

The Representation of the 2025 Yadnya Kasada Ceremony on TikTok and Its Implications on the Image of Mount Bromo as A Tourist Destination

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ABSTRACT

The social media platform TikTok plays a significant role in shaping public understanding of culture through its representation of various local traditions, including the Tengger community's Yadnya Kasada ceremony. The representations created through TikTok content not only convey information about the ritual's execution but also construct meanings that can influence audience perceptions and the image of Mount Bromo as a tourist destination. This study aims to analyze the representation of the 2025 Yadnya Kasada Ceremony on TikTok and its implications for the image of Mount Bromo as a tourist destination. This study employs a qualitative approach using Stuart Hall's representation analysis method. Data were collected through the analysis of seven TikTok videos themed around the 2025 Yadnya Kasada Ceremony analysis of netizens' comments, documentation, and in-depth interviews with content creators, the traditional leader of the Tengger tribe, and netizens. Data analysis techniques included data reduction, data presentation, and drawing conclusions. The results of the study indicate that the Yadnya Kasada Ceremony on TikTok is represented as a tradition passed down through generations, an expression of the Tengger community's gratitude, the cultural identity of the Tengger community, and a practice fostering harmonious relationships between humans, God, ancestors, and nature. However, the depictions shown do not capture the entire sequence of rituals, which leads to a variety of interpretations among the audience. These representations lead to the formation of a cognitive image knowledge of the cultural and spiritual values of the Tengger people an affective image a sense of admiration and respect for their traditions and a conative image a desire to visit and gain a deeper understanding of the Yadnya Kasada Ceremony.

Keywords: Destination Image, Mount Bromo, Representation, TikTok, Yadnya Kasada Ceremony.