

Utilization of New Media in Supporting the Promotion of Tourism Potential by the Tourism Office of North Sulawesi Province

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Abstract

The tourism sector is one of the mainstays of the Indonesian government to reap substantial foreign exchange, therefore this sector always needs to be developed, even though since the beginning of 2020 it is still being affected by COVID-19. One way to continue to develop the tourism sector is to promote it through new media, namely through various internet and social media platforms. New media is currently one of the most effective and efficient media in promoting, but it also requires the ability to use it, including the concept of a good message content, and attracting attention, as well as the selection of the right new media and the intensity of its use. attention in the use of the new media for promotion. This research takes place at the North Sulawesi Provincial Tourism Office as an institution that is closely related to the problem of tourism promotion. This research was conducted with a qualitative approach, the main data source is research informants, the reference of this research is of course the Unsrat 2021-2025 strategic plan with the flagship field of Sustainable Tourism with a focus on the economy and human resources supporting tourism. The results of the study found that the use of new media by the tourism office of North Sulawesi province, was not optimal, although it had been used but was still lacking in terms of quality of information which tended to be only internal information of institutions and organizations, then it was still not updated. both in new media with internet and social media platforms.

Keywords: *Communication Strategy, Tourism Potential, New Normal*

Introduction

Indonesia's tourism potential has always been a mainstay of the government as a source of foreign exchange for the country. Tourism is an important economic sector in Indonesia. A million-natural beauty, culture, and original Indonesian ancestral heritage is an added value that we need to continue to echo. Tourism has a strategic position in increasing the country's foreign exchange. Even last year, the Indonesian tourism industry was able to contribute around US\$ 10 billion of foreign exchange. This position is number four after oil, coal and palm oil. Tourism is a creative-based service sector. Indonesia, with its rich tourism potential, should be able to maximize its potential for the welfare of the people. Moreover, tourism is an industry that is more environmentally friendly. If selling its natural beauty is enough, why destroy or take it.

Seeing the enormous potential in the tourism sector, of course, the government is always trying to do promotions to support the development of Indonesian tourism, but the problem so far is, from early 2020 to early 2022, the development of tourism potential is still hindered by the presence of covid-19, even though the government has started to reopen. access to Indonesian tourism by adhering to health protocols. one of the efforts that need to be made by the government is to utilize new media, namely internet platforms and social media as promotional media in the digital technology era, but it is still a problem, which often becomes not optimal in its use and utilization is the communication problem of the new media, which is sometimes not optimal. in the communication process, in terms of messages, concepts so that they are less attractive and attract the attention of audiences to see and read them.

This study aims to determine how the use of new media in supporting the promotion of tourism potential by the North Sulawesi Provincial Tourism Office, the results of this study are very important and useful in supporting the development of tourism potential in Indonesia and the province of North Sulawesi in particular, which has a lot of tourism potential both from natural resources. , socio-cultural and creative economy. The province of North Sulawesi really needs to be developed and promoted for its tourism potential, Bunaken marine park, Lake Tondano, Mapalus culture, the harmony of its people as well as Likupang which has become one of Indonesia's 5 priority tourism destinations.

This research is closely related to the strategic plan of Sam Ratulangi University in the field of sustainable tourism with the topic of research on economic development and human resources supporting tourism. The urgency of this research is to be able to provide input for the development of Indonesian tourism in the Covid-19 era and enter the 5.0 era, and will have a positive impact on the ability of tourism management resources, both government institutions, tourism offices and other stakeholders

Literature Review

This study also refers to several previous studies as state of the art, by comparing several other studies with almost the same topic, it will provide different values from the results to be achieved from the objectives of this research related to communication strategies in developing tourism potential in the midst of the covid outbreak. -19 and the new normal era.

Other previous research that is almost the same as this research is about the use of media in the promotion of tourism in the southern coastal district by Septria Nevita (2017), with the results of this study showing that the South Coastal District Disparekrafpora in marketing its tourism promotion using three promotional mixes, namely: through advertising, Promotion through tourism events and conducting public relations. This promotion is carried out using conventional media such as: Print Media, Electronic Media and Outdoor Media. Until now, Disparekrafpora has not used social media to promote tourism objects. Even though the media has a very important role in disseminating tourism information or for promotion in the tourism sector, the selection of the right media will have a big impact in a promotion. Avianto (2020) explained that tourism development is carried out through the role of community empowerment, participation to tourism models in Indonesia, such as cultural tourism, hertitage tourism, and community based tourism. For this research, it is more about the role of community empowerment, and also community participation in supporting tourism development at this time.

Tambunan & Masatip (2020) also explained from the results of research that Augmented Reality as Tourism Marketing Development in Facing New Normal during the Covid-19 Pandemic. There is also research conducted by Pratiwi et al (2018), discusses halal tourism as part of a communication strategy in supporting tourism in the city of Bandung. Likewise, those researched by A Rachmiate, R Fitria, K Suryadi, 2020, are still discussing communication strategies by developing halal tourism in supporting tourism potential (Melly, 2018). Good tourism communication to build a tourism image, as well as a reference material for this research, is part of a communication strategy in building a positive image of tourism in Indonesia. Another research conducted by Satvikadewi & Hamim, (2018) the use of social media as a communication strategy to promote the local tourism potential of Bawean Island, this study only looks at one of the social media, namely Facebook as a promotional media, not all social media is used as a factor to support promotion tourist.

From several previous research results, it can be compared with this research, that it is very different from the object of research where in this study the study is to find out how to use new media, namely several social media, both Instagram, Facebook, YouTube and others in supporting the promotion of tourism potential. by the tourism office of North Sulawesi province.

The definition of tourism according to Salah Wahab in (Widyasti, 2013) that: Tourism is a temporary movement of organizations from various places of residence, faith and religion, and which have different lifestyles, various expectations, many types of preferences and things that dislikes, and motivations that cannot be standardized because all of these are expressions of thoughts and feelings and behavior that change in the long term according to place and time.

Tourism communication develops with the merging of several disciplines in one study of communication and tourism. The study of tourism communication has a biological closeness to the communication and tourism studies that gave birth. Communication contributed theories of persuasive communication, mass communication theory, interpersonal and group communication theory. While tourism donates Field. tourism marketing studies, tourism destinations, accessibility to destinations and human resources and tourism institutions (Bungin, 2015).

Every country has an interest in tourism destinations, namely as a public space for its citizens, not only as a recreation room, but also as a space to release the psychological pressures of citizens from various busy lives and life difficulties. In connection with it all, the role of communication is very important in the field of tourism, both in the components and elements of tourism. The role of communication is not only in the marketing component, but also includes communicating accessibility, destinations and sources to tourists. Communication helps tourism marketing in various marketing elements, communication plays a role both in communication media and communication content. In communication media, there are various kinds of communication media as marketing channels, destinations, accessibility as well as HR media channels and tourism institutions. Communication also plays a role in preparing message content that must be conveyed to the public or tourists, about what they should know about marketing media, about destinations, accessibility and human resources and tourism institutions. In a modern perspective, the components of marketing, destinations, accessibility, human resources, and tourism institutions, as well as the existing elements become the unity of tourism products

in a destination that are packaged in a destination brand, so that destinations, accessibility, marketing, human resources and tourism institutions become a unified tourism product.

According to a communication planning expert, Middleton in Cangara (2013: 61) also makes a definition by stating that a communication strategy is the best combination of all communication elements starting from the communicator, message, channel (media), receiver to influence (effect) designed to achieve destination. Communication strategy is planning in delivering messages through a combination of various elements of communication such as frequency, formality, content and communication channels so that the messages conveyed are easily accepted and understood and can change attitudes or behavior in accordance with the purpose of communication. According to Ahmad S. Adnan Putra, strategy is part of a plan, while a plan is a product of planning, which in the end planning is a basic function of the management function. So the strategy is essentially a planning and management to achieve certain goals in operational practice. Meanwhile, according to David Hunger and Thomas L. Wheelen strategy is a series of managerial decisions and actions that determine the company's performance in the long term. In line with this opinion, Hasron Usman and Moh. Misdar states that strategy is an effort to find the right way or step in doing something. Meanwhile, according to Brown, strategy is the overall action set as a rule and planned by an organization. According to Onong Uchjana Effendy quoted by Jalaluddin, strategy is a planning (planning), and management to achieve a strategic goal that not only serves as a one-way guide but must be able to.

Promotion according to Tjiptono (2015) is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile, according to Buchory and Saladin in Diyatma & Rahayu (2017) promotion is one of the elements in a company's marketing mix that is utilized to inform, persuade, and remind about the company's products. New media is the development of digital mass communication technology where one can interact through the world. virtual without meeting face to face with the help of the internet.

According to Mc Quail (2011: 148) new media are various communication technology devices that allow digitization and a broad scope for personal use as a communication tool. Digital communication media is very important in communicating today in the era of technology 4.0. will greatly assist the community in communicating regardless of distance and time constraints. (Prabowo & Irwansyah, 2018). New media (English: new media) is a term to describe the convergence of digital communication technologies that are computerized and connected to the network. An example of a medium that is very representative of new media is the Internet. Television programmes, films, magazines, books, newspapers.

Research Methods

Qualitative research uses a qualitative approach by using human subjects as the main data source. The reasons, opinions and statements of research informants become the main data in this study, just as research with qualitative design makes humans the main instrument of research. Research with a qualitative approach will relate to the opinions, perceptions, ideas, or beliefs of the people being studied; qualitative research is not related to numbers but descriptive data (Basuki, 2006). Informants in the study were determined based on direct observations of

researchers on the object of research, namely leaders, employees/staff in the Tourism Office of North Sulawesi Province.

The focus of this research is how to use new media in supporting the promotion of tourism potential by the tourism office of North Sulawesi province, referring to the theory of new media; (1) Use of new media to support tourism promotion by the tourism office of North Sulawesi province; (2) Benefits of new media in supporting tourism promotion by the tourism office of North Sulawesi province; (3) Barriers to the use of new media to support tourism promotion by the North Sulawesi tourism office.

Lofland and Lofland (Moleong, 2003) stated that the main data source in qualitative research is the words and actions of primary data, the rest is additional data. That is, the words and actions of the subject are just a note of information that does not give any meaning before being categorized and reduced. Researchers need to look at and consider the four measures suggested by Miles & Huberman (1984) in Creswell, 1994: 139), setting (where the research will take place), actors (people being observed or interviewed), events (what will be observed or observed,). and the process (the nature of the events that the actor performs in the setting).

Results And Discussion

North Sulawesi Province is located at the tip of Sulawesi Island, and is bordered by the Philippines in the north. The capital city of North Sulawesi is Manado. North Sulawesi Province has a motto: "Si Tou Timou Tumou Tou" (Minahasa language: Humans live to support/educate/be a blessing to others). The anniversary of North Sulawesi Province is on August 14, 1959, and the legal basis is Law 13/1964. The total population in this province is 2,575,933 people, with a total area of 15069.00 km². The ethnic groups in this province are: Minahasa (30%), Sangir (19.8%), Mongondow (11.3%), Gorontalo (7.4%), Chinese (3%). While the religions that live in this province are Protestant (63.60%), Islam (30.90%), Catholic (4.40%), Confucianism (0.02%), Buddhism (0.14%) and Hinduism (0.58%). The area of North Sulawesi Province is 15,069 km² with a percentage of 0.72% of the total area of Indonesia, which consists of eleven regencies and four cities.

North Sulawesi is an area that is very rich in other Indonesian cultural arts. North Sulawesi has a variety of distinctive cultural arts such as dances, and other cultures such as; (1) Masamper (a tradition in the Sangihe Talaud region); (2) Pronunciation (or Thanksgiving in the Minahasa tradition) *Tourist; (3) Bunaken Island; (4) Lake Linow; (5) Tomohon Prayer Hill; (6) Siladen Island; (7) Lihaga Island; (8) Lakban Beach; (9) Hill of Love; (10) Ratatotok; (11) Timbukar Rafting; (12) Dwasudara Mountain; (13) Malalayang Beach; (14) Pulutan, Pottery Craft Center; (15) Waruga Sawangan.

North Sulawesi (abbreviated as Sulut) is one of the provinces located at the northern tip of the island of Sulawesi, Indonesia, with the capital city located in the city of Manado. North Sulawesi or North Sulawesi is bordered by the Maluku Sea and the Pacific Ocean to the east, the Maluku Sea and Tomini Bay to the south, the Sulawesi Sea and Gorontalo province to the west, and the province of Davao del Sur (Philippines) to the north. The population of North Sulawesi in 2021 is 2,655,970 people, and its area is 13,892.47 km².

North Sulawesi has an archipelago of 287 islands, 59 of which are inhabited. The administrative area of North Sulawesi is divided into 4 cities and 11 regencies with 1,664 villages/sub-district. North Sulawesi is divided into two zones, namely the southern zone in the form of lowlands and highlands and the northern zone which includes the islands. The exclusive economic zone of North Sulawesi reaches 190,000 km² with a coastline of 2,395.99 km and a forest area of 701,885 hectares. The North Sulawesi region also has many volcanoes, due to its location on the edge of the Sunda Plate.

The history of human civilization in this area is quite long and interesting. This area during the ice age hit the world during the pleistocene period millions of years ago, is part of the mainland that connects the island of Sulawesi with mainland Philippines and even mainland Asia. After the ice age ended, North Sulawesi became the mainland that formed the peninsula of Sulawesi Island and the islands to the north. In addition to the mainland which is mostly highlands, North Sulawesi also consists of quite a lot of islands, more than 150 islands. This area has a distinctive natural character, namely the highlands are wider than the lowlands, have many volcanoes and most of them are still active including underwater volcanoes, have many coral clusters that form islands, besides that the earth's crust is close together and even partially located right in the area where the tectonic plates subduction (collision) between the Pacific-Philippine-Australian plates and the Sangihe and Halmahera plates. It is even located close to the meeting of the world's plates such as the Pacific, Eurasian, and Australian plates.

This position in the subduction area is what causes the emergence of volcanoes and the frequent occurrence of various earthquakes in this area since ancient times. The volcanoes of Sulawesi, Halmahera, and Sangihe, are the result of the subduction zone of the Sangihe and Halmahera plates.

Most of the Maluku plate has been subducted by the Halmahera subduction zone in the east and the Sangihe subduction zone in the west. The volcanoes of Sulawesi, Sangihe, and Halmahera are supplied with magma generated in the fluid-modified asthenospheric mantle resulting from the overlain of the Moluccan plate. In a few million years all the Moluccan Sea plates will be subducted and the Sangihe and Halmahera plates which have been superimposed at the ends of the plates will collide violently (Salindeho, Winsulangi and Pitres Sombowadile, 2008: pp. 12, 144-149).

The natural phenomena that have been described, on the one hand, have caused various disasters such as earthquakes or volcanic eruptions that have brought difficulties to the community. But on the other hand, it has given a legacy in the form of natural beauty and natural wealth that is beneficial to the community. The beneficial heritage, including the natural beauty of the mountains and the sea, including the beauty of coral reefs and even the results of spices that have been known in the world for hundreds of years, is a legacy that benefits the community. Likewise, natural heritage in the form of high economic value metals such as gold, silver, lead, zinc, and copper. All of that has been recorded in the documents of the natural history of this area.

From this description, it can be seen that North Sulawesi based on its nature, is famous throughout the world for its unique and beautiful and fertile natural wealth, with marine parks

such as Bunaken and gold mines, as well as clove-nutmeg plants and coconut plantations which are very popular. extensive, as well as rare fauna such as Anoa, Maleo, Tarsier, and so on.

Based on archaeological research, it is known that the signs of human life in North Sulawesi have been going on since 30,000 years ago as evidence was found in the Liang Sarru Cave on Salibabu Island. Other evidence suggests that life existed about 6,000 years ago at the Passo Shell Hill Site in Kakas District and 4,000 years ago to early AD at Liang Tuo Mane'e Cave in Arangkaa on Karakelang Island. Then came the megalithic culture in the form of 'waruga' stone tombs, 'watutumotowa' menhirs, stone mortars and others from 2,400 years ago until the 20th century AD on Earth Minahasa.

In addition, North Sulawesi in the past was a potential spice, rice, and gold-producing area which became a battleground for the interests of economic hegemony between the Portuguese, Spanish, Dutch and the kingdoms around this area, which eventually led to political and economic struggles. military (Meilink-Roelofs, 1962: 93-100). In the past this area was also a trade route between the west and east as well as the spread of Christianity, Islam and beliefs or religions brought by Chinese traders. North Sulawesi also played a role in the struggles for independence with the emergence of native heroes from this area.

Eastern Indonesia, including mainland North Sulawesi and the islands of Sangihe, Sitaro, and Talaud, has always been a strategic area in the Pacific region, because it is a bridge connecting Asia and the Pacific Islands (Bellwood, 1996; Veth 1996). In the past, this area was part of the migration route of fauna and humans and their culture. The evidence that shows that in the migration of prehistoric fauna had passed and stopped in this area is marked by the presence of ancient elephant tusk fossils (stegodon) found in Pintareng, in the Sangihe Islands Regency in North Sulawesi (Husni, 1996/1997, 1999). , and the molars of ancient animals in the Napu valley in Poso Regency, Central Sulawesi, as well as fossils of other ancient animals in Cabenge in South Sulawesi (Santoso, 2001, 2002, 2003).

From the office of the tourism and culture office or abbreviated as Disparbud, various local government affairs related to tourism and culture are carried out. The task of Disparbud is as the executor of local government affairs in the field of tourism and cultural preservation in its working area. The function of the Disparbud is to formulate policies in the fields of tourism, arts, culture and film, organizers of tourism and culture, guidance and guidance to tourism and cultural actors in their working areas, coordinator of UPTD, to reporting and coordination of tourism and cultural affairs.

Related to its duties and functions, the Disparbud is authorized to issue permits in the tourism sector including Tourism Business Permits for travel agents and others, administering Permanent Tourism Business Permits (ITUP), Tourism Business Registration Certificates or TDUP including Tourism Travel Services Business Registration Certificates, Tourism Business Registration Certificates, and Tourism Business Registration Certificates. List of Accommodation Provider Businesses, Registration Certificates for Tourism Area Businesses, and others. In addition to permits in the tourism sector, Disparbud also has the authority to issue permits related to cultural fields such as cultural activities, transfer of functions of historic buildings and others. For other information, you can visit the nearest Disparbud office directly, contact the telephone contact, or access the official Disparbud website for general information.

New media has become an important thing in human life on this earth, this is marked by the number of new media users in the world, in 2021, quoted from databox.id The Number of Social Media Users in the World Reaches 4.2 Billion ([https:// databoks.katadata.co.id/](https://databoks.katadata.co.id/)). Meanwhile, according to data from dataindonesia.id, the number of active social media users in Indonesia reached 191 million people in January 2022. That number rose 12.35% compared to the previous year. This means that it can be concluded that new media, the internet and social media have become the main needs of people in the world in living their daily lives, starting from just opening up looking for entertainment on facebook, instagram, youtube, to fulfilling information needs according to the profession and work of each individual. The size of the new media, of course, can have an impact on other aspects, such as the development of tourism potential, because the community, government, private sector will be more There is an easy opportunity to increase the development of tourism potential by taking advantage of the current existence of information technology.

The tourism potential that exists in Indonesia currently looks not fully explored, there are still many tourism potentials that are not yet known by the world, even though this is very important to do. It can be identified that these problems exist because there is still a lack of promotion carried out by related parties, namely the Indonesian government, especially specifically for the provincial government which has not optimally utilized new media in supporting the promotion of Indonesian tourism. Social media can be used as the best information media in tourism potential promotion activities, the tourism industry and information technology, especially new media such as the internet and social media will support each other in efforts to promote tourism potential (Mekonen, 2016).

Relevant parties such as the government and tourism stakeholders must have started with these innovations, because new media or social media currently plays a very important role in relation to the tourism industry (Zeng & Gerritsen, 2014) Foreign and domestic tourists will certainly find it easier to find and get information on their tourist destinations by looking at the website or social media from the local government as official and trusted information media. Many things can be traced through new media used as tourism promotion media, destinations Hotels, tourism potential locations, culture, local communities, as well as souvenir knick-knacks can be informed through the new media.

Researchers have observed that not all government institutions related to the development of tourism potential are able to optimize the role of social media in supporting the promotion of tourism potential. Websites and social media have been created and operated, but the ability of the content of communication messages in the information available on these social media platforms often has not been able to have a strong impact in supporting the promotion of tourism potential. The problem of managing resources, the problem of communication competence, as well as the problem of operational costs, are often the reason for government institutions to not be optimal in carrying out the function of social media, it is often seen that the social media platform of a government institution is only for display, the important term is that it looks updated with technology. there is a fan page, there is a website, there is social media but it is not functioning properly.

This study tries to explore these problems by referring to the focus of this research is how the use of new media in supporting the promotion of tourism potential by the tourism office of North Sulawesi province, referring to the theory of new media with several factors that will be studied include the use of new media, benefits, and the obstacle.

The use of new media in supporting tourism promotion by the North Sulawesi provincial tourism office, from the results of research the North Sulawesi provincial government already has a tourism office website that is integrated with the North Sulawesi provincial web, but the content presented still tends to be rigid, more to organizational information, while detailed information regarding the tourism potential in the province of North Sulawesi, it is not clear yet, as well as social media Instagram from the tourism office of the province of North Sulawesi, which is not updated with the latest information. While social media Facebook from the North Sulawesi tourism office, the more dominant information is information on organizational activities, still lacking in information on the development or promotion of tourism potential in North Sulawesi.

The benefits of new media in supporting tourism promotion by the tourism office of North Sulawesi province. In the era of information technology, social media is very important in supporting promotions, the benefits are clearly many, including having a very wide range of information. Utilizing the capabilities of new media in tourism promotion is certainly very positive in terms of cost and time, because we know together that new media has a very wide reach, can reach the whole world, by posting or promoting a tourism potential in the province of North Sulawesi. One of the characteristics of new media that we can see is the speed of information that is able to quickly get responses from various parties. This means that it is associated with tourism promotion, it will be faster for other people to get tourism information if they use social media.

Barriers to the use of new media in supporting tourism promotion by the North Sulawesi tourism office. From the results of the study it was found that the obstacle in utilizing new media, by the tourism office of the province of North Sulawesi, was the lack of resources that had the competence to conceptualize good and quality message content in supporting the content of the social media, including management resources. the social media. So that the role and function of new media are not clearly visible in supporting the promotion of tourism potential in North Sulawesi Province. Quality messages are messages that can make people change their behavior. Information related to tourism in North Sulawesi, if the content of the message is well-written, contains at least the concept of 5 W + 1 H, (What, Who, When, Why, Where, and How) means that a good message can explain what, who, when, why and how. where and how, it is necessary to write a standard message concept in the case of developing North Sulawesi tourism potential by utilizing social media.

Conclusion

The use of new media in supporting tourism promotion by the tourism office of North Sulawesi province, has been carried out but is still not optimal because in it there is still more dominant information related to internal organizations, not yet providing much updated information about the tourism potential in the province of North Sulawesi. This can be seen from the content of posts on the website of the North Sulawesi provincial tourism office, as well as various social media such as Facebook and Instagram of the agency. The benefits of new media in supporting

tourism promotion by the North Sulawesi provincial tourism office, but from this research it has not been clearly measured because the use of the new media has not been optimally carried out by the North Sulawesi Provincial Tourism Office. Although it is realized that there is an era of information technology, social media is very important in supporting tourism promotion, in addition to a wide reach, the cost is quite cheap. The benefits of social media are very influential in terms of habits and time to promote tourism. Barriers to the use of new media in supporting tourism promotion by the tourism office of North Sulawesi, are related to the concept of message content that is still unclear, complete and interesting in postings, as well as the problem of the absence of resources and a special section assigned to handle the operation of social media in provide information to outsiders. Utilization of new media still needs to be improved by optimizing the ability of social media management resources, especially in providing updated information related to the promotion of tourism potential in North Sulawesi Province. The Department of Tourism of North Sulawesi Province needs to improve the capacity of its human resources in managing internet-based information media, such as websites and social media, through training and new media communication workshops.

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