations about Sharia function as peer-to-peer communication that influences how other users interpret the destination. Unlike official promotional messages, e-WOM in TikTok comment sections is perceived as more spontaneous and socially grounded. This helps explain why user testimonials and local corrections can strengthen trust, reduce uncertainty, and influence travel interest.

From the perspective of User-Generated Content (UGC) theory, the study shows that netizens are not passive audiences. They participate in producing meaning by sharing experiences, asking questions, correcting misinformation, and expressing emotional responses. Their comments extend the meaning of the original tourism videos and create a participatory narrative around Aceh. This confirms that UGC can shape destination image through collective interpretation rather than through one-way promotion.

The findings can also be interpreted through the Stimulus–Organism–Response (SOR) framework. TikTok videos serve as stimuli through visual beauty, music, captions, and destination representation. Netizens' internal evaluations, including admiration, curiosity, fear, religious interpretation, and perceived safety, function as organismic responses. These evaluations then produce observable responses in the comment section, such as visit intention, information-seeking, testimonials, positive sentiment, negative sentiment, and clarification of misconceptions. The comment section serves as a space where perceptions are validated, challenged, or reconstructed through social interaction.

Community Development Implications

Although the empirical data of this study consist of TikTok comments rather than direct field observations of economic outcomes, the findings provide a basis for discussing potential community development implications. The relevant implication is not that TikTok has already proven measurable income growth for local residents, but that TikTok-driven destination visibility creates opportunities through which local communities may participate in tourism development. Therefore, community development in this study is understood as a potential implication derived from patterns of destination image formation, travel interest, information-seeking behavior, user-generated testimonials, and halal tourism discourse.

First, the dominance of destination image comments suggests opportunities for local entrepreneurship. Positive visual perceptions of Aceh can attract attention to local culinary products, souvenir businesses, transportation services, photography services, and community-managed attractions. Local entrepreneurs can use TikTok visibility to promote products that are connected to the destinations shown in viral videos. This aligns with the idea that digital tourism communication can help small local businesses gain visibility beyond conventional promotional channels.

Second, travel interest and destination information comments indicate potential demand for homestays, local tour guides, and community-based tour packages. When users ask about access, distance, routes, and travel feasibility, they reveal a need for practical services. Local communities can respond by developing simple digital information systems, local guide contacts, route explanations, estimated costs, and visitor-friendly itineraries. Homestays can also benefit from this visibility by offering culturally authentic accommodation experiences linked to local hospitality and Islamic values.

Third, the findings support cultural entrepreneurship. Comments about Aceh's uniqueness, Islamic identity, natural beauty, and local atmosphere show that culture is part of the destination's digital appeal. Local residents can transform cultural knowledge into tourism products, including culinary experiences, storytelling, traditional arts, local fashion, religious heritage tours, and cultural interpretation services. TikTok can function as a platform where these cultural assets are introduced to broader audiences through short videos and user interaction.

Fourth, the discussion around Islamic and halal values indicates the need for digital empowerment among local communities. Local residents can play an active role in clarifying misconceptions about Sharia law and explaining visitor norms in accessible language. This is particularly important for Aceh because negative perceptions about religious regulations may influence travel decisions. Digital empowerment enables communities to become active communicators, not merely objects of tourism promotion. Through TikTok comments and locally produced content, residents can help shape a more accurate and welcoming image of Aceh.

Finally, these findings suggest that community-based tourism development should be integrated into digital destination branding. Tourism offices, content creators, and local communities can collaborate to ensure that viral tourism visibility benefits local actors. This can be done by featuring community-managed attractions, local guides, homestays, micro-businesses, halal culinary products, and cultural entrepreneurs in TikTok content. In this way, TikTok-based destination image formation can be connected to inclusive local economic participation and sustainable community development.

Conclusion

This study analyzed Aceh's virtual destination image through 1,077 relevant TikTok comments. The findings reveal that Aceh's image is primarily shaped by visual attractions, particularly natural scenery, beaches, landscapes, and atmosphere. While Islamic and halal values remain important, they act as supporting rather than dominant elements in destination image formation. The study demonstrates that TikTok destination image is created through participatory interactions among viewers, visitors, and local residents rather than through official branding alone. Theoretically, it integrates Virtual Destination Image, eWOM, User-Generated Content, and the Stimulus–Organism–Response framework to explain this dynamic process. Practically, the findings suggest that tourism stakeholders should prioritize visual storytelling, provide clear information regarding Sharia-related concerns, and encourage local community participation through digital content creation, tourism services, and cultural entrepreneurship. Although the study does not measure actual economic impacts, it highlights the potential of TikTok to support community-based tourism development. Future research should include more diverse TikTok content, incorporate interviews with tourism stakeholders, and examine the platform's actual contribution to local economic development.

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