

DAFTAR PUSTAKA

- Alfian & Nilowardono. 2019. The Influence of Social Media Marketing Instagram, Word of Mouth and Brand Awareness of Purchase Decisions on Athenis Tour and Travel. *International Journal of Entrepreneurship and Business Development*.
- Agam, D. N. L. A. (2017). The impact of viral marketing through Instagram. *Australasian Journal of Business, Social Science and Information Technology*, 4(1), 40-45.
- Bekir, dkk. 2020. Effect of Social Media Sharing on Destination Brand Awareness and Destination Quality. SAGE.
- Benyon, D., Quigley, A., O'Keefe, B. , Riva, G. 2014. Presence and digital tourism. *AI & Society*.
- Bilgin, Y. 2018. The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *BMIJ*.
- Buettner, R. (2017). Predicting user behavior in electronic markets based on personality-mining in large online social networks. *Electronic Markets*, 27(3), 247-265.
- Bugi, S.A., Hardi, A. 2018. Development of Public Relation Strategy with Marketing Mix and SOSTAC Approach on Tourism Product, Case Study of Belitung Tourism.
- Buhalis, D. 2003. *eTourism: Information technology for strategic tourism management, Pearson Financial Times/Prentice Hall*. London: ISBN
- Buhalis, D., & Law, R. 2008. Progress in information technology and tourism management: 20 years on and 10 years after the Internet—the state of eTourism research. *Tourism Management*
- Buhalis, D., Jun, S.H. 2011. *E-Tourism* Bournemouth University, UK.
- Dave, Chaffey. 2017. *Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing*.
- Dodson, Ian. 2016. *The Art of Digital Marketing*. Canada: Wiley.
- Dyson, R. G. 2004. Strategic Development and SWOT Analysis At The University of. *European Journal of Operational Research*.
- Eva, Happ & Zsuzsanna. 2018. Digital Tourism is The Challenge of Future – A New Approach to Tourism.
- Firmansyah, M. Anang. 2018. *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish.

- Gurneet, Kaur. 2017. The Importance of Digital Marketing in The Tourism Industry. International Journal of Research Granthaalayah.
- Hall, C. M. 2016. Intervening in academic interventions: Framing social marketing's potential for successful sustainable tourism behavioural change. Journal of Sustainable Tourism.
- Happ, É., & Ivancsó-Horváth, Z. (2018). Digital tourism is the challenge of future—a new approach to tourism. *Knowledge Horizons. Economics*, 10(2), 9-16.
- Hill, T. & Westbrook, R. 1997. SWOT Analysis It's Time for a Product Recal. Long Range Planning.
- Kim, A. J. and Ko, E. 2012. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research.
- Kotler, P. and Armstrong, G. 2012. Principles of Marketing. England: Pearson Education Limited, Essex.
- Larysa, dkk. 2008. Digital Marketing in Strategic Management in the Field of the Tourism. Journal of Information Technology Management.
- Law, R., S. Qi and D. Buhalis. 2010. Progress in tourism management: a review of website evaluation in tourism research. Tourism management.
- Levy, S. J., & Luedicke, M. K. (2013). From marketing ideology to branding ideology. *Journal of macromarketing*, 33(1), 58-66.
- Looy, A.V. 2016. *Social Media Management: Technologies and Strategies for Creating Business Value*. Belgium: Springer.
- Matthew, Kristen. 2013. The Definitive Guide to Influencer Targeting.
- McKinsey and Company. 2009. Charting Our Water Future: Economic Frameworks to Inform Decision-Making
- Mcmahan, C. Hovland, R. & Mcmillan, S. 2009. Online Marketing Communication: Exploring online Consumer Behavior by examining gender differences and interactivity within internet advertising. Journal of Interactive Advertising.
- Mustafa, Boz. 2011. Successful Promotion Strategy in Destination Tourism Marketing Through Social Media; Queensland, Australia Case.
- Peraturan Perundang – undangan Nomor 10 Tahun 2009 Tentang Kepariwisataaan.
- Pitana, I G. and S. P. Putu-Diah. 2016. Digital marketing in tourism: the more global, the more personal. International Tourism Conference: Promoting Cultural and Heritage Tourism. Udayana University, Bali. 1-3 September 2016.

- Ruslan, Rosady. 2008. *Metodologi Penelitian Public Relations dan Komunikasi*. Jakarta: PT Raja Grafindo Persada.
- Shapiro, D., & Shi, X. 2008. *Market segmentation: The Role of Opaque Travel Agencies*. Toronto: Working paper.
- Sugiyono. 2012. *Metode Penelitian Manajemen*. Bandung : Alfabeta
- Sugiyono. 2013. *Metode Penelitian Kualitatif, Kuantitatif Dan R&D*. Bandung: Alfabeta.
- Tjiptono. 2007. *Strategi Pemasaran, Edisi ke Dua*. Yogyakarta: Andi.
- Tölkes, C. 2018. Sustainability communication in tourism – A literature review. *Tourism Management Perspectives*.
- Tom, V.N & Caroline. 2021. *Advancements in Technology and Digital Media in Tourism*. SAGE.
- Tuten, TL. 2008. *Advertising 2.0: Social Media Marketing in a Web 2.0 World*. Greenwood: Connecticut.
- Velina & Hristina. 2019. E-tourism: Definition, development and conceptual framework.
- Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. *Psychology of popular media culture*, 3(4), 206.
- Williams, Brian K., Sawyer, Stacey C. 2013. *Using Information Technology : A Practical Introduction to Computers & Communication*. Toronto: McGraw-Hill Technology Education.
- Ying, Y. 2010. SWOT-TOPSIS integration method for strategic decision. In *International Conference on E-Business and E-Government*.
- Yoeti, Oka A. 2010. *Dasar-dasar Pengertian Hopitaliti dan Pariwisata*. Alumni. Bandung

Website

- CNBC Indonesia. 2020. Di Tengah Pandemi, Penggunaan Teknologi Meningkatkan Pesat. Diambil dari <https://www.cnbcindonesia.com/tech/20200723190647-37-175009/di-tengahpandemi-penggunaan-teknologi-meningkat-pesat>
- Hootsuite. 2022. *The Global State of Digital 2022*. Diambil dari <https://www.hootsuite.com/resources/digital-trends>