

THE OPPORTUNITIES AND CHALLENGES OF XI'AN CITY IMAGE BUILDING THROUGH THE GOVERNMENTAL PERSPECTIVE IN TIK-TOK PLATFORM: A SYSTEMATIC NARRATIVE REVIEW

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Article Info:

Article history:

Received date: 10.12.2023

Revised date: 15.01.2024

Accepted date: 20.02.2024

Published date: 12.03.2024

To cite this document:

Li, M., & Isa, A. N. M. (2024). The Opportunities And Challenges Of Xi'an City Image Building Through The Governmental Perspective In Tik-Tok Platform: A Systematic Narrative Review. *Journal of Tourism Hospitality and Environment Management*, 9 (35), 118-135.

DOI: 10.35631/JTthem.935008.

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Abstract:

Background: In the context of the rapidly advancing 5G era, mobile short video platforms have become integral to modern media communication. Tik-Tok, a prominent social media app in China with over a billion daily users, has transformed how people access information. This evolution has profound implications for shaping a city's image, which holds sway over a region's influence in an increasingly globalized world. **Objective:** This systematic narrative literature review explored empirical evidence on city image building and communication on Tik-Tok platform. And also gave a new strategy from governmental perspective for the building and dissemination of Xi'an's city image on the Tik-Tok platform in the future. **Participants and setting:** This research selected the article on the Scopus, and CNKI databases. The review is limited to articles published in journals in English and Chinese during the three years from January 1, 2020 to January 1, 2023. **Methods:** The systematic approach to literature reviewing was utilized 'Systematic Narrative Review'. This research used content analysis to systematically organize the literature over the last three years. **Results:** The review summarizes the findings of the selected studies, which show that governments have the ability to strategically use the Tik-Tok short-form video platform to intangibly build and communicate the urban image of a specific region in the face of the challenges of developing urban communication. **Conclusion:** The review highlights that short video-driven city image construction and communication pose noteworthy opportunities and challenges. This warrants deeper scholarly investigation. Through studying Xi'an's TikTok-based city image building, this paper explores governmental strategies for content creation and communication.

Keywords:

City Image, Tik-Tok Platform, Xi'an City, Governmental Perspective

Introduction***Concept of City Image***

As the relentless march of economic globalization persists, cities have assumed a pivotal role within the spatial constructs of global economic development and cultural exchange. The city's image, an intangible asset, has progressively garnered heightened scholarly and public attention. The conceptual genesis of urban imagery can be traced to Lewis Mumford, a venerable social philosopher, whose seminal work, "The Culture of Cities," published in 1938, marked its advent. This text illuminated the idea that a city's image functions as an external manifestation of its cultural essence. It is a holistic aggregation that subsumes the material, spiritual, and political dimensions of a region. This cumulative summation derives from an amalgamation of factors, including mass media, interpersonal discourse, personal experiences, and societal comprehensive evaluation (Mumford, 1938).

Ashworth and Kotler, in the 1980s, embarked on a marketing-oriented analysis, asserting that a city's image embodies a synthesis of multifaceted sensory perceptions held by the populace (Ashworth & Kotler, 1988, 1993). In the 1990s, Ashworth approached the discourse from a communication standpoint, positing that a city's image is the product of sustained, all-encompassing promotional efforts and communication strategies over time. In conclusion, the city image is an intricate amalgamation of subjective and objective cognitive processes, a cognitive phenomenon arising through the evolution of cities during their transformative journey.

The Importance of Modernized City Image Building in the Development of the New Media Era

The city's image, steeped in historical and cultural significance, emerges as a strategic, intangible asset within the competitive landscape of urban development, serving as an emblem of the modernization of urban civilization and the region's socio-economic progress. A city image adorned with unique attributes not only beckons the attention of global capital, thereby ushering in new opportunities for the local business ecosystem, but also acts as a magnet for international tourists. Concurrently, the rapid expansion of the urban economy and the ongoing enhancement of the city's spatial quality evoke a sense of belonging and pride among local enterprises and residents (Xu, L. Q., 2012).

In the contemporary era marked by the proliferation of emerging media, the conception and diffusion of modern urban images have transcended the paradigms of traditional city promotion prevalent during the era of conventional media. As urban economies and spatial developments experience rapid progress, the urban image portrayed via new media platforms concurrently reflects the unfolding trajectory of urban development (Pratt, A. C., 2000). The meticulous cultivation of a modern urban image is no longer a superficial exercise in city branding; instead, it represents a strategic asset of profound influence. Effective modes of communication are indispensable for showcasing the unique charm of the region's urban image, thereby elevating the city's prominence and reputation. This, in turn, contributes to the augmentation of the city's

cultural soft power, establishing it as a distinctive cultural symbol (Wang, Y., & Feng, D. W., 2021). Therefore, the formation of the urban image is inexorably linked to the dissemination and construction processes mediated by the media of the contemporary age.

In the Mobile Vertical Screen Era, Tik-Tok Short Video Platform Emerges as an Instrument for Urban Image Dissemination

Since the rapid proliferation of the information technology revolution in the 20th century, the mediums for disseminating mass communication and the public's modes of information consumption have undergone profound transformations. Tik-Tok, with its signature attribute of 'spontaneous joy-sharing, anytime, anywhere,' has magnetized an extensive user base. Consequently, mobile short video content has gradually seeped into the fabric of daily existence, offering a fresh avenue for the propagation and configuration of urban imagery.

The deconstruction and symbolization of urban imagery have found innovative interpretation and presentation within the concise, 30-second format of short videos. Among these, urban image short videos with travel themes have garnered particular favour among Tik-Tok's user community. This phenomenon has positioned Tik-Tok as a significant platform for showcasing a city's accomplishments in urban development and its local cultural heritage (Liu, J., & Ma, Y., 2017).

Overview Of The Xi'an Government's Promotion Of The City's Image

Nestled in the north-western realms of China, Xi'an has borne witness to the ebbs and flows of history through thirteen dynasties, including the Zhou, Qin, Han, and Tang, etching its place as one of the world's four ancient capitals of civilization. In recent years, against the backdrop of the nation's fervent drive to preserve traditional Chinese culture, Xi'an, as a vital source of ancient Chinese civilization and the eastern origin of the historic Silk Road, assumes a profound role. The shaping of its urban image holds significant importance, enhancing the nation's cultural confidence. Since the era of China's reform and opening-up, the Xi'an government has consistently articulated clear slogans in promoting the city's image. (figure 1)

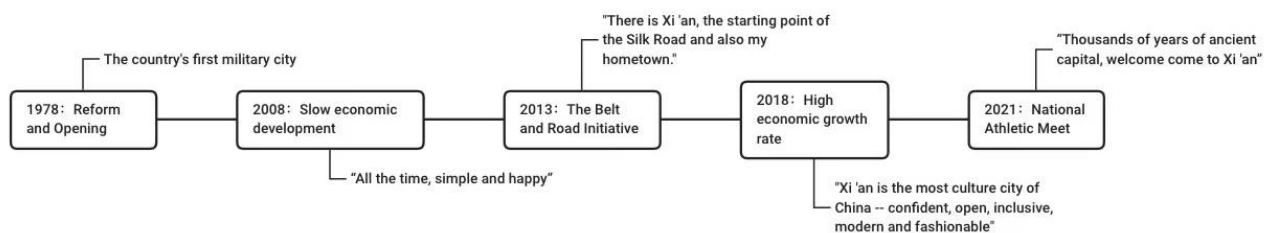


Figure 1. The City Image Of The Propaganda Language Of Various Periods In Xi'an

Source: (The official website of Xi'an government organizations in various periods of time publicity slogan)

Since 2016, with the rise of self-media mobile short video platforms such as Tik-Tok, the Xi'an municipal government has recognized the imperative need to employ these rapidly evolving new media channels for the purpose of shaping the city's image. This realization underscores the growing significance of contemporary digital media in the realm of urban image construction and aligns with the adaptability inherent in the natural world, where species must evolve to thrive amidst changing environmental conditions.

Problem Statement

In Li Jing's 2018 study, "Analysis of Xi'an Urban Image Communication Effects Based on Audience Perception," a survey was conducted among both local and non-local residents of Xi'an (Li, J., 2018). The findings revealed that the predominant association of Xi'an among respondents, at 72.19%, was as an "ancient capital." This was followed by 12.52% associating Xi'an with being a "specialty snacks," while only 2.39% viewed it as an "international metropolis." These results suggest that the public perception of Xi'an remains rooted in its traditional identity as an ancient capital, with limited awareness of recent image positioning initiatives such as "international metropolis" and "quality Xi'an."

In Huang Jing's 2020 thesis, "Issues and Strategies in Mobile Short Video Communication of Urban Brands," a survey was conducted to gauge perceptions of Xi'an's city brand through Tik-Tok (Huang, J., 2020). Respondents were asked to select the label they believed best represented Xi'an. Results indicated that 76.67% predominantly associated Xi'an with its "ancient capital" status, while only 25.06% chose the label "international metropolis." This underscores a lack of clear understanding among the majority of the audience regarding Xi'an's current positioning.

Recent research by scholars and government agencies corroborates these findings, indicating that Xi'an's image in the public consciousness remains primarily anchored in its identity as an ancient capital, with limited recognition of its modern international image. Despite Xi'an's rapid economic development and advancements in education and technology, perceptions of the city have not evolved significantly among both local and non-local residents. Furthermore, observations of Xi'an city image-related short videos on Tik-Tok reveal a one-sided portrayal, emphasizing the traditional "ancient capital" image while neglecting newer aspects such as its economy, talent education, and technological innovation. Additionally, both individual users and Key Opinion Leaders lack guidance when disseminating Xi'an's city image, resulting in the proliferation of homogeneous content that fails to showcase the city's diverse facets.

Despite Xi'an government agencies' official presence on Tik-Tok since 2018, content posted under these verified accounts has not generated significant engagement compared to influential individual accounts (KOL accounts). Hence, there is an urgent need for Xi'an government propaganda agencies to explore city image shaping strategies that not only align with official propaganda identity but also resonate with user preferences.

Research Objective

This study provides a systematic review of articles by key researchers in the interdisciplinary field of urban image shaping and dissemination on the Tik-Tok. It offers a comprehensive examination of the existing literature on urban image shaping from established research databases, analysing the opportunities and challenges of Xi'an city image construction on the Tik-Tok from a government perspective. Building on this research trend, the study identifies theoretical and practical gaps in the literature, proposing new pathways for Xi'an city image construction. These proposals aim to align with government objectives and aspirations, offering recommendations for urban image shaping consistent with government goals.

Significance of the Study

As the media landscape evolves and urbanization accelerates in Xi'an, the government has made strides in promoting the city's image. However, challenges persist in shaping and

disseminating the city's image on emerging media platforms like Tik-Tok, where some content exhibits high similarity and a monotonous audio-visual language. To aid the Xi'an municipal government in enhancing its image-shaping efforts, this study employs a systematic literature review to assess recent research by scholars across regions regarding urban image shaping on short video platforms. It synthesizes how Tik-Tok shapes and disseminates city images, identifies practical challenges in this process, and explores strategies for the Xi'an government to improve its city image on the Tik-Tok. This research aims to offer insights for local governments seeking to leverage Tik-Tok for more effective city image shaping in the context of the evolving media landscape.

Research Methodology

In this comprehensive review, we have employed a systematic narrative review approach, as outlined by McGinn, Taylor, McColgan, and Lagdon in 2016. This method was chosen for its suitability in addressing a broad range of issues pertinent to real-world social work practices. Systematic narrative reviews are particularly relevant for inquiries spanning various social issues, including their prevalence, universality, and the perspectives and experiences of stakeholders involved in service delivery or utilization (Alfandari & Taylor, 2021; Taylor et al., 2015).

Methodologically, the systematic narrative literature review begins with well-defined research queries. It systematically conducts a thorough search of the literature for relevant studies published in peer-reviewed journals. These findings are then synthesized narratively, providing valuable insights for prospective researchers.

Identification

In the process of curating scholarly articles aligning with the thematic content of this report, the systematic review process comprises three distinct stages. The initial stage entails keyword identification and the quest for research terminology that resonates with prior studies. After the identification of all pertinent keywords, search strings were meticulously crafted for the Scopus and CNKI databases (Table1). During the first step of the systematic review process, a total of 168 articles were retrieved from these two databases.

The identification stage is fundamentally centered on ferreting out research materials within literature databases that harmonize with the defined research questions. The chosen keywords in this context were 'City image' and 'Tik-Tok.' Consequently, the initial task encompasses the scrutiny of these keywords and the exploration of analogous or closely-related research terms that have surfaced in earlier studies. Upon the identification of all relevant phrases, search strings were methodically formulated for the Scopus and CNKI databases (Table1). Through this systematic procedure, this study effectively accessed 133 published articles from these databases.

Scopus	TITLE-ABS-KEY ("City Image " AND "Tik-Tok" AND Governmental approach AND City Image Building) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English"))
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CNKI "city image" AND " Tik-Tok " AND Governmental approach
AND city image building

TABLE 1 : Keyword Search

Source: (The results of the search through the two databases are tabulated in a self-contained table)

Screening

In the initial screening phase of the systematic review process, it is imperative to remove duplicate research papers that may be present across different sections of the databases. Consequently, this first stage led to the exclusion of 35 articles. In the second phase, the focus shifts towards the assessment of research quality, with scrutiny limited to articles published exclusively in peer-reviewed journals. Furthermore, studies deemed eligible for review must report empirical research employing quantitative, qualitative, or mixed-methods research designs. It is worth noting that research utilizing action research or single-case study methodologies presents a greater challenge in terms of evaluating research quality (Taylor et al., 2015). The review explicitly excludes theoretical materials, editorials, government documents, and policy papers from its scope (Taylor et al., 2007). Additionally, due to the subject matter of this study being related to information research and collection within the Chinese context, both Chinese and English-language journals fall within the purview of this research. The search period for this study encompasses the most recent three years, spanning from January 1, 2020, to January 1, 2023. In the second phase of the systematic review, a total of 64 publications met the predetermined criteria.

TABLE 2 : The Selection Criterion Is Searching

Criterion	Inclusion	Exclusion
Language	English & Chinese	Non-English & Chinese
Time line	2020 – 2023	< 2020
Literature type	Journal (Article)	Conference, Book, Review
Publication Stage	Final	In Press

Source: (Chart of statistics on the screening process for the second phase of the systematic evaluation)

Eligibility

The third phase of the systematic review process involves screening article eligibility. This stage entails a thorough examination of article titles, abstracts, and content to ensure alignment with the inclusion criteria and research objectives. Twenty-four papers were excluded during this phase: sixteen due to a lack of relevance in their titles and eighteen because their abstracts did not address the research objectives. Ultimately, thirteen articles met the inclusion criteria after the third-phase review.

Data Abstraction and Analysis

This research adopts the methodology of a systematic narrative review in its literature review approach. A total of 13 relevant articles have been included in this review. Figure 2 illustrates the process of selecting significant articles related to the current research question from the initial pool of 168 articles through the systematic review stages, mirroring the careful selection of vital elements from a vast and intricate landscape, much like nature's intricate curation of its diverse resources.

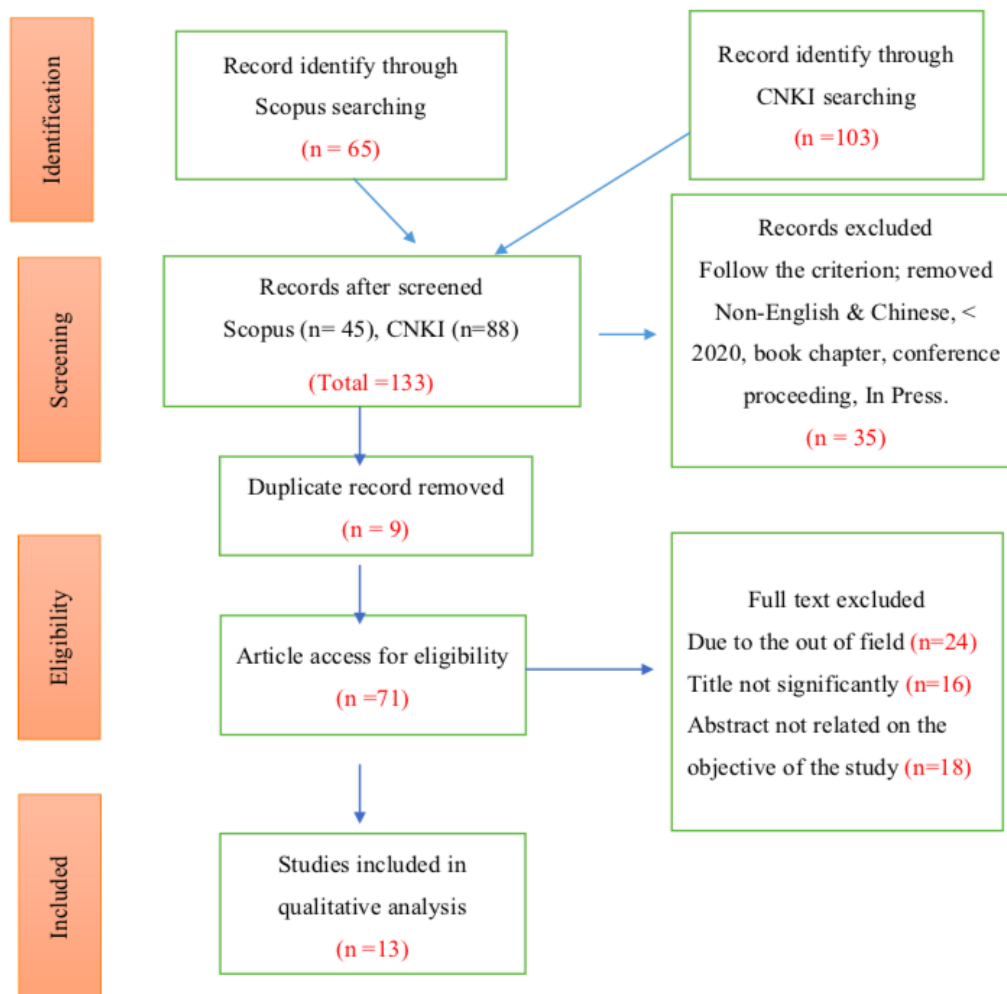


Figure 2. Flow Diagram Of The Proposed Searching Study

Source: (Mustafa, W. A., Alias, N. A., Jamlos, M. A., Ismail, S., & Alquran, H. (2022). A recent systematic review of cervical cancer diagnosis: Detection and classification. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 28(1), 81-96. <https://doi.org/10.37934/araset.28.1.8196>)

Results

Table 3 summarizes vital information from the 13 studies, including key categories such as the primary author, publication year, research title, objectives, research methods, major findings, and a concise evaluation provided by the authors of this paper. The studies incorporated in this review encompass the domain of urban image dissemination on the Tik-Tok short video platform. They investigate diverse aspects, including the configuration and propagation of urban images within social media (n=4 studies), the crafting and circulation of urban images on Tik-Tok's platform (n=7 studies), governmental efforts in shaping urban images through

social media (n=2 studies), and the molding and transmission of Xi'an's urban image on Tik-Tok's platform (n=2 studies).

These research outcomes collectively underscore the indispensability and intricacy of molding and disseminating urban images on Tik-Tok's platform. Furthermore, they furnish novel insights to governmental entities in different cities, including Xi'an, concerning the dissemination of urban images on social media platforms, mirroring the manner in which nature unveils its intricate interplay to those who seek to comprehend its complexities.

(Follow Next Page)

Author (Years Database)	Research Title	Research Objective	Research Method	Main Findings	Comment
Bowen Gao (3,2023 Scopus)	A Study on the Communication Mode of Tik-Tok's "online celebrity City" Image — Taking Xi'an City Image Communication as an Example	The study's aim is to examine Tik-Tok's 'online celebrity city' image propagation patterns, using Xi'an as a case study. It explores the impact of short videos on urban tourism imagery, focusing on Xi'an's portrayal strategies on Tik-Tok.	The study employs a qualitative research method, including content analysis and case study, to analyze the presentation content, shaping method, existing problems, and countermeasures of the short video of Xi'an city image in Tik-Tok.	Tik-Tok accentuates urban image dissemination, with 'food,' 'scenery,' and 'music' symbols at the forefront. To build a robust city brand, administrators must embrace contemporary image communication concepts and modes.	This paper primarily explores the positive role of short videos in shaping and disseminating urban tourism images. Yet, it is crucial to delve into the potential negative impacts of short videos on such imagery.
XIA PEN (6,2020 Scopus)	Perceiving Beijing's 'City Image' Across Different Groups Based on Geotagged Social Media Data	This study seeks to develop a novel framework for perceiving Beijing's urban image using geotagged social media data. It categorizes Weibo users as locals or non-locals, identifies urban hotspots, and extracts non-physical elements linked to these hotspots. It aims to create a comprehensive big data analytical profile for the city's contemporary city image.	The research method used in this paper is a big data-based methodology that comprises spatial clustering, RF-based user classification, and TF-IDF/LDA based text analysis.	This study, employing big data methods with geotagged social media data, effectively discerns Beijing's urban image. It highlights significant disparities in the perceptions of urban image and focal areas between locals and non-locals.	This study focuses solely on Weibo data, potentially limiting its representation of Beijing's population. Supplementing with other social media platforms and traditional surveys could enhance research depth and comprehensiveness.
Lei Su	Exploring City Image	This study employs deep learning and social media big	This research applies Lynch's urban image	This study offers a method to analyze	This study demonstrates the

(6,2020 Scopus)	Perception in Social Media Big Data through Deep Learning: A Case Study of Zhongshan City	data to explore urban image perception in Zhongshan City. It aims to understand how people perceive the city on platforms like Weibo, develop an analytical framework, and guide local government and academic researchers for sustainable urban development.	cognition and Weibo comment analysis. Using GIS, spatial details reveal the city's image structure, which is then categorized and quantified with deep neural networks.	Zhongshan City's urban image perception using big data. It has implications for urban planning assessments, achieved through image analysis and semantic segmentation of comments.	potential of social media big data and deep learning in understanding and evaluating perceptions of urban image, making a valuable contribution to the field of urban planning and design.
Wang Wei (5,2020 Scopus)	The Construction of Chengdu City Image in New Media Environment: Take Tik-Tok as an Example	This study aims to analyze Chengdu city's image on Tik-Tok, exploring the role of new media in urban image construction and offering insights for effective urban image dissemination through Tik-Tok.	This study conducts a literature review, summarizing and analyzing existing research on urban image communication via Tik-Tok in the new media landscape.	This study focuses on Tik-Tok's role in shaping Chengdu's urban image. It also examines the features of new media communication and delves into the potential benefits and challenges of urban image communication on the Tik-Tok.	This research highlights Tik-Tok's popularity and Chengdu's successes in urban image propagation but lacks in-depth analysis. The lack of detailed methodology and data analysis may limit the validity of the study.
Cao Shan (5,2020 Scopus)	The Construction of City Image in Short Video: A Case Study of Xi'an in the	This study uses Xi'an as an example to investigate the role of short videos in urban image construction. It discusses strategies employed in content creation and dissemination on the Tik-Tok platform, aiming	This study investigates the role of short videos in urban image construction using content analysis and literature review methods.	The study analyzes Tik-Tok videos' impact on urban image construction, emphasizing the public's role as content creators and disseminators. This	This study did not investigate the risks inherent in user-generated content, and assessing short videos' impact on urban image

	Short Video of Tik-Tok	to contribute to our understanding of urban image development.		diversifies perspectives, contributing to city reputation.	construction. Future research should consider these risks.
Zhouyao Jiang (4,2023 Scopus)	Research on International Communication of Chongqing City Image in Social Media	This study investigates Chongqing's urban image on overseas social media, analyzing its current status, challenges, and social media advantages in urban image promotion. The goal is to devise effective strategies for enhancing Chongqing's international image dissemination.	This study employs a case study approach, focusing on short videos, to analyze Chongqing's urban image building on social media platforms. A literature review examines related research, elucidating the distinct features and advantages of social media in urban image promotion.	This study finds that short video production has the potential to transform and diversify the shaping of urban images. It highlights the role of social media platforms in leveraging their advantages for enhancing Chongqing's international image dissemination.	This study provides valuable insights for city managers aiming to promote urban image on social media. However, it overlooks the crucial aspect of risk management on social media. Future research in this area is warranted to address this gap.
Amalia NIȚA (7,2021 Scopus)	Rethinking Lynch's 'The Image of the City' Model in the Context of Urban Fabric Dynamics Case Study: Craiova, Romania	This study validates Lynch's "city image" model's application to Craiova's urban image perception. It introduces residents to the five elements of urban image, obtaining cognitive city images. The research explores the relationship between urban imagery and city structure, aiming to enhance the city's development.	The study uses Kevin Lynch's urban analysis model, conducting in-depth interviews with 138 randomly selected residents. Their responses help creates perceptual maps to understand urban perceptions and thoughts.	The study shows that Lynch's five urban image elements can be readily assessed. Knowing the link between urban image and city structure is vital for sustainable planning. It also reveals residents' preferences and the need for interventions in neglected areas.	The study proves the urban image-city structure relationship, but its context-specific findings limit broader applicability. It lacks thorough discussion of limitations and practical application insights for urban planning.

WEI WANG (7,2021 Scopus)	Short Video Platforms and Local Community Building in China	The study investigates the role of short video platforms like Tik-Tok in Chinese local community development, focusing on their cultural significance, community connectivity, and user interactions.	This study uses digital ethnography to observe local communities on Tik-Tok, tracking influential accounts, and employing content analysis to decipher themes in videos and comments.	This study shows Tik-Tok and similar platforms as vital for showcasing local culture and connecting residents and newcomers. However, the local attractions on Tik-Tok has both positive and negative impacts on communities.	The study does not address negative impacts of Tik-Tok on local communities and lacks a theoretical framework for knowing the platform culture's relationship with regionalism.
Qingyang Ren (1,2023 CNKI)	Research on Communication Strategy of Short Video Facilitating City Image under Modal Theory Perspective -- Taking Xuzhou as an Example	The study combines case analysis, content analysis, and online surveys, with a focus on Tik-Tok as a prime platform. Provide relevant suggestions and strategies for constructing a Memetic carrier (BEST) for city image and communicating city image with the help of short videos.	The study uses memetic to examine strategies for urban image short videos in the phases of assimilation, memory, expression, and dissemination. It combines case analysis, content analysis, and online surveys, focusing on Tik-Tok, to offer practical recommendations for urban image building.	The study notes a shift from a "government + media" to a more inclusive "government + media + citizens" approach in urban image construction. Comparative case analysis suggests room for improvement in XuZhou's short video urban image dissemination, forming the basis for developing strategies in this domain.	The study relies on case analysis but predominantly examines first-tier and emerging cities with advanced development. To enhance the research's relevance, it's advisable to include cities more similar to XuZhou's development for comparative insights.
Mingyuan Shi	Subversion and Reinvention:	This study investigates the influence of Tik-Tok as a	This research is a literature review that	The study highlights Tik-Tok's role in	This study's scope is limited and lacks

(2,2020 CNKI)	Shanghai's City Image Communication Construction Based on Shakeology Short Video	platform for promoting Shanghai's urban image through short videos. Its objective is to examine Tik-Tok's role in shaping and promoting Shanghai's urban image and assess the pros and cons of using short videos for city image promotion.	surveys previous relevant studies. It utilizes a combination of case studies and content analysis to investigate the role of the Tik-Tok in shaping and disseminating Shanghai's urban image.	reshaping Shanghai's urban image, fostering interactive engagement. Yet, Tik-Tok's videos exhibit limitations, requiring active participation from government, businesses, and citizens for effective urban image promotion.	comprehensive empirical data. It also fails to analyze negative effects of using Tik-Tok for city image promotion. Future research should address these gaps and propose mitigation measures.
Pengyu Yu (2,2021 CNKI)	A study of image communication of "internet-famous cities" in Tik-Tok short videos	This study explores the image communication of "internet-famous cities" in Tik-Tok short videos, analyzing their rise and impact while offering new perspectives on city image communication.	This qualitative study examines data from social media platforms, academic articles, and reports. It employs descriptive methods to explore the causes, impacts, characteristics related to "internet-famous cities" in the context of Tik-Tok.	This study finds that Tik-Tok's offer cities a chance to gain "online-famous" status, driven by factors like city attributes, content creator influence, and audience preferences. The "online-famous city" phenomenon has dual effects on city image and development.	This study lacks a clear theoretical framework and specific data analysis methods, raising questions about its validity and reliability. It also fails to provide practical solutions for city image communication, limiting its real-world relevance.
Jing Chen (5,2021 CNKI)	Research on city image construction and communication	This article investigates the evolution of Chongqing's urban image and the roles of government and the public in its construction and dissemination. It also explores	This study analyzes the theoretical distinctions between official and public urban image construction models and the merits of the	This research reveals the transition from government-led urban image building in the traditional media era to a more public-driven	The study lacks empirical data to support its theories and recommendations. It should offer more

		the differences in city image communication between the traditional media era and the current internet age.	contemporary public-driven approach. It offers suggestions for the integration of these approaches.	approach in the current new media age, emphasizing the importance of government involvement in improving.	concise guidance for branding and marketing communications for cities with similar characteristics to Chongqing.
Ruohan Wang (9,2022 CNKI)	Study on the Communication of City Image in Governmental Short Video from the Perspective of Semiotics	The purpose of this study is to analyze the city image communication and city image construction strategies of Tik-Tok accounts based on a governmental perspective.	This research explores the urban image communication and building strategies of Qingdao's Cultural and Tourism Bureau's official TikTok account, using content analysis, textual analysis, and case study methods.	This study found that Qingdao's cultural and tourism short videos use a variety of symbols to create a multi-dimensional urban image centered around the individual. They achieve this through strategies.	In this study, the focus is rather narrow, as it solely examines the Qingdao Cultural and Tourism video account on Tik-Tok. The findings may not comprehensively represent universal patterns.

Table 3 : Summary Of Studies' Characteristics And Main Findings (N = 13).

Discussion

Opportunities for Xi'an City Image Building on Tik-Tok

Through a thorough review of existing literature, this study has identified several strategic opportunities for the Xi'an government's public relations agency to effectively construct and convey the city's image on the Tik-Tok platform.

Constructing an Engaging City Image through Low-Context Narratives

Tik-Tok's inherent high visual content and interactive nature provide the Xi'an municipal government with the means to vividly showcase its abundant cultural heritage, historical landmarks, and vibrant local traditions. By adopting low-context narratives, the government can create a city image deeply intertwined with the everyday lives of the populace (Wang, R., 2022). This approach diverges from the traditional macro-level narrative and accentuates the role of individuals in urban life, thereby enhancing public engagement in disseminating a genuine and endearing city image (Shan, C., 2020).

Cultivating Global Influence through Multicultural Communication

Tik-Tok's global user base offers Xi'an a unique opportunity to establish connections with international audiences, thus fostering tourism, cultural exchanges, and potential investments. This can be achieved by introducing additional interest tags, thematic categories, and personalized recommendations driven by intelligent data algorithms, through actively encouraging users from diverse demographics and sectors to partake in dissemination (Jiang, Z., & Zhang, S., 2023).

Promoting Public Engagement in Official City Image Building

Capitalizing on Tik-Tok's robust interactivity, the government can facilitate genuine interactions with both citizens and tourists. Xi'an's municipal government can host challenge contests on the platform, featuring city-related tags, and invite users to participate. Through the sharing of short video content that delves into behind-the-scenes aspects of urban life, highlights local events, and showcases the tangible effects of government welfare policies, a sense of transparency and approachability can be established between the government and the public (Gao, B., 2023).

Challenges Faced by Xi'an's Government in TikTok Image Building

Through an extensive review of pertinent literature, the study identifies concerns associated with city image dissemination on the Tik-Tok platform when utilized for the city of Xi'an. These concerns encompass potential adverse effects on the city's overarching image.

Erosion of Cultural Heritage Through Entertaining Content: Tik-Tok's platform, driven by user-generated content, frequently prioritizes entertainment-oriented narratives over traditional cultural narratives. To maximize user engagement, content creators often favor novel and exaggerated themes, effectively sidelining the rich historical and cultural heritage of Xi'an. From a governmental communication standpoint, this entertainment-driven content propagation may have implications for the shaping of Xi'an's city image (Wang, W., & Wu, J., 2021).

Homogenization of Video Content and Monolithic City Identity

Tik-Tok's content creation dynamics tend to compel content producers to repetitively craft material focused on popular or trending themes. Consequently, popular themes tend to be imitated by other creators, contributing to a uniform and one-dimensional perception of Xi'an among Tik-Tok users. This homogenization results in a limited and monolithic understanding of the city's multifaceted identity (Chen, P. Y., 2021)

Challenges in Direct Content Regulation

Tik-Tok's user-generated content, while fostering diversity, also poses regulatory challenges. The varied perspectives and interpretations of the city offered by platform users lead to diverse and often subjective portrayals of Xi'an's city image. The vast volume of content on Tik-Tok makes direct oversight by the government difficult (Chen, J., & Liu, W., 2021). Ensuring that the platform's content aligns with the Xi'an government's city image objectives is therefore a complex and demanding endeavour.

Strategies and Recommendations

Based on the identified opportunities and challenges, the following strategies and recommendations are proposed for the Xi'an municipal government to optimize its city image building efforts on the Tik-Tok platform:

Collaboration with Tik-Tok Key Opinion Leaders (KOLs) for Co-Creation

Xi'an's municipal government can engage in partnerships with Tik-Tok KOLs who align with Xi'an's image and values. Together, they can co-produce short video content that highlights the city's cultural heritage, historical landmarks, and vibrant local traditions. Collaborating with KOLs can extend the reach and impact of the city's promotional activities on Tik-Tok.

Official Government Presence for Approachability

Government agencies in Xi'an can establish official Tik-Tok accounts and actively interact with platform users through comments, replies, and participation in trending challenges. By incorporating popular culture references and symbols favored by the younger generation, the government can mitigate the historical weight associated with Xi'an's status as an ancient capital. This approach can help project a more open, civilized, diverse, and inclusive city image.

Visualizing Regional Policies and Development Plans

Xi'an's government agencies can transform their regional welfare policies and development plans into engaging short video content on Tik-Tok. By doing so, they can present these initiatives to the public in an accessible and relatable manner. This approach facilitates real-time feedback from the audience and encourages a sense of participation in the city's development, ultimately contributing to the creation of a warm, civilized, and harmonious city image.

Conclusion

In conclusion, the Tik-Tok platform offers significant opportunities for the Xi'an municipal government to promote its cultural heritage, attract global attention, and engage with authentic platform users. However, challenges such as entertainment-driven content, content uniformity, and content moderation must be effectively addressed. The Xi'an government is actively implementing strategies to tackle these challenges. This literature review has succinctly

summarized the potential of digital social media platforms in shaping city images while recognizing gaps in current research. Given the evolving landscape of big data internet technology and user behaviour, continuous assessment and adaptation of strategies are crucial for the Xi'an government's success in melding its city image on Tik-Tok and similar platforms.

Acknowledgements

I would like to thank my PhD supervisor Afeez Nawfal Bin Mohd Isa for giving me constructive comments in the research paper and helping me to complete the whole study. Thanks to my school, Sultan Idris Education University, for giving me the valuable opportunity to attend this conference.

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