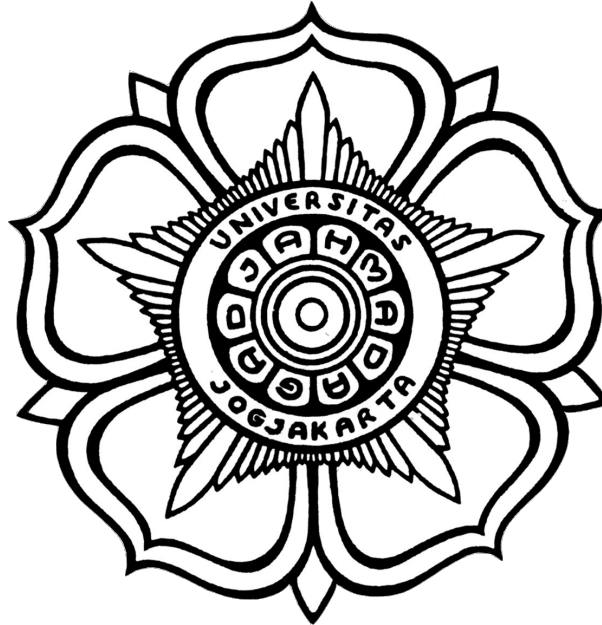


UTILIZATION OF BIG DATA ANALYTICS AS A TOURISM MARKETING STRATEGY: CASE STUDY OF BANTUL REGENCY TOURISM SECTOR

UNDERGRADUATE THESIS

Supervisor: I Made Krisnajaya, S.IP, M. Pol. Admin



By:

BENEDICTUS HANS EDRIC HANINDITO KUNCORO

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DEPARTMENT OF PUBLIC POLICY AND MANAGEMENT

FACULTY OF SOCIAL AND POLITICAL SCIENCES

GADJAH MADA UNIVERSITY

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