

DAFTAR PUSTAKA

- Aaker, D. A. (1996). *Building strong brands*. The Free Press.
- Adamus-matuszyńska, A., Dzik, P., Michnik, J., & Polok, G. (2021). Visual component of destination brands as a tool for communicating sustainable tourism offers. *Sustainability (Switzerland)*, 13(2), 1–18.
- Adiyanto, A., Silviani, N. Z., & Rusdiana, S. (2025). Perbandingan Peran Pemerintah Daerah Pada Pembangunan Berkelanjutan Tujuan 14 SDGs pada Marine Geopark di Kepulauan Riau dan Papua Barat Comparison of the Role of Regional Governments in Sustainable Development Goal 14 SDGs in Marine Geoparks In the Riau . *Jurnal USM Law Review*, 8(1), 332–356.
- Ashworth, G. (2009). The instruments of place branding: How is it done? *European Spatial Research and Policy*, 16(5), 9–22.
- Bastos, W., & Levy, S. J. (2012). A history of the concept of branding: Practice and theory. *Journal of Historical Research in Marketing*, 4(3), 347–368.
<https://doi.org/10.1108/17557501211252934>
- Botan, C.-N., Gligor, V., Fonogea, S.-F., Pavel, I.-H., & Horvath, C. (2024). Land of Maramures, (Romania) Identity Valences: Perceptions, Promotion and Potential for Valorisation. *Societies*, 14(225), 1–27.
- Chan, A., Suryadipura, D., & Novel, N. J. A. (2022). Brand Element: Exploring the Effect on City Branding. *International Journal of Professional Business Review*, 7(4), 1–20.
- Chan, C. S., & Marafa, L. M. (2018). Branding places and tourist destinations: A conceptualisation and review. In *The Branding of Tourist Destinations: Theoretical and Empirical Insights* (pp. 15–42).
- Choirunnisa, P. I., Susilo, D., & Albayumi, F. (2022). Indonesia Diplomacy for Achieving UNESCO Global Geopark (UGG) Status. *Journal of Tourism and Creativity*, 6(3), 200.
- Creswell, J. W. (2016). *Qualitative Inquiry & Research Design: Chosing Among Five Approaches* (3rd ed). SAGE Publications.
- Cull, N. J. (2008). Public diplomacy: Taxonomies and histories. *Annals of the American*

- Academy of Political and Social Science*, 616(1), 31–54.
<https://doi.org/10.1177/0002716207311952>
- de San Eugenio-Vela, J., Ginesta, X., Compte-Pujol, M., Frigola-Reig, J., & Fernández-Rovira, C. (2023). The Process of Implementing a Place Brand Based on a Multilevel Approach: The Case of the Municipality of Masquefa. *Sustainability (Switzerland)*, 15(22), 1–17.
- Deffner, A., Psatha, E., & Karachalis, N. (2022). Resource Mapping and Place Branding as a Strategy Approach in an Attempt to Establish Cross-Border Areas of Greece and Albania as Tourism Destinations. *Tourism and Hospitality*, 3(1), 80–99.
- Falkheimer, J. (2016). Place branding in the Øresund region: From a transnational region to a bi-national city-region. *Place Branding and Public Diplomacy*, 12(2–3), 160–171.
- Freire, J. R. (2009). Local people a critical dimension for place brands. *Journal of Brand Management*, 16(7), 420–438.
- González, L. R., & Gale, F. (2025). Conceptualising place branding in three approaches: towards a new definition of place brands as embodied experiences. *Journal of Place Management and Development*, 18(1), 61–79.
- Gregory, B. (2011). American public diplomacy: Enduring characteristics, elusive transformation. *The Hague Journal of Diplomacy*, 6(3–4), 351–372.
<https://doi.org/10.1163/187119111X583941>
- Hospers, G. J. (2006). Borders, bridges and branding: The transformation of the Øresund region into an imagined space. *European Planning Studies*, 14(8), 1015–1033.
- Huertas, A., Moreno, A., & Pascual, J. (2021). Place branding for smart cities and smart tourism destinations: Do they communicate their smartness? *Sustainability (Switzerland)*, 13(19), 1–18.
- Hutabarat, L. F. (2023). Diplomacy of Indonesia's Natuna National Geopark toward a UNESCO Global Geopark. *Masyarakat, Kebudayaan Dan Politik*, 36(4), 517–528.
- Hutabarat, L. F., & Pratiwi, N. I. (2022). Pengembangan Pariwisata Natuna Menuju Unesco Global Geopark. *Jurnal Ilmiah Dinamika Sosial*, 6(1), 1–19.
- Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical

- framework for developing city brands. *Place branding*, 1, 58-73. *Urban and Regional Studies Institute*, 1(1), 58–73.
- Kavaratzis, M., & Ashworth, G. (2010). *Towards Effective Place Brand Management Branding European Cities and Regions*. Edward Elgar.
- Kavaratzis, M., & Ashworth, G. J. (2005). City branding: An effective assertion of identity or a transitory marketing trick? *Tijdschrift Voor Economische En Sociale Geografi*, 96(5), 506–514.
- Keller, K. L., & Swaminathan, V. (2019). *Strategic Brand Management*. Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, Seventeenth Edition. In *Pearson*.
- Kovacs, M., Szakács, A., Andrașanu, A., & Denuț, I. (2025). The “Gutâi-Maramureș” UNESCO Geopark Project Development and Heritage Values-Based Sustainable Tourism in the Gutâi Volcanic Zone, East Carpathians (Romania). *Land*, 14(4), 1–32.
- Mihardja, E. J., Alisjahbana, S., Agustini, P. M., Sari, D. A. P., & Pardede, T. S. (2023). Forest wellness tourism destination branding for supporting disaster mitigation: A case of Batur UNESCO Global Geopark, Bali. *International Journal of Geoheritage and Parks*, 11(1), 169–181.
- Mihardja, E. J., Mulyasari, P., Andriarti, A., & Zaini, M. F. (2023). *Geobranding di Indonesia ; Strategi Branding Untuk Geopark*. PT. Nas Media Pustaka.
- Mihardja, E. J., Sari, D. A. P., Widana, I. D. K. K., Ridhani, C., & Suyasa, I. G. W. (2021). Forest Bathing: A New Attraction and Disaster Mitigation for Batur UNESCO Global Geopark Bali. *IOP Conference Series: Earth and Environmental Science*, 940(1).
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: a methods sourcebook (Third edition)*. SAGE Publications.
- Morgan, N., & Pritchard, A. (2007). Meeting the destination branding challenge. In *Destination Branding: Creating the Unique Destination Proposition* (pp. 73–92).
- Murtadha, H. A., Fanani, R. Z., Lazuardi, A., Bioldy, E., Sartika, F., Permatasari, Y. S., Mihardja, E. J., & Sukmawati, R. (2024). Ujung Kulon Geopark Branding

- Digitalization Strategy in Achieve SDGs. *IOP Conference Series: Earth and Environmental Science*, 1424(1).
- Nye, J. S. (2008). Public diplomacy and soft power. *Annals of the American Academy of Political and Social Science*, 616(1), 94–109.
- Oliveira, E. (2015). A Strategic Spatial Planning Approach to Cross-Border Place Branding with References to Galicia and Northern Portugal. In S. Zenker & B. P. Jacobsen (Eds.), *Inter-Regional Place Branding: Best Practices, Challenges and Solutions* (pp. 115–137). Springer International Publishing AG.
- Pike, A. (2018). Origination: The geographies of brands and branding. In *Branding the Nation, the Place, the Product* (pp. 15–28). Routledge.
- Pratiwi, P. N., Rosana, M. F., & Arfiansyah, K. (2021). Geotourism Potential on Geosites in Natuna Geopark. *Journal of Geological Sciences and Applied Geology*, 5(2), 9–16.
- Ritchie, J. R. B., & Ritchie, R. J. B. (1998). Setting the Stage and Management of Branding in Destination Management. *Annual Congress of the International Association of Scientific Experts in Tourism*, 98(September), 1–31.
- Ryannaldo, & Ratih, I. K. (2024). Geotourism Potensial on Geoheritage in Natuna Geopark. *IOP Conference Series: Earth and Environmental Science*, 1424(1).
- Saldaña, J. (2021). *The coding manual for qualitative researchers*. SAGE Publications Ltd.
- Sevin, E. (2021). Computational approaches to place branding: A call for a theory-driven research agenda. In *A Research Agenda for Place Branding* (pp. 33–45). Elgar Research Agendas.
- Sohn, C. (2022). How to brand a border despite its wall? A social semiotics approach to cross-border place branding. *Geoforum*, 135(July), 82–92.
- Wahyu Elda, S., Jamilah Mihardja, E., Mulyasari Agustini, P., Ilmu Komunikasi, M., Bakrie, U., Rasuna Epicentrum, K., & R Rasuna, J. H. (2024). Strategi Branding Pariwisata Berkelanjutan Geosite Tabiang Takuruang Di Sumatera Barat. *Ikraith Humaniora*, 8(1), 409–424.
- Wei, C. (2020). Public Diplomacy: Functions, Functional Boundaries and Measurement Methods. *Heritage*, 1–12.

- Witte, J.-J., & Braun, E. (2015). Cross-border place branding in Europe. In *Inter-regional place branding: Best practices, challenges and solutions* (pp. 87–98). Springer International Publishing AG.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods Sixth Edition*. SAGE Publications Ltd.
- Zenker, S., & Jacobsen, B. P. (2015). Inter-regional place branding: Best practices, challenges and solutions. In *Inter-Regional Place Branding: Best Practices, Challenges and Solutions* (pp. 87–98). Springer International Publishing.