

# Research on the Construction and Communication of Harbin City Image Based on Tik Tok UGC Short Video

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## Abstract

As one of the latest and most popular Internet content construction and dissemination methods, short video with its own low production cost, fast transmission speed, diversified content, large user scale and other characteristics in recent years to welcome a boom period. How to use Tik Tok UGC short video to think about the construction and communication of Harbin's urban image, and to have a comprehensive understanding of the functions of the city's new text and information communication tools. We should give full play to the media function of Tik Tok short video, actively publicize the cultural heritage of Harbin city, and make good use of its positive guiding function to construct and spread the image of Harbin city.

## Keywords

**Tik Tok; UGC short video; City image; Construction and Dissemination.**

## 1. OVERVIEW OF TIK TOK SHORT VIDEO'S PARTICIPATION IN URBAN IMAGE CONSTRUCTION AND DISSEMINATION

City is the basic unit of national or regional competitiveness. City image is an important symbol to distinguish local personalities and maintain competitive advantages, and an important factor to improve the comprehensive strength and soft power of a city. The complete process of urban brand communication includes the connotation and personality of urban brand, identification and positioning, communication and presentation, as well as cultural connotation and so on. A good city image can not only absorb more excellent talents, introduce a large number of foreign investment, but also promote the vigorous development of tourism, enhance the sense of belonging of the majority of citizens, and deepen the spiritual culture of the city.

As the capital city with the highest latitude in China, Harbin blends eastern and western cultures, has unique ice and snow resources and geographical advantages, and has long been known as the "Ice City", "Oriental Moscow", "Oriental Little Paris", "Music Capital" and so on. At the same time, it is also one of the old industrial bases in Northeast China. Ice and snow culture with a long history and all kinds of ice and snow tourism products as its unique cultural symbols, and promote its will itself into an international cultural city of ice and snow, in this way, the Harbin city has a very high value, brand communication need actively improve the Harbin city construction, strengthen the economy, politics, culture and the comprehensive construction of Harbin, To improve people's living environment with three-dimensional thinking, change the overall image of the city, promote the development of Harbin.

The development of Internet technology and the transformation of various terminal applications have broadened the channels for people to receive information. In recent years,

short videos represented by Tik Tok and Kuaishou have developed rapidly, attracting relatively stable user groups with their respective advantages. With the continuous development of user groups, trill content rich and diversified gradually, big to national policy, small to food and clothing live line, users can according to their own requirements, pay close attention to the topic you are interested in or content producers, content browsing and online interaction, objectively for the construction of the city's image and communication provides a new channel. Cities that have become "hot" with short videos have not only developed economically, but also improved their spiritual outlook.

According to the 2021 Tik Tok Data Report, there are more than 680 million daily active users of Tik Tok, covering dance, food, scenery, two-dimension and cute pets. Tik Tok has made the city popular, giving birth to the "punch card economy" of cultural tourism. A person with a fire city, a song with a fire city, a fire city become a fashion. The top 10 most popular cities are: Beijing, Shanghai, Chongqing, Chengdu, Guangzhou, Hangzhou, Shenzhen, Zhengzhou, Xi 'an and Wuhan; The top 10 most popular scenic spots are: Hangzhou West Lake Scenic Area, Shanghai Disney Resort, Shanghai Bund Scenic Area, Xi 'an Datang Never Sleeps City, Beijing Global Resort, Guangzhou Tower, Hengdian World Studios, Laojun Mountain Scenic Area, Huangshan Mountain Scenic Area, Putuo Mountain Scenic Area; The top 10 most popular local cuisines are: Chongqing hot pot, Sichuan hot pot, Henan Hu Spicy Soup, Beijing Roast Duck, Liuzhou River snail noodles, Wuhan Hot and Dry noodles, Lanzhou Ramen, Beijing Fried noodles, Changsha stinky tofu, Xinjiang Big pan Chicken; The top 10 most popular INTANGIBLE Cultural Heritage items are: Henan Opera, Zhejiang Yue Opera, Anhui Huangmei Opera, Shaanxi Qinqiang Opera, Tianjin Crosstalk, Beijing Peking Opera, Hunan Flower Drum Opera, Guangxi Liuzhou Snail powder production techniques, Shaanxi and Northern Shaanxi folk songs, Sichuan Opera; The traditional culture live broadcast attracted the most attention, and netizens rewarded the inheritance of the quintessence of Chinese culture. The income of traditional culture anchors increased by 101% year on year. It can be seen that Tik Tok has grown into a social short video platform integrating content and form, gradually showing results in urban image construction and communication. Under the momentum of technology blessing and vertical platform, Harbin city image on the trill short video development has emerged, ice and snow culture, the Middle East railway culture, jin yuan culture, music culture, black culture, cultural advantages for the creation of the short video provides rich material, professional media and the media from multiple Angle show in Harbin city image, Convey Harbin city feelings.

## **2. THE ROLE OF TIK TOK SHORT VIDEO IN URBAN CONSTRUCTION AND DISSEMINATION**

With the continuous development of Internet technology and the fragmentation of time, people's attention has shifted from traditional media to emerging media, making short video platforms more competitive and attractive. After the launch of Tiktok, its communication content, communication methods, communication objectives and advantages of the platform are outstanding, and it also plays an important role in the construction and communication of the city image.

### **2.1. To Build A Three-dimensional City Image**

Symbol is the external form or materialized carrier of information meaning, carrying and conveying a certain meaning. Urban elements are the components of the overall image of a city, expressed by symbols, covering natural scenery, cultural landscape, traditional folk customs and other components, so the image of a city is not a single, but multiple, three-dimensional. At present, with the help of the development boom of short video, some cities have formed "Internet celebrity" color brands in the fields of beauty, food and so on, and set up a three-dimensional city image. Chongqing symbolic transformation of urban elements, different

elements highlight the city's diversified image, including "hip-hop music" music symbols, food symbols characterized by "spicy", landscape symbols known as "mountain city" and character symbols marked by straightforward character. A variety of symbols not only show the time-honored changes of the city and leave a deep impression on people, but also promote the social communication of culture and let people see the three-dimensional development of the city.

## **2.2. Improve the Effect of Urban Image Communication**

Trill with today's headlines, technical support, recommend use of big data, algorithm, and when the user use the trill recording the residence time of the user, thumb up and comments, analysis of the user's behavior characteristics, undertake personalized recommendations for users, namely, according to different degree, different regions, different interest of users recommend different types and styles of work, enhance the user viscosity, improve the efficiency of distribution, To achieve one-to-one precise communication, improve the communication effect of the city image. With the development of 5G technology, the application of big data will become more and more common, and the era of "Internet of everything" will finally come. The content for the purpose of city image promotion will benefit from efficient content distribution.

## **2.3. Making Cities More Attractive**

Communication is a two-way process, no matter in the development of traditional media or new media, communicators will pay attention to the interaction between users, urban development is not only propaganda, the ultimate goal is to settle on economic and social benefits. The integration of Tik Tok and e-commerce has opened a new path for the development of "culture and tourism economy". Many tourism platforms have opened their own Tik Tok accounts to promote their companies and introduce tourism plans with the help of short videos. The address link and shopping cart link presented in the short video can realize the jump and browse of the platform, connect online and offline, promote the interaction between platforms and industries, and stimulate the resonance between tourism, economy and culture.

# **3. THE MAIN IDEA OF TIK TOK SHORT VIDEO ON HARBIN CITY CONSTRUCTION**

## **3.1. With Tik Tok Platform as the Media, Actively Promote the Cultural Heritage of Harbin City**

Harbin is the capital of Heilongjiang Province and one of the old industrial bases in northeast China. The culture of Harbin blends eastern and western cultures at the same time. In the process of constructing the image of the city, we should pay attention to highlight our own profound cultural deposits. The ice Lantern Garden Fair, ice and Snow Festival and international ice and snow Sculpture Competition held every year in Harbin show the profound cultural heritage of the city to the world incisively and vividly, creating the unique charm of ice and snow culture and ice and snow tourism in northern cities. Harbin is known as the world's "Capital of Music", and "Harbin Summer Concert" is a typical representative of Harbin's charm. On June 22, 2010, Harbin was awarded the title of "Capital of Music" by UNESCO. Subsequently, Qunli District of Harbin began to build music galleries, music theme parks, music Valley, and Harbin Grand Theater in Songbei District. The hundred-year music history has shaped the city music image of Harbin. Taking this as an entry point, Tik Tok platform users are attracted to have an in-depth understanding of Harbin's urban culture, and Tik Tok's short video media function is truly brought into play, enabling more people to understand the city with cultural heritage. In this way, we can not only obtain more inspirations of urban image construction, but also enhance the influence of urban image.

### **3.2. Enrich UGC's Self-created Content and Design Urban Texts Advancing with The Times.**

Urban texts cover a variety of contents, including urban roads, buildings, food culture, residential culture and so on. At present, with the multi-form development of social economy, new media technology and big data technology have been infiltrated into every process of urban construction and management. Therefore, in the process of constructing the urban image of Harbin, it is necessary to actively develop the soft text of the city, that is, to endue the city with certain technical attributes. For example, urban civilization, urban spirit, etc., will be transmitted in a new way of urban text. At the same time, the new media platform represented by Tik Tok is used to re-present and reconstruct Harbin's urban image. The soft text and hard text are scientifically integrated to construct an urban image with personalization characteristics, and the urban architecture is endowed with rich cultural characteristics and a sense of story. Driven by emotional elements, the urban image of Harbin is constructed with temperature and sense of hierarchy.

## **4. EFFECTIVE STRATEGIES OF TIK TOK SHORT VIDEO FOR URBAN IMAGE COMMUNICATION OF HARBIN**

### **4.1. Accurately Positioning the Image of the City and Closely Cooperating with Other Parties**

The city brand construction needs to formulate a systematic, holistic and long-term development strategy. Comprehensive positioning of the city is the most centralized embodiment of city characteristics, is also a city's pursuit of spiritual kernel and value standard, determines the pulse and direction of future development in cities, throughout the historic city at home and abroad, of "music", "city of Venice, Vienna" fashion capital of Paris, the city's brand culture rooted hearts, This shows the important influence and radiation power of urban cultural theme positioning.

As the main body of urban image communication, it is very important to establish and grasp the core elements of urban brand. As early as in the twelfth Five-Year Plan of Harbin Tourism, the Government of Harbin city of Heilongjiang province clearly positioned the tourism image of Harbin as the "World famous city of ice and snow". Its clear and accurate positioning highlights Harbin's unique regional advantages as well as the unique competitiveness and cultural charm of ice and snow tourism. Harbin city brand building will be the most distinctive ice-snow tourism culture with local simple folk culture, the baroque architecture culture and open long beer culture elements such as a combination of ice and snow culture into all aspects of the Harbin city brand communication, let every corner of the city can fully embody the diversity of ice and snow culture characteristics, It has formed an ecological urban landscape with ice and snow as the core, which not only brings tourists a comprehensive play experience, but also improves the core value of Harbin city brand.

### **4.2. Create High-quality original Content to Show the Three-Dimensional Image of the City**

Whether it is traditional media or mobile Internet media, high-quality content is always the most critical core competitiveness in the communication process. The popular videos related to the city image on Tik Tok platform are all interesting and unique. These vertical videos tell stories related to the city through immersive interpretation, story-based narrative method and dialogue-based two-way interaction, and build a full and three-dimensional city image.

City image short video content creation should be on the basis of the Harbin local features was fully adhere to the principle of diversification, and consolidate the good based on the ice and snow culture, characteristic spots of city visual identity, broaden with humanistic spirit, city concept identifying contents of traditional culture as the core, extending to citizen behavior,

city image for city behavior identify content. Give full play to the characteristics of Tik Tok platform's immersive interface and permeable scene, and enhance the sense of reality and interest of video content with the help of BEST, namely BGM(city music), Eating(local food), Scenery(Scenery) and Technology(sense of Technology facilities). In view of the fragmented characteristics of short videos, the creation must ensure that the theme is clear and logical, and the content is directly delivered to the audience.

#### **4.3. Strengthen the Linkage Between Online and Offline, And Enhance the Integrated Communication of City Brand Image**

For the positioning of the city itself, how to create a unified and coherent city brand image is crucial to effectively improve the status and influence of the city. Harbin 2017 Spring Festival gala at the venue, based on the unique natural landscape and human landscape, ice and snow is given priority to with snow and ice world "the temple of heaven QiNianDian" background, in the imperial palace watchtower for tie-in landscape, singing and dancing, the white whale show, ice and snow sports, such as New Year folk elements at a suit, recreates the longjiang snow cultural charm, has a very high ideological content and appreciation and artistic quality, CCTV, as a representative of high-quality media platform, has won unanimous praise from the national audience. Broadcasting power enables hundreds of millions of audiences to appreciate the charm of Harbin ice and snow culture at close range, which greatly strengthens and enhances the image of Harbin ice and snow tourism.

Should take advantage of big data under the new media environment advantages and Internet marketing electric business platform for cooperation, makes together with ice and snow tourism products, relevant to the subject matter concentration show the features of Harbin ice and snow tourist city, Harbin city government focus on the integration of regional resources, realize the city tourism image of mobile marketing, and through the precise positioning of tourists, the resort marketing intelligence. Besides, interactive thinking should be implanted into new media products related to Harbin ice and snow tourism, such as "Fresh City Harbin", "Longjiang Tourism" and other official weibo and wechat public platforms and other powerful and influential traditional media for cooperative promotion, which can enhance the influence and credibility of tourism brand. City propaganda, ice and snow festival in Harbin will also be opening and propaganda video in the phone APP mobile client and other new media network platform, at the same time increasing the number of barrage user participation mechanism, let users can interact not only, still feel their opinion fully attention, oneself is closely related to the development of city culture, extending the Harbin city brand communication effect, Gradually expand the publicity of ice and snow tourism to the international market through all-media marketing mix, establish a global marketing network, and improve the image of Harbin as a world famous ice and snow tourism city.

## **5. CONCLUSION**

In short, short videos focusing on Tik Tok UGC mode are increasingly becoming the outlet of the Internet. For the construction of Harbin's city image, in-depth publicity and promotion should be carried out based on Tik Tok short video platform. It scientifically integrates ice and snow literature, music culture, architecture culture, Jinyuan culture and black soil culture into Tik Tok short videos, so as to establish a new understanding and good image of Harbin for the audience on the platform. At the same time, the construction of city image and urban architecture should be deeply connected. In different stages of urban development, propaganda videos that can better reflect the characteristics of the city should be made and published on the Platform of Tik Tok at home and abroad. In this way, it is not only easy to construct a fresh, dynamic and cultural image of Harbin, but also to spread high quality culture to all parts of the

world. Give full play to the functions and effects of Tik Tok short videos to help Harbin achieve healthy and sustainable economic development.

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