

# Dissemination of Agricultural Culture in the Chinese TikTok Environment: A Case Study of "Let's Farm"

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## Abstract

In the digital age, new media platforms, particularly China's TikTok (Douyin), have become crucial channels for disseminating agricultural culture. This study uses the Chinese agricultural-themed variety show "Let's Farm" as a case to explore its strategies and effectiveness in promoting agricultural culture on the TikTok platform. The research employs media convergence theory and uses & gratifications theory as the theoretical framework, analyzing content publication frequency, audience interaction quantity and types to investigate TikTok's positive impact on the influence and audience engagement of the variety show. The research findings indicate that through content marketing and interactive activities, "Let's Farm" effectively disseminates Chinese agricultural culture, enhancing the audience's understanding and interest in traditional agriculture and rural life. Specifically, the program's short videos and live content on TikTok not only showcase rich agricultural cultural elements but also attract significant audience attention and real-time participation. Additionally, audience-driven secondary creation and interaction have resulted in extensive secondary dissemination, contributing to a substantial diffusion effect. This study reveals the critical role of TikTok in the dissemination of agricultural culture. By optimizing content strategies and fostering interactive engagement, the impact and recognition of agricultural culture can be significantly enhanced. The findings provide actionable insights for stakeholders aiming to promote and preserve agricultural culture in the digital era, emphasizing the need for strategic utilization of new media platforms to achieve broader cultural diffusion and engagement.

**Keywords:** TikTok dissemination; agricultural culture; media convergence; uses and gratifications theory; "Let's Farm"