



# How @paparazikuansing Popularizes The Cultural Tradition of Pacu Jalur Kuantan Singingi Riau ?

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**Abstract.** This research aims to analyze the content marketing strategy of the pacu jalur cultural tradition through the TikTok platform, focusing on the @paparazikuansing account. Through a qualitative and case study approach, this research explores how the @paparazikuansing account creates, distributes, and amplifies content related to the pacu jalur cultural tradition.

The main findings show that the use of TikTok as a promotional medium is able to increase public awareness and understanding of the pacu jalur cultural tradition. The creative content presented managed to attract the attention of users from various circles, both at home and abroad. The high interaction between the @paparazikuansing account and its followers is also an important factor in building engagement and emotional connections with the audience.

The implication of this research is the need to continue to pay attention to and optimize user responses and interactions as the key to success in building engagement with audiences. The proposed recommendations include the need for research and analysis of audience characteristics, collaboration with influencers, and other TikTok users to expand the reach of content. It is hoped that the results of this study can contribute to the development of content marketing strategies for the pacu jalur cultural tradition through social media, as well as become a reference for further research in the field of content marketing and traditional cultural development. In conclusion, collaboration between the @paparazikuansing account, followers, and other related parties can strengthen the promotion and preservation of the pacu jalur cultural tradition through digital platforms.

**Keywords:** Content Marketing, Pacu Jalur Tradition, Tiktok

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## INTRODUCTION

The people of Kuantan Singingi have a tradition that is currently popular and worldwide, especially on social media. The tradition is called pacu jalur. In 2017 Pacu Jalur in Kuantan Singingi was named the most popular tourism in Indonesia at the Pesona Indonesia Award and in 2019 Pacu Jalur also received an award from Pesona Destination Riau which broke the record as the most popular event destination in Riau (Kuansing, 2024). Cultural traditions are an integral part of a society's identity (Hajrin & Irwan, 2021). These traditions are not only a valuable legacy from the ancestors, but also a reflection of the values, beliefs and local wisdom that have been passed down from generation to generation. One cultural tradition that is rich in history and meaning is the pacu jalur tradition, which originated from the people of Kuantan Singingi, Riau. The pacu jalur tradition is a race to row a large

boat that can accommodate as many as 55-60 athletes, which is usually held as part of a traditional celebration or local festival (Aulia, 2015).



**Figure 1 Pacu Jalur Kuantan Singingi**  
Source: Merdeka.com. Accessed on 15 Januari 2023

In the fast-growing digital era, social media has become a very influential platform in disseminating information and culture. One social media platform that is currently very popular is TikTok, which is known for its engaging and viral short video format. With its wide potential reach, TikTok is an effective tool to promote and introduce cultural traditions to a wider audience, including the pacu jalur tradition from Kuantan Singingi (Nusantara, 2020). The TikTok account @paparazikuansing is the most recognized content marketing account compared to other Kuantan Singingi regional content creators used to introduce the pacu jalur cultural tradition to the wider community through social media. The creative and innovative content uploaded by the @paparazikuansing account managed to get a positive response from TikTok users, even some of the viral content uploaded managed to attract the attention of the National Tourism Minister, Sandiaga Uno.



**Figure 2 Screenshot of @paparazikuansing video footage on Sandiaga Uno's account**  
Source: TikTok account of the minister of National Tourism (accessed on October 10, 2023)

This study is conducted with an in-depth analysis related to the content marketing strategy of the pacujalur cultural tradition carried out by the TikTok account @paparazikuansing. This proves that social media is able to promote cultural traditions, and is expected to provide new insights in efforts to preserve and popularize cultural heritage to the younger generation and the wider community. @paparazikuansing has experienced a very drastic increase in the number of followers from 53 followers to currently reaching 584.3 thousand followers. There are previous studies that discuss social media, namely by Syifa Nurul Fadillah and Retno Setyorini (2021: 100-116) titled "Analysis of Content Marketing Strategy Implementation in Creating Customer Engagement on Daarut Tauhiid Bandung's Instagram Social Media". This study found that uninteresting content can affect customer engagement. The implementation of the content marketing strategy was appropriate, forming customer engagement and having a positive impact. Customer engagement from customers

has a high impact on what is being promoted.

The study found that content marketing strategies can enhance customer engagement and customer value in endowments by utilizing Customer Engagement Value to measure customer contributions in the long term. Similar research was subsequently conducted by Dhealda Ainun Saraswati and Chatia Hastasari (2020: 114- 128) titled "Digital Content Marketing Strategy on Mojok.co's Instagram Social Media Account in Maintaining Brand Engagement". This study found that metrics such as share ratio and engagement rate were used to measure the success of content marketing. Brand engagement was also a primary focus, with several stages of interaction with followers ranging from lurking to loyalists. To successfully maintain brand engagement, it is important to focus on creating content that can stimulate engagement, reach, audience, and content illustration that aligns with the brand's character.

Research by Ardi Pradhana, Hari Rachmadi, and Fuadi Afif (2022: 161-168) titled "Analysis of the Influence of Promotion Through Social Media on Tourist Visits to Sumedang Island, Belitung". This study found that social media, especially Instagram, significantly influences tourist visits to the island. The research results showed that promotion through social media can increase tourist visits, with an influence contribution percentage of 22.2%. Social media promotion impacts increasing tourist visits because social media has a wide reach and can effectively target the market. Additionally, interactions on social media can build trust and influence tourists' decisions to visit a place.

There is a similar study conducted by Alicia Veironie and Wulan Purnama Sari (2022: 519-525) titled "Analysis of Content Marketing Through Social Media (Case Study of Fayt Official's Instagram)". This study found that using Instagram ads to promote products is effective. Instagram ads simplify reaching a broader target market through the platform. Instagram ads can display ads to users according to their profiles and interests, allowing them to measure their ads' performance directly and adjust marketing strategies in real-time for optimal results.



**Figure 3 Screenshot of @paparazikuansing TikTok account**  
Source: TikTok account of @paparazikuansing (accessed on 10 Oktober 2023)

This study uses the concept of content marketing by Kotler, Kartajaya, and Setiawan (2017). In previous similar research by Irdewanti (2023: 88-92) in a study entitled Telfon voice content marketing strategy to increase brand awareness there are 8 stages of preparing marketing content. In the study, researchers divided the eight stages of content marketing into 3 stages of strategy management, namely

pre-production, production, and post-production so that the results found that this study found very dynamic changes in the audience and the telephone voice Instagram algorithm and this Telfon Voice content marketing strategy has succeeded in forming Avoskin brand awareness at the brand recall stage.

In a book entitled "Moving From Traditional to Digital" it is said that content marketing is a marketing approach in selecting, creating and sharing, or even enlarging content to make it interesting, useful, and relevant to audiences to create discussions and conversations about the content (Kotler, Kartajaya, Setiawan, 2017: 119). In the 8 stages of content marketing, researchers will conduct in-depth research on the @paparazikuansing TikTok account. This can be seen from how the TikTok @paparazikuansing account sets goals, maps the target market, initiates content ideas, creates content, distributes content, strengthens content, evaluates content, and improves content. The TikTok @paparazikuansing account is effective in marketing its content if it has carried out the eight stages of content marketing.

## RESEARCH METHOD

Using a descriptive approach, this study aims to describe in detail the planning, implementation, and evaluation of content created by @paparazikuansing through Philip Kotler's eight stages of content marketing (2017). The subject of this study is oriented towards the @paparazikuansing TikTok account and the team involved in creating content about the pacu jalur cultural tradition. The main sources in this research are the owners of the TikTok account @paparazikuansing, Muhammad Zulfiqih, Diki Candra, Ramlis, and Angga Ripaldo. The object of this research is the content marketing strategy of the pacu jalur cultural tradition carried out by the TikTok account @paparazikuansing. The content produced from October 07, 2022 to September 29, 2023 by the account is the main focus in the analysis to understand how the pacu jalur cultural tradition is promoted through TikTok social media. Data collection techniques used in this research include interviews, observation, and documentation. Data analysis in this research will be conducted qualitatively. By using a qualitative approach, varied data collection techniques, and in-depth data analysis, this research is expected to provide a comprehensive understanding of the content marketing strategy of the pacu jalur cultural tradition on the TikTok platform (Sugiyono, 2013).

## RESULT AND DISCUSSION

Pacu jalur is a tradition that has a long history in Kuantan Singingi district. The pacu jalur tradition is held in villages along the Batang Kuantan river to commemorate and celebrate various Islamic holidays, such as the Prophet Muhammad's birthday, Eid al-Fitr, and so on. After the Dutch entered the Rantau Kuantan area by occupying Taluk Kuantan City. The Dutch used this pacu jalur culture and tradition to celebrate Queen Wilhelmina's birthday. At that time the pacu jalur underwent a change which was no longer celebrated on Islamic holidays but was held once a year. The pacu jalur tradition is a tradition that is used as a race held festively every year which can attract the attention of tourists from various regions to watch the cultural tradition of pacu jalur.

The implementation of a content marketing strategy on the pacu jalur cultural tradition through the @paparazikuansing TikTok account is a crucial step in an effort to introduce and promote these cultural values to a wider audience. In this discussion, it will be analyzed using the 8 stages of content marketing by Philip Kotler. The content marketing strategy has been implemented and its impact on the popularity and public understanding of the pacu jalur cultural tradition. The first stage in a content marketing strategy is to set a goal. Before embarking on the journey marketers should clearly define the goal. Without the right goals, marketers can get lost when positioning themselves into content and distribution. Goals must be aligned with the content project which will later be translated into a key matrix that will evaluate content marketing (Panuju, 2019). The goal setting carried out by the @paparazikuansing TikTok account in the pacu jalur cultural tradition is an accident of interest

by the content creator which ultimately creates a willingness to develop the TikTok account into a medium to popularize or promote the pacu jalur cultural tradition through creative and informative content. By understanding its audience, the account is able to present content that is relevant and interesting to TikTok users, thus increasing user interaction and engagement with the content presented.

Then the second content marketing strategy implementation is target market mapping. Establishing a specific group section will help marketers create sharper and more in-depth content, which in turn contributes to the storytelling of the content. This pacu jalur tradition is a tradition that has long existed since ancient times (Kotler, 2017). The main target of the content about the pacu jalur tradition was initially only the Kuantan Singingi community, but the more viral this account is and the more followers, likes, and shares make the creator @paparazikuansing finally make a slight change that previously only focused on the Kuantan Singingi community, now the creator wants to reach audiences outside Kuansing because the purpose of making marketing content of this pacu jalur cultural tradition is to introduce the cultural tradition of pacu jalur to the wider community. Based on the in-depth observations of researchers while in the field, researchers can conclude that in the target market mapping carried out by the @paparazikuansing TikTok account, @paparazikuansing sets target markets based on geographic, demographic and psychographic.

Then, careful planning of content ideas is also a key factor in implementing content marketing strategies. From the data obtained, it can be seen how the @paparazikuansing account plans content that is not only entertaining, but also educative and promotes the uniqueness of the pacu jalur cultural tradition. These contents successfully attract the attention of TikTok users with a creative and innovative style, thus creating buzz and virality on the platform. In initiating ideas for creative content, the @paparazikuansing team always discusses together so that later the content can be executed effectively in the field when the tradition is carried out.

**Table 5. 1 Strategy Management Marketing Content On a TikTok account @paparazikuansing**

No	Management Strategy	Content Marketing Stages	Information
		Goal setting	In setting the goal, @paparazikuansing carried out content marketing on his TikTok account to promote the cultural tradition of track racing
		Target market mapping	Divided into 3 categories, namely, based on geography, demographics and psychographics
		Initiate and plan content ideas	The ideas and content ideas planned by the @paparazikuansing team are cultural traditions of lane pacing from traditional processes to traditional events of lane pacing culture
		Content creation	When creating content, what you need to pay attention to is the time of content creation, content theme, and production schedule
		Content distribution	@paparazikuansing only distributes content on one TikTok social media so that the TikTok account is well managed
		Content amplification	@paparazikuansing strengthens content by holding <i>giveaways</i> with the TikTok audience, replying to comments, replying to messages, providing reciprocity between @paparazikuansing and the audience, or by making special requests from the audience about track pacing as material for further content
		Evaluate content	@paparazikuansing conducts evaluations based on 5 categories, namely, whether the content can be noticed, whether the content has appeal, whether the content can be searched, whether the content can be acted upon, and whether the content is shared
		Fixed content	The content improvement process carried out by the @paparazikuansing team is to carry out short-term improvements by means of content research which includes audience characteristics and types of content packaging such as (video, <i>captions</i> , <i>hashtags</i> , trend changes, clear content descriptions, themes and content topics)

Source: Processed by researchers in 2024

Table 1 is finding in research conducted by researchers, according to Philip Kotler (2017) who said that content marketing is a marketing approach in selecting, creating, sharing, or even enlarging content so that it becomes interesting, useful and also relevant for the audience to create. discussion about the content. In Philip Kotler's concept, the eight stages are carried out in stages, starting from stage one to stage eight. However, as a result of the findings in this research, it was found that in realizing the eight stages it is necessary to look at it from a strategic management aspect, which means that in order to achieve success, a marketer, businessman or organization must go through a series of structured steps. The strategic management process applied in this research is dividing the eight stages of content marketing into three strategic management parts, namely, planning, implementation and evaluation.

The important thing that needs to be done in a content marketing strategy is to create content by paying attention to things in each process, so that it reaches the audience and is well received by the wider community regarding the content of content about the pacu jalur cultural tradition. In the first content creation process, it is necessary to determine who will create the content. In @paparazikuansing consists of four people who work together and form a team. In every content creation, all of them have their respective tasks and roles, starting from the account owner, account admin, field operations, and editors are all part of content creation, but those who have a big role in the content creation process are field operations and editors. The task of @paparazikuansing field operations is to take videos and photos while in the field, and when the pacu jalur cultural tradition takes place, while the editor is in charge after the field operations are finished with their duties, namely editing videos / photos so that later they become content that is ready to be published on the @paparazikuansing TikTok account. Other things that the @paparazikuansing team does in content creation are determining the time of content creation, determining the theme of the content, determining the production schedule, and using tools and supporters that have good quality.

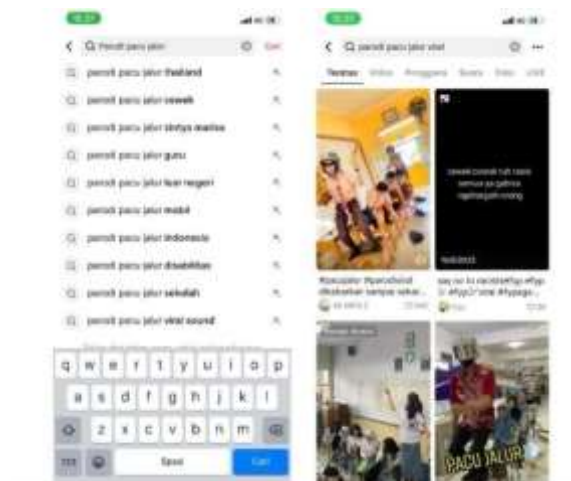
The fifth stage, namely content distribution activities, is an activity to reach more audiences to view and enjoy content (Kotler, 2017). In this case, @paparazikuansing's goal in distributing the content of the pacu jalur cultural tradition is to globalize the pacu jalur. In the process of content distribution, the @paparazikuansing account is also active in expanding the reach of its content through various features and collaboration with other users. This helps the content spread more widely and reach a larger target market. In addition, efforts to strengthen content through interaction with users, reposts by related parties, and continuous evaluation are also important factors in maintaining the popularity of these contents. However, in this case the TikTok account @paparazikuansing only distributes its content through TikTok social media so that it is more focused and this promotional account can be managed properly.

If the content can reach influential people within a certain group, then it is more likely that the content can go viral and spread widely to reach many people. There are many things that can be done to strengthen content besides using influential people, creating relationships and reciprocal relationships with audiences is a form of content strengthening. Based on interviews with sources and observations, researchers can conclude that the content strengthening strategies carried out by the @paparazikuansing TikTok account are: Inviting TikTok Followers @paparazikuansing to take quizzes and guesses in @paparazikuansing content and then giving appreciation to audiences who have participated. Always try to reply to comments, messages, and audience requests both in the comments column and chat in the TikTok feature. Routinely interact with followers both in posts, stories, and messages. And create content according to audience requests.

Effective content is interactive and invites audiences to create and experience new things. Content evaluation is carried out by the @paparazikuansing team, in casual discussions and is not determined when the time is. Content evaluation is important to measure the success of content marketing in strategic and tactical ways. Strategically, content marketing must be evaluated whether it has achieved the sales goals set. Tactically, content performance should be monitored based on 5 categories with the aim of measuring whether the content is noticeable, engaging, searchable,

actionable, and shareable. And the last stage in content marketing is to make content improvements. The @paparazikuansing TikTok account then makes improvements and developments for the next content content. This contentdevelopment plan is divided into short-term and long-term development plans. Short-term development in the @paparazikuansing TikTok account is to continue to conduct research on variousexisting content. This research includes audience characteristics, types of content packaging (videos, captions, hastags, trend changes, and clear content descriptions, themes and content topics). Each content has its own audience characteristics and cannot be equated with one another. Until now @paparazikuansing continues to research the content in the @paparazikuansing TikTok account.

The results of the implementation of the content marketing strategy on the pacu jalur cultural traditionthrough the @paparazikuansing TikTok account, it can be concluded that these efforts have had a positive impact in popularizing and promoting the pacu jalur cultural tradition to the wider community. By continuing to evaluate and adjust, it is hoped that the account can continue to be an effective platform in strengthening and preserving the pacu jalur cultural tradition for future generations.



## DISCUSSION

Through the utilization of the TikTok platform in marketing the content of the pacu jalur cultural tradition through the @paparazikuansing account has provided a number of significant successes. One of the successes that can be observed is the increase in popularity and public understanding of the pacu jalur cultural tradition. Through creative and informative content, the TikTok account @paparazikuansing is able to attract the attention of TikTok users from various circles, both at home and abroad. This is reflected in the growing number of followers, the increasing number of likes, and high interaction with published content. In addition, success in using TikTok can also be seen from the high level of reciprocal relationships between the @paparazikuansing account and its followers. The interaction between content creators and users, whether through comments, likes, or shares, shows that the content presented has succeeded in building engagement and emotional connections with the audience. This is an important factor in strengthening awareness and expanding the reach of the message to be conveyed.

Content marketing in this research is a form of business for content creators in the Kuantan singing area to promote the cultural tradition of track racing with interesting and innovative content and then publish it on the TikTok social media account @paparazikuansing. From the concept of Philip Kotler (2017) and management strategy of Bambang Haryadi (2003), both of them have been involved in research on content marketing strategies in the cultural tradition of pacing lanes. Where

strategic management becomes the barrier between each stage. In the first step, namely planning, researchers looked at the strategy of the TikTok account @paparazikuansing in setting goals, mapping the target market, planning ideas and content ideas. This is the initial stage for a content marketer to start marketing. Then the second step, namely implementation, the researcher arranged the implementation steps in three stages, namely content creation, content distribution, and content strengthening. The implementation step is the core step of content marketing, because this step is the embodiment of the first step. And the last step is the evaluation step. This research is divided into two stages, namely evaluating and improving the content. This is the final step when all series of strategic management have been carried out properly analyzes content marketing with the *title content marketing strategies voice t elfon to increase brand wareness ( content m arketng case study A Voskin on Instagram has research objectives, namely to know and explain how to implement a content marketing strategy s elfon voice for brand awareness of Avoskin products in June 2020 and to find out what the inhibiting and supporting factors are in developing content marketing . This research uses descriptive qualitative research methods.*

In this research, researchers found that the results of this research were that this research only focused on *content marketing strategies s elfphone voice to build Avoskin brand awareness . In this case, there are still many factors that have not been discussed in this research, such as how to manage content marketing strategies to get feedback from audiences who consume content in the context of content marketing. Therefore, it is recommended to future researchers who are interested in conducting further studies or research so that it can be carried out better. There is a difference between the research conducted by Erni Irdewanti and researchers, namely that Erni Irdewanti's research focuses on implementing content marketing strategies T elfon 's voice for brand awareness of Avoskin products in June 2020 on Instagram social media by looking at and analyzing the eight stages of content marketing by Philip Kotler (2017) in the context of increasing brand awareness while the research conducted by researchers focused on how content marketing strategies are cultural traditions race the track on the TikTok account @paparazikuansing. The social media that researchers will examine is TikTok by analyzing the eight stages of content marketing by Philip Kotler (2017) in the context of cultural tradition content marketing.*

In Erni Irdewanti's research, the eight stages of production were also divided into three, namely, pre-production, production and post-production. This is because the telephone voice that is the object of research is a marketer and Avoskin is a brand. This research examines how telephone voice works together to increase awareness of its customers, namely (avoskin). Meanwhile, the research carried out by researchers was to directly examine the content marketing and strategic management carried out by @paparazikuansing in marketing the cultural tradition of pacing lanes on its TikTok account. In this research, @paparazikuansing is an account that stands and makes its own efforts to maximize the marketing of the content it creates itself. While it has achieved some success, using TikTok as a content marketing platform also faces a number of challenges that need to be overcome. One of the main challenges is in maintaining the consistency and relevance of the content presented. In a fast-changing digital environment, content that is not constantly updated and adapted to user trends and preferences can lose its appeal and be marginalized by other fresher content.

Another challenge is managing and moderating user interactions. In a platform full of diverse comments and responses, it is important for the @paparazikuansing account to be able to respond quickly and appropriately to every interaction that occurs. This requires a team that is reliable and efficient in managing communication with users, as well as having a clear strategy in handling content that is controversial or receives negative responses. With awareness of these challenges, the @paparazikuansing account can continue to develop a more effective and adaptive content marketing strategy in the face of the dynamics of the TikTok platform. By utilizing the successes that have been achieved and overcoming the challenges that exist, it is hoped that the account can continue to be a pioneer in promoting and preserving the cultural traditions of pacu jalur through TikTok social media.

User response and interaction is one important aspect of content marketing strategy through the TikTok platform, especially in the context of promoting the pacu jalur cultural tradition through the @paparazikuansing account. In this case, user response and interaction can be an indicator of the



success of a content marketing campaign and strengthen user engagement with the content presented. One form of response that can be observed is through comments given by users on published content. These comments can provide an idea of the extent to which the content presented has succeeded in attracting attention, triggering discussion, or having a positive impact on users. By paying attention to and responding to these comments, the @paparazikuansing account can strengthen relationships with its followers and build an active and participating community.

In addition to comments, user interaction can also be seen through likes, shares, and reactions to published content. A high level of engagement from users, such as a large number of likes or frequently shared content, can be an indicator of success in attracting attention and building engagement with the audience. It can also help in expanding the reach of the content and increasing awareness of the promoted pacu jalur cultural tradition. However, in managing user response and interaction, the @paparazikuansing account also needs to pay attention to certain aspects. One of them is in handling negative or controversial comments that may appear. It is important for the account to have clear policies and strategies in managing responses to comments that are inappropriate or can harm the account's reputation. By paying close attention to user responses and interactions, the @paparazikuansing account can continuously improve and optimize its content marketing strategy through TikTok. By building strong relationships with its followers and responding well to user interactions, it is hoped that the account can continue to be a valuable source of inspiration and information in promoting the cultural tradition of pacu jalur to a wide audience through digital platforms.

## CONCLUSION

In carrying out the content marketing strategy of the pacu jalur cultural tradition through the TikTok platform through the TikTok account @paparazikuansing, several main findings can be identified. First, in the planning stage, the use of TikTok as a promotional medium is able to have a positive impact in increasing the popularity and understanding of the community towards the pacu jalur cultural tradition. The creative and informative content presented managed to attract the attention of users from various circles, both at home and abroad. Then the second is the implementation stage, high interaction between the @paparazikuansing account and its followers is also one of the main findings. And the last stage is evaluation, fast and interactive responses to comments, likes, and shares from users show that the content presented has succeeded in building engagement and emotional connections with the audience. This is an important factor in strengthening awareness and expanding the reach of the message.

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