

Short Videos based on Zibo Explosion Phenomenon Promote Urban Communication Strategy Inquiry

Yuwei Zhang *

Communication University of SHANXI, Taiyuan, 030619, China

* Corresponding author Email: turboweiabcd@outlook.com

Abstract: From "cautious water testing" to "curve overtaking", domestic cities have used short videos to carry out urban image dissemination and build urban brands. The issues of short video and urban image dissemination have attracted more and more attention from researchers. This article is based on the phenomenon of tourist hot cities due to short videos in 2023. It is trying to explore the law of traffic opportunities for urban dissemination for short videos, and provide feasible, operable solutions and ideas for urban short video dissemination, in order to achieve the effect of improving the image and popularity of the city.

Keywords: Internet Celebrity City; TikTok; Urban Brand Image; Short Video.

1. Introduction

With the rapid development of the short video industry, it not only brings great convenience to people's lives, but also brings new opportunities and challenges to urban communication. In this short video trend, the phenomenon of Zibo explosion has become a typical case of short video dissemination. At present, the main academic journals in Zibo barbecue are mainly based on three directions: whether the phenomenon of fire can continue, the phenomenon of explosion fire on the shaping and influence of the city image, and have a strong measure of the government. Feasibility suggestions have also enlightened the development of other cities. However, the research direction of the short video research of Zibo explosion fire is still blank. The research in this article believes that the phenomenon of Zibo explosion is inseparable from short videos. Internet celebrities and public interactions are Therefore, the short video content related to Zibo area will be collected and sorted out. By analyzing the classic cases selected, the importance of short videos in urban dissemination is revealed, revealing the characteristics and laws of short videos in urban communication in urban communication It has certain reference significance for the formulation of the communication strategy similar to cities.

2. Analysis of the Communication Characteristics of Zibo Explosion Fire

2.1. The Main Body of Fire Phenomenon

As an emerging medium, short videos are gradually becoming an important communication channel. The phenomenon of explosion let more people know the city of Zibo, and let more young people understand and understand Zibo through short videos.

2.1.1. Netizens Spontaneously Cause the Opportunity to Explode Fire

At the beginning of Zibo's fire, it was because of the common daily sharing of a citizen. On January 29, 2023, Douyin netizen "Love July" shared a Zibo small cake dipping sauce with green onion and meat rolled up to eat barbecue ordinary food sharing. Zibo barbecue and the source of

attention. Immediately after, a Douyin netizen named "Not Sweet" on February 1 also shared a video of Zibo barbecue different ways to eat. The number of likes is higher than the former, as high as 657,000. The initial promotion video of Zibo barbecue explosion, the forwarding volume of more than 400,000. At the same time, many local residents also shared related short videos with the people around them through friends, WeChat groups, etc., and played a role in promoting Zibo and expanding their popularity. For example, Bilibili bloggers "Three Songs are here". As a native of Zibo, he shared his Zibo story through shooting and making short videos. In the work on May 9, the state of life before and after Zibo's fire was vividly described, and this video received 1.604 million views. These short videos have the characteristics of more authentic and close people, and are more likely to resonate and pay attention to people.

2.1.2. Internet Celebrities Boost the Trend of Continuing Fire

It can be seen from the above Table 1 that the publicity of the Internet celebrity group has begun in Zibo and concentrated in April. It can be seen from the data that the real traffic explosion is the second stage. When evaluating 10 barbecue stalls in Zibo, no situation of a stall was not found to have a shortage of two, and even some stall owners said that they could "send more" and "free to taste". Push the Zibo barbecue to the hot search. After that, several millions of bloggers released the video of the field tasting on the spot, which brought traffic to themselves with hot spots, and helped Zibo continue to explode. On May 1st, the blogger "is a bubble" on -site tasting video praise reached more than 2 million, which marked the continuous heat of Zibo. As of April 25, the total video playback of the Douyin topic "Zibo Barbecue" was 10.28 billion times. The average of 1.3 billion people across the country saw 7 or 8 times per person. 11.2 billion times; the "Zibo Barbecue" notes on Xiaohong Book have more than 960,000 notes; on Weibo, the Zibo tyrant 18 times within two months. On the other hand, the phenomenon of Zibo barbecue circles, college students' punch -in has become a video traffic detonation point, and the online communication has successfully enlarged the "Internet celebrity effect". Zibo rely on the Internet to achieve targeted marketing and converts potential purchasing power into real purchasing power.

Table 1. Douyin blogger about Zibo barbecue work data display

Date	Blogger name	Number of Fans (million)	LIKES (million)	Forwarding volume (million)	Collection (million)	Content bias
3.13	TE BIE WULALA	16.189	0.640	0.372	0.033	Explore shop
4.8	B TAI	21.375	3.963	1.147	0.169	Fake assessments
4.11	JIN AI LIN	6.360	0.243	0.075	0.007	Explore shop
4.13	PUPU JIJI	19.372	0.460	0.091	0.017	Make own BBQ
4.14	GAO YUYU	11.715	1.223	0.366	0.048	Explore shop
4.15	DAO ZAI	2.736	0.828	0.465	0.290	Eat BBQ Raiders
4.16	FEI ZHUZHU	20.493	0.440	0.076	0.021	Explore shop
4.21	HUA PANG	4.734	0.568	0.124	0.027	Explore shop
4.27	JIA ZHI PAI	16.502	1.173	0.115	0.038	Explore shop
5.1	SHI GE PAO PAO	19.233	2.320	0.271	0.074	Explore shop
6.3	JU ZI GONG ZHU	15.870	0.021	0.002	0.001	Explore shop

For cities, the trend of Internet celebrities allows the city to get a large amount of exposure in an instant, which can directly drive the explosive growth of cultural tourism industries such as "eating, accommodation, travel, and entertainment". Increasing the popularity and influence of the city, we are the first to occupy an advantage in the fierce regional competition. Therefore, if you want to make good use of the "net celebrity effect", you must use the iron and take advantage of the momentum to effectively convert online traffic into real bonus, Development concepts, such as a series of factors to shape the results.

2.1.3. Consolidate Traffic in Zibo Municipal Government and Tourism Bureau

As the object of communication, the Zibo Municipal Government and Tourism Bureau also actively use the short video platform to expand the spread. The Zibo government has issued three letters through social platforms, marking the three stages of the Zibo government's issuance of strong policies. During the epidemic last year, a letter from the Zibo government to the mountain students, "Every time I am, is the mountain University. When you come, this is home." Essence On April 19 this year, a letter to the people of the city, "I voted for Mu Tao and reported to Qiong Yao. Following and trust is responsibility or motivation. The government ignited Zibo's fire to all over the country through a series of measures. On the 26th, a letter from the tourists and friends in Guangda, "There are more than Zibo in the beautiful scenery, and the hospitable Shandong has everything."

2.2. The Spread of Fire Phenomenon

The phenomenon of explosion refers to the phenomenon that has been spread in large quantities in a short period of time, widely spread on Internet platforms such as social media, and has been watched by a large number of users [1]. The spread of explosive phenomena to a large extent reflects the diversity of social culture and the challenges of authoritative voices, thoughts, and values, and also reflects people's pursuit of information acquisition and sharing [2]. By analyzing the content of the spread of fire in Zibo, it can be found that the content of the communication is diversified and covered in many fields. Specifically, in the Zibo explosion fire phenomenon, the food content accounts for a large proportion. Zibo is a historical and cultural city, with a long-term catering culture. Most places across the country do not eat barbecue with such ways of stacking cakes, dipping, shallot, skewers, and burrito. Most people think it is very novel. Many Zibo citizens shared their favorite food on the social media platform. Especially barbecue and local snacks. This sharing not only meets the citizens' love and understanding of food,

but also helps Zibo expand the influence of tourism and cultural promotion.

In addition to food, netizens shared the contents of Zibo's tourist attractions, beautiful scenery and lifestyle. These contents have promoted the city's tourism resources and cultural traditions, which has a positive role in shaping the image of Zibo. Therefore, the spread of Zibo explosion fire phenomenon has the characteristics of diversification, sharing, and personalization.

2.3. The Spread of Fire Phenomenon

The communication channel of explosion fire refers to various media ways and communication methods used during the spread of fire. As an emerging way of communication, short videos have become one of the mainstream channels that promote the spread of fire.

At present, the number of short video platforms has continued to rise, and the number of users and market competition is increasing. Between April 1st and May 31st, the search for the word "Zibo Barbecue" on the Douyin platform reached an average of 2.246 million daily, and it reached nearly 11.1 million on April 29. During the first period, the tourist situation of tourism was full of tourism. As of April 12, the keyword search index of Douyin "Zibo Barbecue" increased by 758.61%month-on-month, and the comprehensive index increased by 706.81%month-on-month. The blogger group brings fire.

Secondly, social platforms such as Weibo and WeChat have also become one of the main channels for the spread of fire. These social platforms can spread through various methods such as publishing messages, forwarding, and comments when spreading fire, and these communication methods are strong. At the same time, the huge number of users on social platforms means that the phenomenon of explosion fire has been widely spread, the corresponding exposure rate has increased, and the exposure rate is relatively high.

In short, different communication channels are different in terms of effect, but in an all-round way, it can spread the fire of fire faster, affect the audience, and promote the formulation and implementation of urban communication strategies.

3. Short Video Communication Strategy based on Zibo Breaking Fire Phenomenon

3.1. Create an Explosion Point, Causing Attention

The transmission effect of short videos is largely related to

its content and form. In order to attract enough user attention in a short time, short videos must have interesting, novel and unique characteristics, and with obvious emotional resonance points. Therefore, when planning and making short videos, you must create an explosion point to attract the attention of users. How to create explosive points requires consideration from multiple levels.

First of all, you can attract the interest of users by selecting various fresh and popular materials or opportunities [3]. With the popularity of Zibo's explosion, making a short video related to it has become one of the popular materials that attract users' attention. For example, the pushing Zibo to the real traffic broke out is the video of more than a videos of more than ten barbecue stalls in Zibo released on April 8th, which has a number of fan volumes of 21.375 million fans and specializing in fake Douyin gourmet bloggers "B Tai". With a certain amount of traffic, people have natural value recognition of "punishing evil and promoting good", which can stimulate the sense of justice and stimulate emotions. In the previous video, he called on everyone to "precisely avoid the pit", and the person who has always dared to tell the truth has made netizens always trust him. The evaluation for Zibo is based on such trust.

Secondly, the storyline, expressions, and character characters of making short videos also need to adopt novel and special ideas. Good creativity can make the video more visible and technical, and create a certain atmosphere, emotional resonance and emotional resonance and emotional resonance. Interaction. In this issue of blogger B too, the owners of the eight major situation market stalls all said, and said that they could also "send more" and "free taste". As professional counterfeiters, B accidentally lamented that the city had to have to have it is admirable. After a day, the three people ate coolly, and it took a total of 300 yuan. It was even more incidental here. Many netizens were a little moved, because I haven't seen such a conscience city for a long time. People have been by Zibo. The enthusiastic hospitality of the locals was moved, and once again pushed Zibo barbecue to hot search.

There are many aspects of short video production. When creating an explosion point, you need to learn from the successful experience of his predecessors. You also need to continue to try and summarize experience from it to continuously innovate to meet the needs of the audience and expand your influence.

3.2. Precision Positioning People, Expand Influence

Zibo exploded the most active group of "young people". In the rise of Zibo's traffic in February and March, the population aged 18-40 accounted for the largest proportion. The ages, and the proportion of crowds every age is 26%, 31%, and 30%, respectively, and is the main promoter of Zibo's explosive fire. The youth group is full of vitality, comes with traffic, and passion. It has strong innovation and psychology. New things have fast acceptance ability, unwilling to loneliness, and like to try to explore. At the same time, I am good at using new media platforms such as "two micro -shaking" to spread their ability to express their expression. It can be said that what young people pay attention to and are sought after, and where the traffic is naturally.

3.3. Pay Attention to Feedback and Continue to Improve

In short video dissemination, it is very important to attach importance to audience feedback. The audience's perception and feedback are one of the important indicators to judge the quality of the video. An effective method of collecting audience feedback is to actively respond and answer the audience's questions and concerns through social media platforms and barrage. In addition, carefully analyze this feedback, understand the audience's preferences and doubts, and guide the follow-up content creation and communication strategies. At the same time, we should continue to improve their short video creation and communication strategies. You can hold a seminar regularly, summarize the past creative experience and feedback results with team members, find problems and solve it in time. Through continuous improvement and innovation, short video quality can be continuously improved, and more audiences and communication effects can be attracted.

4. The Guarantee of Other Reasons for the Phenomenon of Fire in Zibo

4.1. The Support of Government Departments

The support of government departments is one of the key links in the implementation of short video communication strategies [4]. As urban managers and public service providers, government departments play an indispensable role in the introduction of relevant policies, venue resource guarantee, and professional institution cultivation. In the context of Zibo explosion, government departments have not only promoted the rapid development of the urban economy, but also promoted the cultural needs and creative thinking of citizens.

The local government knows that "traffic is often available, and" retention "is not often available ". In order to prevent the infected products of the net red, only the common problems of "a moment of scenery", the Zibo Municipal Government quickly launched various supporting measures. On March 10, the Zibo Municipal Government Information Office announced the establishment of the Zibo Barbecue Association to release a map of barbecue. At the same time, 21 customs baked bus lines were specially added. The city's 38 youth stations provided discount services for young people who came to Zibo tourism. The Zibo government made a "everything in everything" and launched a special barbecue line to ensure that tourists everywhere played without worries. Naturally, Zibo barbecue has become a popular food, so as to make Zibo into an Internet celebrity city and reverse the local economy.

From accepting tolerance to the guarantee of measures, Zibo's serious attitude and timely response to tourism dividends, let us see the possibility of "Zibo barbecue" sustainable to expand the flow effect.

4.2. The Widely Supported by the Public

4.2.1. The Public Acquisition and Sharing

The public obtains short video content through various channels and actively shared interesting and meaningful content. This sharing not only allows more people to understand short video content, but also provides a broader audience for short video communication. For example, on February 1st, netizens' "not sweet" introduced Zibo barbecue -to-sample work to forward more than 400,000, which played

a role in promoting Zibo barbecue explosion. On April 8th, Douyin's "counterfeit" food blogger B Tai was with an electronic scale to find out more than ten stalls in the eight major market markets, so that the public no longer only thought that Zibo had different kinds of barbecue eating, and more enthusiastic, honest, simple for the people's sentiment, this work has received 1.147 million forwards, which also marks the expansion of Zibo's explosion -fire dimension -the fire is no longer just food, as well as folk customs, and culture.

4.2.2. Public Interaction and Spread

In the process of short video dissemination, the interaction methods such as reviews and likes further strengthened the spread of short video and interactive effects. In Zibo City, government departments, enterprises and media have continuously invested and optimized short video content to improve their ornamental and knowledge, so that more people like and participate in short video dissemination. This common effort has also been recognized and supported by the public, which has continuously improved the effect of short video spread.

5. Conclusion

This article mainly discusses the promotion strategy of short videos based on Zibo explosion. In terms of short video content, it should have a wealth of expression, the language and content and color creativity that the audience is easy to understand, and the fashion elements and cultural symbols that meet the current trend. In terms of communication channels, short videos can be promoted on major online social

platforms, such as Douyin, Kuaishou, Weibo, etc., so that more people can receive the content of short videos. Finally, in terms of communication objects, for the characteristics, preferences, needs, and interests of the target population, the short videos produced should also be adjusted and optimized accordingly. In general, in order to improve the dissemination effect of short videos, we need to pay attention to the optimization of its content form, promotion channels and communication objects when making short videos. This requires good aesthetic, marketing and publicity strategies. So that short videos are continuously updated and upgraded to better promote urban development.

References

- [1] Bian Di Poetry and Song Junyan (2019) Research on the Strategy of Shapeing and Communication Strategy in the Image of the Image of the City of the New Media, Journal of Shenyang Institute of Engineering (Social Science Edition), January 15:1-2.
- [2] Yang Ping (2019) The Construction and Effect Research on the Model of City Primary Communication in the New Media Environment, Journal of Datong University in Shanxi (Social Science Edition), October 33:30-32.
- [3] Ning Weiying, Lu Yilin, Lu Ting (2021) Analysis of Urban Brand Marketing Based on Short Video Society Media, Western School Journal, March 135:3-4.
- [4] Luo Yiman (2021) The spread and breakthrough of mobile short videos in urban brand -Take the image of Xiamen City in the Douyin APP, Media Forum, Volume 4:1-2.