UNIVERSITAS GADJAH MADA
**ELABORATING TOURISM-PROMOTION MESSAGES DURING THE 2022 FIFA WORLD CUP IN QATAR (A Qualitative Content Analysis on Instagram @fifaworldcup and @visitqatar)**
Salma Nur Hasya, Syafrizal, S.I.P., M.A.
**Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/**

## References

Ageev, V. & Altukhov, S. (2018). Comparative analysis of costs and economic effects of the FIFA World Cups (1998-2018), *Journal of the New Economic Association, New Economic Association,* vol. 40(4), pages 158-167. https://doi.org/10.31737/2221-2264-2018-40-4-7

Al-Dosari, K. (2020). The significance of mega sporting events on infrastructure development: A case of FIFA 2022 World Cup in Qatar. *Journal of Social Sciences (COES&RJ-JSS)*, *9*(3), 1295. https://doi.org/10.25255/jss.2020.9.3.1295.1319

Al-Emadi, A., Sellami, A. L., & Fadlalla, A. M. (2022). The perceived impacts of staging the 2022 FIFA World Cup in Qatar. *Journal of Sport & Tourism*, *26*(1), 1–20. https://doi.org/10.1080/14775085.2021.2017327

Al Fahadi, S. R. (2020). The use of FIFA 2022 World Cup as a nation branding tool: Social media and sentiment. *Manara - Qatar Research Repository.* https://doi.org/10.57945/manara.hbku.28032680.v1

Almeyda-Ibanez, M., &George, B. P. (2017). The evolution of destination branding: A review of branding literature in tourism. *FHSU Scholars Repository (Fort Hays State University).* https://doi.org/10.5281/zenodo.401370

Anholt, S. (1996). Making a brand travel. *Journal of Brand Management*, *3*(6), 357–364. https://doi.org/10.1057/bm.1996.17

Anton, A. J. M., Alonso, J. J. M., & Rodriguez, G. S. (2011). Mega-events impact on economic growth: Analysis of the South African World Cup. *African Journal of Business Management*, *5*(16), 6940–6948. https://doi.org/10.5897/ajbm11.208

Balduck, A., Maes, M., & Buelens, M. (2011). The social impact of the Tour de France: Comparisons of residents' pre- and post-event perceptions. *European Sport Management Quarterly*, *11*(2), 91–113. https://doi.org/10.1080/16184742.2011.559134

Boykoff, J. (2026). We were told the 2026 World Cup would be a unifying force. The reality is far different. *The Guardian.* https://www.theguardian.com/football/2026/apr/26/2026-world-cup-bid-tickets-politics-trump

Brannagan, P. M., Reiche, D., & Bedwell, L. (2023). Mass social change and identity hybridization: the case of Qatar and the 2022 FIFA World Cup. *Identities*, *30*(6), 900–918. https://doi.org/10.1080/1070289x.2023.2203576

Deery, M., Jago, L., & Fredline, L. (2003). Sport tourism or event tourism: are they one and the same? *Journal of Sport & Tourism*, *9*(3), 235–245. https://doi.org/10.1080/1477508042000320250

Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, *62*(1), 107–115. https://doi.org/10.1111/j.1365-2648.2007.04569.x

UNIVERSITAS GADJAH MADA
**ELABORATING TOURISM-PROMOTION MESSAGES DURING THE 2022 FIFA WORLD CUP IN QATAR (A Qualitative Content Analysis on Instagram @fifaworldcup and @visitqatar)**
Salma Nur Hasya, Syafrizal, S.I.P., M.A.
**Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/**

Entman, R. M. (1993). Framing: toward clarification of a fractured paradigm. *Journal of Communication*, *43*(4), 51–58. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x

Gadzo, M., & Shafi, S. (2022, November 25). 'It's our time to shine': Qataris on hosting the World Cup. *Al Jazeera*. https://www.aljazeera.com/news/2022/11/25/its-our-time-to-shine-qataris-on-hosting-the-world-cup

Goodman, A. (2015). The development of the Qatar Healthcare System: A review of the literature. *International Journal of Clinical Medicine*, *06*(03), 177–185. https://doi.org/10.4236/ijcm.2015.63023

Gretzel, U. & Koo, C. (2021). Smart tourism cities: a duality of place where technology supports the convergence of touristic and residential experiences. *Asia Pacific Journal of Tourism Research, 26*(4), 352–364. https://doi.org/10.1080/10941665.2021.1897636

Harris, L. (2011). Mega-events and the developing world: A look at the legacy of the 2010 Soccer World Cup. *South African Journal of International Affairs*, *18*(3), 407–427. https://doi.org/10.1080/10220461.2011.623828

Hepburn, D. (2022). World Cup 2022: How did Qatar win the opportunity to host the World Cup - and why was it a controversial decision? *The Scotsman.* https://www.scotsman.com/sport/football/world-cup/world-cup-2022-how-did-qatar-win-the-opportunity-to-host-the-world-cup-and-why-was-it-a-controversial-decision-3927755

Henderson, J. C. (2014). Hosting the 2022 FIFA World Cup: opportunities and challenges for Qatar. *Journal of Sport & Tourism*, *19*(3–4), 281–298. https://doi.org/10.1080/14775085.2015.1133316

Jeswani, R. (2023). The role and importance of social media marketing in brand building. *Irish Interdisciplinary Journal of Science & Research, 07*(04), 01–09. https://doi.org/10.46759/iijsr.2023.7401

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, *53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kilipiri, E., Papaioannou, E., & Kotzaivazoglou, I. (2023). Social media and influencer marketing for promoting sustainable tourism destinations: the Instagram case. *Sustainability*, *15*(8), 6374. https://doi.org/10.3390/su15086374

Knott, B., Allen, D., & Swart, K. (2012). Stakeholder reflections of the tourism and nation-branding legacy of the 2010 FIFA World Cup for South Africa. *African Journal for Physical Health Education, Recreation and Dance*, *Vol. 18, No. sup-2*. https://journals.co.za/doi/abs/10.10520/EJC128302

Knott, B., Swart, K., Althawadi, O., & Ali, Y. Z. (2024). Nation-branding opportunities through sport mega-events: Tourism impact from FIFA World Cup in South Africa 2010 and Qatar 2022. *International Conference on Tourism Research*, *7*(1), 149–156. https://doi.org/10.34190/ictr.7.1.2191

UNIVERSITAS GADJAH MADA
**ELABORATING TOURISM-PROMOTION MESSAGES DURING THE 2022 FIFA WORLD CUP IN QATAR (A Qualitative Content Analysis on Instagram @fifaworldcup and @visitqatar)**
Salma Nur Hasya, Syafrizal, S.I.P., M.A.
**Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/**

Lieb, R. (2021). Content marketing & content strategy: Identification of research trends, best practices, and directions for future research https://doi.org/10.13140/RG.2.2.31904.51201

MacInnes, P., & Ames, N. (2026) World Cup will be 'bonanza of sportswashing' under Trump, say human rights groups. *The Guardian*. https://www.theguardian.com/football/2026/apr/27/world-cup-bonanza-of-sportswashing-donald-trump-ice-human-rights

Mashino, I. (2019). The spread of social media in the GCC and the potential for its utilization in B2C business. *Mitsui & Co. Global Strategic Studies Institute Monthly Report.* https://www.mitsui.com/mgssi/en/report/detail/__icsFiles/afieldfile/2019/06/25/1903e_mashino_e.pdf

Preuss, H. (2007). The conceptualisation and measurement of mega sport event legacies. *Journal of Sport & Tourism*, *12*(3–4), 207–228. https://doi.org/10.1080/14775080701736957

Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining event marketing as engagement-driven marketing communication. *Gadjah Mada International Journal of Business, 24*(2), 151. https://doi.org/10.22146/gamaijb.63788

Taberner, I., & Junca, A. (2021). Small-scale sport events as place branding platforms: A content analysis of Osona's projected destination image through event-related pictures on Instagram. *Sustainability*, *13*(21), 12255. https://doi.org/10.3390/su132112255

Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing.* Sage Publications.

Wang, C. (2026). 'We want fans to know the risks': US immigrant rights groups mobilize access to the World Cup host cities amid ICE fears. *The Guardian*. https://www.theguardian.com/us-news/2026/jun/01/ice-fifa-world-cup-immigrant-rights

Xing, X. & Chalip, L. (2006). Effects of hosting a sport event on a destination brand: A test of co-branding and match-up models. *Sport Management Review*, *9*(1), 49–78. https://doi.org/10.1016/s1441-3523(06)70019-5

Zyma, A., Lola, Y., & Kavun, S. (2013). Significance of branding for increasing tourist destination attractiveness. *Proceedings of the 3rd International Conference on Application of Information and Communication Technology and Statistics in Economy and Education (ICAICTSEE).* https://www.researchgate.net/publication/279677435_Significance_of_Branding_for_Increasing_Tourist_Destination_Attractiveness