

# The Digital Marketing Communication Strategy of the DIY Tourism Office through Instagram @visitingjogja in Improving the Quality of Tourism Visit in 2024

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## ABSTRACT

### Keywords

Digital Marketing Communication;  
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The tourism sector is a key pillar of the Special Region of Yogyakarta's (DIY) economy. In 2024, the number of tourist visits increased significantly, but this was not accompanied by an improvement in visit quality, as evidenced by a decrease in the length of stay. This study aims to analyze the digital marketing communication strategies of the DIY Tourism Office through its Instagram account @visitingjogja in response to this situation. This study employs a descriptive qualitative method, collecting data through in-depth interviews and document analysis, and validating through source triangulation. The results indicate that the strategies involved content collaboration with third parties, the use of digital ads and influencers to expand reach, and the presentation of event content, night tourism, and travel guides to encourage longer stays. These strategies successfully increased audience attention and interest, but have not yet fully succeeded in encouraging tourists to stay longer. This is influenced by time constraints, budget limitations, and suboptimal social media engagement. This study concludes that digital marketing via Instagram can increase tourist interest but has not yet directly improved the quality of visits.

## 1. Introduction

The tourism sector plays a fundamental role in supporting the economy of the Special Region of Yogyakarta (DIY) through job creation, the growth of small and medium-sized enterprises (SMEs), and an increase in local revenue (PAD) with a multiplier effect, while the development of digital technology in the Industry 4.0 era has transformed tourist behavior, which is now heavily reliant on visual content on social media (Dewi & Yuliati, 2018). As a result, the DIY Tourism Office has optimized its Instagram account @visitingjogja as the spearhead of its digital promotion efforts, which have quantitatively driven significant achievements in 2024, including 38,030,739 domestic tourist trips and a 21.93% increase in international tourists (Bramantyo, 2024).

The contribution of the tourism sector is not limited to increased visitor numbers; it is also closely linked to the strengthening of the local economy through the multiplier effect. Tourism activities drive growth in supporting sectors, including micro, small, and medium-sized enterprises (MSMEs), the hospitality industry, the culinary sector, and transportation, which collectively contribute to increased Local Government Revenue (LGR) (Lukito, 2022). Thus, the success of tourism management is inextricably linked to a destination's ability to manage tourist flows optimally, in terms of both the quantity and quality of visits.

On the other hand, digital transformation has fundamentally changed the landscape of tourism marketing. The shift from conventional marketing to digital marketing has made social media the primary channel for shaping travelers' perceptions and preferences (Dewi & Yulianti, 2018). In this context, Instagram serves as a visual medium that not only presents information about a destination but also builds its image through engaging, communicative visual representations (Harining & Suardana, 2023). Presenting this visual content helps raise audience awareness and interest in a tourist destination.

Changes in tourist behavior in the digital age indicate that travel decisions are no longer based solely on rational needs, but are also influenced by visual experiences, social recommendations, and easy access to information (Sutaguna et al., 2025). This makes digital marketing communication strategies a key element in aligning a destination's potential with travelers' expectations. Therefore, it is important to analyze how these communication strategies are designed and implemented, particularly in the context of social media-based tourism marketing.

However, this surge in visitor numbers has actually led to a significant shift in the quality of visits. According to data from the Central Statistics Agency (BPS), the high number of visitors does not correlate directly with the average length of stay (ALOS) at star-rated hotels, which actually decreased from 1.56 nights (in December 2023) to 1.51 nights (in December 2024) (Perkembangan Pariwisata Daerah Istimewa Yogyakarta, Desember 2024, 2025). There is a discrepancy between the success of the @visitingjogja account in attracting visitor traffic and its ability to foster engagement and extend stay durations, leading to tourists who "come in large numbers but leave quickly." This suggests that the success of these digital promotions likely stops at attracting attention and interest, but has not yet achieved sufficient penetration to drive action in the form of extended vacation durations, which would lead to increased tourist spending.

To address the discrepancy between high visitor numbers and the declining length of stay among tourists, this study draws on two main conceptual frameworks. First, this study uses the concept of digital marketing to analyze the role of promotional campaigns through the @visitingjogja social media channel. Digital marketing is, in essence, not merely a visual showcase, but the use of technology to create interactive, well-planned online channels capable of acquiring, building, and developing long-term relationships with customers (Wijayati & Murdani, 2024). In practice on social media, the impact of content exposure will be analyzed using the AISAS (Attention, Interest, Search, Action, Share) digital consumer behavior model, which maps the stages the audience goes through, from becoming aware of a travel destination to taking concrete action and sharing their experiences (SastroAtmodjo et al., 2025).

Second, this study draws on tourism marketing concepts to provide a concrete analysis of visit quality (RLMT). Tourism marketing is a managerial process aimed at understanding market needs and effectively showcasing a destination's potential to attract visitors (Suryaningsih et al., 2020). In today's era, such marketing relies heavily on the visual shaping of a destination's image, particularly its affective (emotional) and conative (action-oriented) aspects, to encourage tourists to stay longer (Setiawan & Wardana, 2025).

Several previous studies have examined the use of the @visitingjogja social media account for tourism promotion in the Special Region of Yogyakarta. A study conducted by Hermastuti examined the use of Instagram and TikTok @visitingjogja as local government communication channels for tourism promotion. The study concluded that the use of these platforms is highly effective and complementary, with Instagram being considered more informative and interactive in building tourism awareness among the audience (Hermastuti & Rahmawati, 2024). Furthermore, a related study was conducted by Suprayitno, which specifically analyzed the promotional strategies of the Yogyakarta Special Region Tourism Office via its Instagram account @visitingjogja to attract tourists back during the 2021 pandemic restrictions (PPKM). The results demonstrated the success of content adaptation strategies, such as the "tourism vaccine" campaign, culinary promotions, and collaborations with influencers, which successfully reignited tourist interest amid the crisis (Suprayitno & Muttaqien, 2022).

The studies above have demonstrated that the Instagram account @visitingjogja has been effective in building audience awareness and has served as a successful communication strategy for

generating interest in tourism, particularly during the pandemic. However, these studies have not explained in detail how digital marketing strategies are implemented in the post-pandemic era, where visitor numbers have surged, but visit quality (Average Length of Stay/ALOS) is now declining.

Based on the problem background and research gaps outlined above, an evaluation of the role of social media promotional content is crucial. Therefore, the author is interested in conducting an in depth study titled “The Digital Marketing Communication Strategy of the DIY Tourism Office through Instagram @visitingjogja in Improving the Quality of Tourism Visit in 2024.” This study aims to describe and analyze the implementation of this strategy.

## 2. Method

This study employs a descriptive qualitative approach to analyze the digital marketing communication strategies implemented by the Yogyakarta Special Region Tourism Office through its Instagram account @visitingjogja in 2024. Qualitative research is a research approach that uses data in the form of words, narratives, or text, rather than numbers, to understand social phenomena. Data analysis is conducted through a systematic data processing process, such as data reduction, data presentation, and drawing conclusions, to derive meaning from the collected data (Miles et al., 2014).

The subject of this study is the Instagram account @visitingjogja, which serves as the primary platform for promoting tourism in the Yogyakarta Special Region. The study focuses on how digital marketing communication strategies are designed and implemented through content, interactions, and communication approaches used to reach the audience. The data sources in this study consist of primary and secondary data. Primary data were collected through interviews and observations, while secondary data were obtained from relevant documents and archives. These various data sources were used to complement and strengthen the research findings through a process of triangulation (Miles et al., 2014).

The data sources for this study were obtained through interviews and documentation. The use of these methods aims to provide a comprehensive understanding of the phenomenon under study and to avoid reliance on a single data type. To ensure data validity, this study employed triangulation by comparing various data sources and methods. Triangulation was conducted to support the research findings through the consistency of multiple data sources that mutually reinforce one another. Data analysis in this study utilized the Miles, Huberman, and Saldaña model, which comprises three stages: data condensation, data presentation, and the drawing and verification of conclusions (Miles et al., 2014).

## 3. Result and Discussion

This section outlines the main findings of the field research and provides an in-depth analysis of the implementation of the DIY Tourism Office’s digital marketing communication strategy through the @visitingjogja Instagram account in 2024. The presentation of results and discussion is conducted in an integrated manner by linking empirical data obtained through in-depth interviews and documentary analysis with the theoretical framework used in this study.

The research findings not only describe the digital marketing communication practices implemented but also reveal the dynamics underlying the process, including resource constraints, patterns of strategic decision-making, and audience responses to the content produced. Thus, the analysis presented does not stop at a description of the findings but also seeks to understand the relationship between the strategies implemented and their implications for the quality of tourist visits.

Based on the research findings, the subsequent discussion is divided into two main sections: presenting the results and analyzing the findings, each systematically elaborated using the established indicators of digital marketing communication strategies.

### 3.1 Presenting the Results

This section presents empirical findings from field research conducted through in-depth interviews with policymakers, the administrators of the @visitingjogja Instagram account, and tourists, the target audience. The results are presented descriptively to provide a comprehensive overview of how digital marketing communication strategies are implemented in practice, from the planning stage through to on-the-ground implementation.

The research findings indicate that the digital marketing communication strategies implemented are not linear but are influenced by various interrelated factors, such as policy direction, resource constraints, and the behavioral characteristics of the audience in consuming digital content. This suggests that digital marketing communication practices are shaped by dynamics during planning and implementation.

To provide a more structured initial overview of the research findings, the following presents a summary of interview results, classified by indicators of digital marketing communication strategies.

**Table 1: Summary of Interview Results**

| <b>Informant</b>               | <b>Planning &amp; Collaboration</b>                | <b>Audience Engagement Strategy</b> | <b>RLMT Strategy</b>                     | <b>Evaluation &amp; Challenges</b>             |
|--------------------------------|----------------------------------------------------|-------------------------------------|------------------------------------------|------------------------------------------------|
| <b>Head of Division</b>        | Based on annual evaluations and policies (RIPARDA) | Adapting content to tourism trends  | Focus on events & destination highlights | Challenges related to visit quality            |
| <b>Instagram Administrator</b> | Collaboration due to budget constraints            | Visuals & conversational one        | Events nightlife, itineraries            | Limited human resources and budget             |
| <b>Tourists</b>                | Accepting content as a reference                   | Interested in food & hidden gems    | Interested but short on time             | Find additional information on other platforms |

*Source: Researcher Documents*

Based on this summary, each indicator reveals distinct patterns in the implementation of digital marketing communication strategies. Therefore, to gain a deeper understanding of the dynamics at play, the subsequent research findings are presented based on each of the following indicators.

#### 3.1.1 Content Planning and Collaboration

Research findings indicate that the digital marketing communication process for the @visitingjogja account begins with strategic planning aligned with regional tourism policy directions, such as the Regional Tourism Development Master Plan (RIPARDA). This planning is carried out through annual evaluations of visitor numbers, event trends, and

digital promotion performance, which are then translated into the overarching themes for annual tourism promotions.

In its implementation, organic content production faces limitations due to reduced budgets and human resources. This situation has prompted the account managers to rely on collaboration strategies with third parties, such as destination managers, event organizers, communities, and educational institutions.

These collaborations are not undertaken haphazardly but through a selection process that considers content quality, alignment with institutional values, and the potential impact on the tourism image. This strategy demonstrates that the @visitingjogja account serves not only as a content producer but also as a curator of tourism information, integrating various sources into a single platform.

As stated by an informant:

*“As for planning, we actually start at the end of the previous year. Usually, we first evaluate the achievements of the current year... after that, we align them with policy directions at the provincial level.”* (Interview with the Head of Division).

However, in practice, the production of organic content is constrained by budget cuts. This has led managers to rely on collaborative strategies as the primary approach to content management.

*“As for the organic content we produce... for 2024–2025, it’s around 8–9 videos, but the number of videos decreases each year due to budget cuts.”* (Interview with the Head of Division).

Collaboration is carried out through a selection process that considers content quality, relevance to DIY tourism, and alignment with institutional values. Thus, the @visitingjogja account serves as an information curator, filtering and distributing content from various sources. These findings indicate that planning and collaboration strategies form the primary foundation of digital marketing communication management. Furthermore, these strategies are implemented through content designed to capture the audience’s attention and interest.

### 3.1.2 Strategies for Capturing and Engaging the Audience

To capture the audience’s attention, the strategy focuses on an engaging visual approach and a more flexible communication style. The administrators consciously avoid overly formal language to better align with the characteristics of social media users.

*“Yes, that’s part of the strategy. We don’t want to be too stiff, but we also can’t be too casual... so we aim for a tone that’s informative yet lighthearted.”* (Interview with the Instagram Administrator).

The published content is dominated by recommendations for destinations, cuisine, and ongoing events. Additionally, the administrators leverage trending topics to boost content exposure.

From the audience’s perspective, interest in the content is influenced by the uniqueness and novelty of the information:

*“The content I like the most is about food that hasn’t been mentioned much by other accounts... so I’m interested.”* (Interview with a Tourist).

Furthermore, the level of trust in the account is also a key factor:

*“...since it’s managed by the Yogyakarta government, I feel more confident in it.”* (Interview with a Tourist).

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### 3.1.3 Strategies for Improving Visit Quality (RLMT)

In response to the decline in average length of stay for tourists, management has implemented a communication strategy focused on presenting content that extends the duration of tourist activities.

*“The effort involves publishing information about events... so that tourists can extend their stay, including through nighttime tourism.”* (Interview with the Head of Division). This strategy is implemented through the publication of an event calendar, promotions for nighttime tourism, and the provision of itinerary content and collaborations with hotels and travel agents.

From the audience’s perspective, this content fosters a desire to extend their visit: *“Actually, I’d like to stay longer, because there are many destinations I haven’t visited yet... but since the time is already set, I can’t.”* (Interview with a Tourist).

This situation confirms that interest has been generated, but it has not yet been fully translated into concrete action.

### 3.1.4 Performance Evaluation and Implementation Challenges

In practice, digital marketing communication strategies face limitations in terms of human resources and budget. Social media accounts are mostly managed by a single person, which limits content production and audience interaction.

*“...there’s really only one active admin... so it’s quite a burden.”* (Interview with the Instagram Administrator).

Additionally, budget constraints have led to reduced use of influencers, buzzers, and engagement programs such as giveaways.

Nevertheless, the @visitingjogja account still enjoys high trust and serves as the primary source of information for tourists.

## 3.2 Create a Discussion

The discussion in this study aims to interpret the empirical findings presented earlier by relating them to the theoretical frameworks of digital marketing communication and tourism marketing. Through this approach, the analysis does not merely describe the phenomena but also seeks to explain the relationships among the strategies implemented, audience responses, and their implications for the quality of tourist visits.

The findings indicate that implementing digital marketing communication strategies via the @visitingjogja Instagram account cannot be separated from the interplay among strategic planning, resource constraints, and tourists' behavioral characteristics in the digital age. Therefore, this discussion examines how the implemented strategy shapes the stages of audience response and identifies the gap between digital communication performance and tourists' actual behavior in the field.

To provide a more systematic understanding, this discussion is organized into four main focuses, corresponding to the indicators of digital marketing communication strategies identified in the research results section. To strengthen the analysis of the research findings, the digital marketing communication strategies implemented through the @visitingjogja account are further mapped using the AISAS model (Attention, Interest, Search, Action, Share). This approach is used to understand how the content produced influences the stages of audience response, ranging from awareness to action and information sharing.

**Table 2 Mapping of Digital Marketing Communication Strategy Based on AISAS Model**

| <b>The AISAS Model</b> | <b>Strategy Implementation</b>                                                 | <b>Empirical Findings</b>                                              | <b>Interpretation</b>                                               |
|------------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------|
| <b>Attention</b>       | Use of eye-catching visuals, viral content, and Instagram Ads                  | The audience is interested in culinary content and unique destinations | The strategy successfully captures the audience's initial attention |
| <b>Interest</b>        | A lighthearted communication style and content that aligns with current trends | The audience finds the content engaging and relatable                  | The content effectively builds emotional engagement                 |
| <b>Search</b>          | Audiences seek additional information on other platforms                       | The audience needs additional information (prices, hours of operation) | The content does not fully meet the audience's informational needs  |
| <b>Action</b>          | Promotion of events and nightlife                                              | The audience is interested but doesn't always extend their visit       | There is a gap between interest and action                          |
| <b>Share</b>           | Audiences tend to share their travel experiences                               | The content serves as a travel reference                               | The strategy supports the dissemination of information              |

*Source: Researcher Documents*

Based on the analysis in Table 2, it is evident that the digital marketing communication strategies implemented tend to be strong at the attention and interest stages, but face limitations at the action stage.

**3.2.1 Collaboration as a Strategy in the Face of Limited Resources** The findings indicate that collaborative strategies serve as a means of adapting to resource constraints while also reflecting a shift in the role of government agencies within the digital ecosystem. In this context, the Tourism Office no longer acts as the sole producer of content, but rather as a facilitator and curator of information. This aligns with the concept of digital marketing, which emphasizes the importance of online partnerships in expanding communication reach (Wijayati & Murdani, 2024). Collaboration enables broader, more efficient content distribution, but it can also affect the consistency of the message.

**3.2.2 The Effectiveness of Visual Strategies in the Awareness and Interest Stages** From the perspective of the AISAS model (SastroAtmodjo et al., 2025), the implemented strategy proved effective in stimulating the Attention and Interest stages. Engaging visual content and a light-hearted communication tone increased the audience's interest in the tourist destination.

However, the limited information in the content causes the audience to conduct the Search stage independently through other platforms. These findings indicate that the implemented digital marketing communication strategy can build audience attention and interest through a visual approach and a communication style aligned with the characteristics of social media users. However, it has not yet been fully capable of meeting information needs comprehensively within a single channel.

These findings indicate that the implemented digital marketing communication strategies are effective in capturing the audience's attention and interest through visual approaches and communication styles that align with the characteristics of social media users. This aligns with research (Sofyan et al., 2023), which states that "symbolic power makes people see, believe, confirm, or change their view", demonstrating that communication messages possess the power to shape audience perceptions. However, these strategies have not yet been fully capable of meeting information needs comprehensively within a single channel.

**3.2.3 The Gap Between Digital Exposure and Tourists' Actual Behavior** Although digital marketing communication strategies successfully increased exposure and interest, the findings indicate a gap between digital exposure and changes in tourist behavior. The decision to extend a visit is influenced not only by content but also by external factors such as time and budget.

This phenomenon aligns with tourism marketing concepts that state that travelers' decisions are influenced by rational and situational factors, not just by communication stimuli (Sutaguna et al., 2025). Thus, these findings suggest a discrepancy between exposure to digital content and actual tourist behavior on the ground, in which the interest generated is not always followed by a decision to extend the visit.

**3.2.4 Limited Interaction as a Barrier to Two-Way Communication** Limited human resources result in suboptimal two-way communication between managers and the audience. Yet, in the context of digital marketing, interaction is a key element in building long-term relationships. According to (Sudiwijaya & Ambardi, 2020), responsive interaction can build trust and foster more personal communication. In this case, limited interaction causes the audience to seek additional information on their own, indicating a gap in the communication process. Overall, this situation indicates that limited interaction in social media management affects the fulfillment of the audience's information needs within a single communication channel.

## 4. Conclusion

The findings of this study indicate that the DIY Tourism Office's digital marketing communication strategy via Instagram @visitingjogja in 2024 was implemented through content collaborations with third parties, the use of engaging visuals, and the promotion of events, night tours, and activity guides-all aimed at building audience attention and interest in tourist destinations in Yogyakarta.

The research findings indicate that the implemented strategy was effective in capturing audience attention and interest in the presented content, particularly through the provision of information relevant to trends and the characteristics of social media users. However, this interest did not consistently translate into tangible actions such as extending the duration of tourist visits. This indicates a gap between digital communication exposure and tourists' actual behavior on the ground, where their decisions remain influenced by external factors such as time constraints, travel planning, and financial conditions.

Furthermore, the current communication strategy also reveals limitations in fully meeting the audience's information needs. Although the content presented captures attention, not all the practical information tourists need, such as pricing details, operating hours, and accessibility, is readily available through a single channel. This situation prompts the audience to seek additional information through other platforms, indicating that social media's role as a primary information source has not yet been fully realized.

On the other hand, limitations in human resources for managing social media accounts also affect the intensity of interaction between administrators and the audience. The lack of response to audience questions or comments indicates that two-way communication is not yet functioning optimally, so the potential for building closer relationships with the audience has not been fully realized.

Thus, the findings of this study indicate that the implemented digital marketing communication strategies play a role in building audience attention and interest, but have not yet been fully capable of bridging that process to the stage of actual tourist decision-making. This underscores that digital marketing communication cannot stand alone but must be understood as part of a more complex process influenced by various factors beyond the digital content itself.

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