



## Daftar Pustaka

- Abdussamad, Z. (2021). *Metode penelitian kualitatif*. Syakir Media Press.
- Andreasen, A. R. (1994). Social Marketing: Its Definition and Domain. *Journal of Public Policy & Marketing*, 13(1), 108-114.  
<https://www.jstor.org/stable/30000176>
- Apriono, D. (2013). Pembelajaran kolaboratif: Suatu landasan untuk membangun kebersamaan dan keterampilan kerjasama. *Diklus*, 17(1), 292-304.  
<https://journal.uny.ac.id/index.php/diklus/article/view/2897>
- Ardiana, N. P. L., Damajanti, M. N., & Muljosumarto, C. (2016). Perancangan kampanye sosial tentang pemahaman eksistensi dan esensi keberagaman lintas etnis di Semarang. *Jurnal DKV Adiwarna Universitas Kristen Petra*, 1(8).
- Badan Otorita Borobudur. (2021, September 30). *Siaran pers: Kemenparekraf fokus kembangkan desa wisata dan kompetensi SDM di Rakornas Parekraf 2021*. Badan Otorita Borobudur Kemenparekraf.  
<https://bob.kemenparekraf.go.id/en/100282-siaran-pers-kemenparekraf-fokus-kembangkan-desa-wisata-dan-kompetensi-sdm-di-rakornas-parekraf-2021/>
- Baron, R., & Sissors, J. Z. (2010). Advertising Media Planning, Seventh Edition. McGraw Hill LLC.
- Benthaus, J., Risius, M., & Beck, R. (2016). Social media management strategies for organizational impression management and their effect on public perception. *Journal of Strategic Information Systems*, 25(2), 127-139.  
<http://dx.doi.org/10.1016/j.jsis.2015.12.001>
- Bona, B., Robert, R., & Limilia, P. (2017). Sustainable tourism communication through Pokdarwis (Kelompok Sadar Wisata) in West Bandung District. *Proceedings of the International Conference on Social Sciences (ICSS)*, 1(1).
- Daerah Istimewa Yogyakarta. (2021). Peraturan Gubernur Daerah Istimewa Yogyakarta Nomor 40 Tahun 2020 tentang Kelompok Sadar Wisata dan Desa/Kampung Wisata.  
<https://peraturan.bpk.go.id/Home/Details/154685/pergub-no-40-tahun-2020>



- Dzikra, A. C. (2022, November 28). *Dorong digitalisasi destinasi lewat pelatihan pemasaran digital bagi Pengelola Desa Wisata Kabupaten Sleman*. Travelxism. Retrieved June 2, 2023, from <https://www.travelxism.com/newsdetail57>
- Ebert, R. J., & Griffin, R. W. (2007). Business Essentials. Pearson Prentice Hall.
- Gulati, S. (2021). Social and sustainable: Exploring social media use for promoting sustainable behaviour and demand amongst Indian tourists. *International Hospitality Review*, 36(2). <https://doi.org/10.1108/ihr-12-2020-0072>
- Harrell, A. (2016). *Creative direction in a digital world: A guide to being a modern creative director* (1st ed.). CRC Press. <https://doi.org/10.1201/9781315363981>
- Hermawan, D. (2023). Pendampingan branding dan konten pemasaran digital kampung wisata binong berbasis participatory action research. *Jurnal Abdimas Bina Bangsa*, 4(1), 642-660. [10.46306/jabb.v4i1.447](https://doi.org/10.46306/jabb.v4i1.447)
- Hikmah & Nurdin (2017). Green tourism marketing strategy in Bantimurung South Sulawesi. *Proceedings of the 2nd International Conference on Accounting, Management, and Economics 2017 (ICAME 2017)*. <https://doi.org/10.2991/icame-17.2017.15>
- Indonesia. (2021). Peraturan Menteri Pariwisata Dan Ekonomi Kreatif/ Kepala Badan Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 9 Tahun 2021. <https://jdh.kemenparekraf.go.id/katalog-712-Peraturan%20Menteri.html>
- Kampanye Sadar Wisata [@kampanyesadarwisata]. (n.d.). *Posts* [Instagram profile]. Instagram. Retrieved June 2, 2023, from <https://www.instagram.com/kampanyesadarwisata/>
- Kembali Becik [@kembalibecik]. (n.d.). *Posts* [Instagram profile]. Instagram. Retrieved June 2, 2023, from <https://www.instagram.com/kembali.becik>
- KemBali Becik. (n.d.). *KemBali Becik* . Retrieved June 2, 2023, from <https://kembalibecik.com/>
- Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif. (n.d.). *Desa Wisata Ekowisata Pancoh*. JADESTA. Retrieved March 2, 2024, from [https://jadesta.kemenparekraf.go.id/desa/ekowisata\\_pancoh](https://jadesta.kemenparekraf.go.id/desa/ekowisata_pancoh)



- Kemmis, S., McTaggart, R., & Nixon, R. (2014). *The action research planner: Doing critical participatory action research*. Springer. <http://dx.doi.org/10.1007/978-981-4560-67-2>
- Kindon, S. L., Pain, R., & Kesby, M. (2007). *Participatory action research approaches and methods: Connecting people, participation and place*. Routledge.
- Kumar, V., & Reinartz, W. (2018). *Customer relationship management*. Springer.
- Lee, N. R., & Kotler, P. (2011). *Social marketing: Influencing behaviors for good*. Sage Publications.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook*. SAGE Publications.
- Sandman, P. M. (2000). Media campaigns. In B. A. Day & M. C. Monroe (Eds.), *Environmental Education & Communication for a Sustainable World*. Academy for Educational Development.
- Sari, Y. K., Suhartami, W., & Aji, K. B. (2022). Pancoh bercerita: Storynomy dalam pengemasan promosi paket wisata seni dan budaya. *Gadjah Mada Journal of Tourism Studies*, 4(2), 167-182. [10.22146/gamajts.v4i2.88026](https://doi.org/10.22146/gamajts.v4i2.88026)
- Sleman. (2022). Peraturan Daerah Kabupaten Sleman Nomor 9 Tahun 2022 tentang Desa Wisata. <https://peraturan.bpk.go.id/Home/Details/245697/perda-kab-sleman-no-9-tahun-2022>
- Thomas, D. R. (2006). A general inductive approach for analyzing qualitative evaluation data. *American Journal of Evaluation*, 27(2), 237–246. Sagepub. <https://doi.org/10.1177/1098214005283748>
- Ulfa, G. S., & Fatchiya, A. (2018). Effectiveness of instagram “Earth Hour Bogor” as a environmental campaign media. *Jurnal Komunikasi Pembangunan*, 16(1), 144-157. <https://journal.ipb.ac.id/index.php/jurnalkmp/article/view/25129>
- United Nations Environment Programme & World Tourism Organization. (2005). *Making Tourism More Sustainable: A Guide for Policy Makers*. United Nations Environment Programme, Division of Technology, Industry and Economics.



UNIVERSITAS  
GADJAH MADA

Pengembangan Kampanye Pariwisata Berkelanjutan untuk Desa Ekowisata Pancoh di Instagram  
(Manajemen)

Media: Perencanaan, Publikasi, dan Evaluasi)

ASHILA CHAYAPATHA DZIKRA, Syafrizal, S.I.P., M.A.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Van Looy, A. (2022). *Social media management: Using social media as a business instrument*. Springer International Publishing.

Vuorikari, R., Kluzer, S., & Punie, Y. (2022). DigComp 2.2: The digital competence framework for citizens -- with new examples of knowledge, skills and attitudes. *Publications Office of the European Union*.  
10.2760/115376