

DAFTAR PUSTAKA

- Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering approach. *Annals of Tourism Research*, 59, 1–15. <https://doi.org/10.1016/j.annals.2016.03.007>
- An, W., & Alarcón, S. (2021). From netnography to segmentation for the description of the rural tourism market based on tourist experiences in Spain. *Journal of Destination Marketing and Management*, 19. <https://doi.org/10.1016/j.jdmm.2020.100549>
- Boyd, D. M., & Ellison, B. N. (2008). Social Network Sites: Definition, History and Scholarship. *Journal Of Computer-Mediated Communication*.
- Cahyono, A. S. (2016). PENGARUH MEDIA SOSIAL TERHADAP PERUBAHAN SOSIAL MASYARAKAT DI INDONESIA. *PUBLICIANA*, 140-157.
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing Fifth edition*. New York: Routledge.
- Creswell, J. W. (2010). *Research Design: Pendekatan Kualitatif, Kuantitatif dan Mixed (III)*. Pustaka Pelajar.
- Creswell, J. W. (2015). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research (fifth)*. Pearson.
- Daniel, M. (2002). *Metode Penelitian Sosial Ekonomi*. Jakarta: Bumi Aksara.
- Enterprice, J. (2016). *Instagram Untuk Fotografi Digital & Bisnis Kreatif*. Bandung: Publising House.
- Feriano, D., Mahmud Mustofa, B., & Wuryatmini, P. (2021). MARKETING STRATEGY OF BETAWI SETU CULTURAL VILLAGE THROUGH SOCIAL MEDIA. *Journal of Indonesian Tourism and Policy Studies*, 6. <https://doi.org/10.7454/jitps.v6i1.1106>
- Ge, J., & Gretzel, U. (2022). Social Media-Based Visual Strategies in Tourism Marketing. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 376–395). IGI Global. <https://doi.org/10.4018/978-1-6684-6287-4.ch022>

- Ghazali, M. (2016). *Buat Duit Dengan Facebook dan Instagram : Panduan Menjana Pendapatan dengan Facebook dan Instagram*. Jakarta: Publishing House.
- Gunelius, S. (2011). *30 Minute Social Media Marketing*. McGraw Hill.
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211–239. <https://doi.org/10.1080/13683500.2012.662215>
- John, A. (2023). The Role of Social Media In Tourism Marketing in Kerala. *International Journal of Scientific Research in Science and Technology*, 1032–1040. <https://doi.org/10.32628/IJSRST523103194>
- Kiráľová, A., & Pavlíčka, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia - Social and Behavioral Sciences*, 175, 358–366. <https://doi.org/10.1016/j.sbspro.2015.01.1211>
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (A. Maulana, D. Barnadi, & W. Hardani, Eds.; 12th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Harlow: Pearson Education.
- Kristo, K., & Sopiana, Y. (2020). Analisis Dampak Sektor Pariwisata terhadap Kesejahteraan Pedagang di Kota Banjarmasin. *JIEP: Jurnal Ilmu Ekonomi Dan Pembangunan*, 3(2), 551. <https://doi.org/10.20527/jiep.v3i2.2556>
- Nasrullah, R. (2015). *Media Sosial; Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Nisrina, M. (2015). *Bisnis Online Manfaat Media Sosial Dalam Meraup Uang*. Yogyakarta: Kobis.
- Özdemir, G., & Arzik, V. A. (2021). Segmentation of Social Media Users for Destinations: A Clustering Approach. *Tourism*, 70(1), 53–66. <https://doi.org/10.37741/t.70.1.4>
- Pendit, N. S. (1994). *Ilmu Pariwisata : Sebuah pengantar perdana*. Pradnya Paramita.
- Pirnar, I., & Caliskan, A. (2022). Social media marketing in wine tourism. In *Routledge Handbook of Wine Tourism* (pp. 576–587). Routledge. <https://doi.org/10.4324/9781003143628-52>
- Pitana, I. G., & Diarta, I. K. S. (2009). *Pengantar ilmu pariwisata*. Andi.

- Pitana, I. G., & Gayatri, P. G. (2005). *Sosiologi pariwisata : kajian sosiologis terhadap struktur, sistem, dan dampak-dampak pariwisata*. Andi.
- Prasetya, L. F., Jaya, M. C., & Thio, S. (2021). The Role of Social Media Instagram in the Travel Process: Evidence from Young People in Surabaya. *Petra International Journal of Business Studies*, 4(1), 23–32. <https://doi.org/10.9744/ijbs.4.1.23-32>
- Prayogo, R. R. (2018). *Perkembangan Pariwisata dalam Perspektif Pemasaran*. Bitread Publishing.
- Purbohastuti, A. W. (2017). Efektivitas Media Sosial Sebagai Media Promosi. *Tirtayasa Ekonomika*, 212-231.
- Rafiq, K., Lakho, M. K., & Jaffiry, K. A. (2023). SOCIAL MEDIA AS A CATALYST FOR THE DEVELOPMENT OF TOURISM BUSINESS: A STUDY OF TOURISM INDUSTRY OF PAKISTAN. *Journal of Business & Tourism*, 8(02), 53–70. <https://doi.org/10.34260/jbt.v8i02.252>
- Rizaty, M. A. (2023, September 8). *Ada 116,16 Juta Pengguna Instagram di RI hingga Agustus 2023*. DataIndonesia. <https://dataindonesia.id/internet/detail/ada-11616-juta-pengguna-instagram-di-ri-hingga-agustus-2023>
- Rosário, A. T., & Dias, J. C. (2023). Marketing Strategies on Social Media Platforms. *International Journal of E-Business Research*, 19(1), 1–25. <https://doi.org/10.4018/IJEER.316969>
- Sendari, A. A. (2019, March 1). *Instagram Adalah Platform Berbagi Foto dan Video, Ini Deretan Fitur Canggihnya*. Retrieved from liputan6: <https://www.liputan6.com/teknoread/3906736/instagram-adalah-platform-berbagi-foto-dan-video-ini-deretan-fitur-canggihnya>
- Shang, Y., Wang, H., Yang, Q., & Qian, C. (2022). Construction of Social Media Tourism Marketing Model Based on ISMAS+4I Theory. *Journal of Innovation and Social Science Research*, 9(3). [https://doi.org/10.53469/jissr.2022.09\(03\).12](https://doi.org/10.53469/jissr.2022.09(03).12)
- Sigit Surahman, Wichitra Yasya, & Harahap, H. S. (2022). VIRTUAL ETHNOGRAPHY STUDY ON INSTAGRAM ACCOUNT @GADINGFESTIVAL AS PROMOTION MEDIA OF FOOD FESTIVAL. *Proceedings Of International Conference On Communication Science*, 2(1), 464–469. <https://doi.org/10.29303/iccsproceeding.v2i1.104>
- Sugiyono. (2012). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.

- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet.
- Sumardi, D. (2023, February 21). *245 Ribu Wisatawan Kunjungi Objek Wisata Baubau*. RRI. <https://www.rri.co.id/daerah/170030/245-ribu-wisatawan-kunjungi-objek-wisata-baubau>
- Sunaryo, S., Astutiningsih, S., Wahyono, S., & Adani, P. S. (2023). WELLNESS TOURISM MARKETING STRATEGY THROUGH SOCIAL MEDIA. *Jurnal Analis Kebijakan*, 7(1), 87–102. <https://doi.org/10.37145/jak.v7i1.614>
- Talakua, M. W., Leleury, Z. A., & Talluta, A. W. (2017). CLUSTER ANALYSIS BY USING K-MEANS METHOD FOR GROUPING OF DISTRICT/CITY IN MALUKU PROVINCE INDUSTRIAL BASED ON INDICATORS OF MALUKU DEVELOPMENT INDEX IN 2014. *Ilmu Matematika Dan Terapan*, 11, 119–128.
- Utami, M. A., Lestari, M. T., & Putri, B. P. S. (2016). STRATEGI KOMUNIKASI PEMASARAN SMB TELKOM UNIVERSITY TAHUN 2015/2016 MELALUI MEDIA SOSIAL INSTAGRAM. *Jurnal Sositoteknologi*, 15(2), 309–318. <https://doi.org/10.5614/sostek.itbj.2016.15.02.13>
- Van Dijck, J., & Poell, T. (2013). Understanding Social Media Logic. *Media and Communication*, 2-14.
- Weinberg, T. (2009). *The New Community Rules : Marketing on the Social Web*. O' Reilly.
- Wolcott, H. f. (1994). *Transforming Qualitative Data : Description, Analysis and Interpretation*. Sage.
- Zain, E., & Nazwirman. (2019). Analisis Karakteristik Wisatawan Lokal Monumen Nasional DKI Jakarta. In *Journal of Economics and Business Aseanomics (JEBA)* (Vol. 4, Issue 1). <http://academicjournal.yarsi.ac.id/jeba>