Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

AlHaddad, M., Arar, M., & Alhammad, R. (2023). Toward sustainable urban growth: Spatial modeling for the impact of cultural and natural heritage on city growth and their role in developing sustainable tourism. *Alexandria Engineering Journal*, *69*, 639–676.

Amer, M. (2023). *Cultural identity and branding: An integrated approach to enhance the heritage value* (Doctoral dissertation, PhD in Architecture: Innovation and Heritage).

Andersson, M., & Ekman, P. (2009). Ambassador networks and place branding. *Journal of Place Management and Development*, *2*(1), 41–51.

Arida, I. N. S., & Pujani, L. K. (2017). Kajian penyusunan kriteria-kriteria desa wisata sebagai instrumen dasar pengembangan desawisata. Jurnal Analisis Pariwisata, 17(1), 1–9.

Aronczyk, M. (2013). Branding the nation: The global business of national identity. Oxford University Press.

Arshiniwati, N. M., & Surya Peradantha, I. B. G. (2025). Reviving the Sanghyang Grodog ritual dance: Promoting social harmony and sustainable cultural tourism in Nusa Lembongan Island, Bali. Jurnal Kajian Bali (Journal of Bali Studies), 15(1), 61–91.

Babbie, E. (2013). The practice of social research (13th ed.). Belmont, CA: Wadsworth Cengage Learning.

Bainotti, L. (2024). From attention to affect: Gendered practices of status-seeking among Instagram content creators. *Celebrity Studies*, *15*(2), 143–159.

Bhargava, V. R., & Bedi, S. (2022). Brand as promise. *Journal of Business Ethics, 179*(3), 919–936.

Bisani, S., Daye, M., & Mortimer, K. (2024). Legitimacy and inclusivity in place branding. *Annals of Tourism Research*, 109, Article 103840.

Blumler, J. G. (2016). The fourth age of political communication. *Politiques de communication, 6*(1), 19–30.

Boyd, S. (2002). Cultural and heritage tourism in Canada: Opportunities, principles and challenges. *Tourism and Hospitality Research*, *3*(3), 211–233.

Cai, L. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research, 29*(3), 720–742.

Chaniago, S. W. P., & Widyanti, N. N. W. (2024, April 27). *Desa wisata minim kunjungan, Astindo: Butuh pendampingan*. Kompas.com. https://travel.kompas.com/read/2024/04/27/133000327/desa-wisata-minim-kunjungan-astindo--butuh-pendampingan.

Chen, X., Yin, Y., Jiang, M., & Lin, H. (2023). Deep analysis of the homogenization phenomenon of the ancient water towns in Jiangnan: A dual perspective on landscape patterns and tourism destination images. *Sustainability*, 15(16), Article 12595.

Chopra, I. P., Lim, W. M., & Jain, T. (2024). Electronic word-of-mouth on social networking sites: What inspires travelers to engage in opinion seeking, opinion passing, and opinion giving? *Tourism Recreation Research, 49*(4), 726–739.

Christodoulides, G., & Chernaton, L. D. (2004). Dimensionalising on- and offline brands' composite equity. *Journal of Product & Brand Management*, *13*(3), 168–179.

Cole, S. (2007). Beyond authenticity and commodification. *Annals of Tourism Research*, 34(4), 943–960.

Colliander, J., & Marder, B. (2018). 'Snap happy' brands: Increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on Instagram. *Computers in Human Behavior, 78*, 34–43.

UNIVERSITAS
GADJAH MADA
**Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)**
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Cornelio, G. S., & Roig, A. (2020). Mixed methods on Instagram research: Methodological challenges in data analysis and visualization. *Convergence, 26*(5–6), 1125–1143.

Dangi, T. B., & Petrick, J. F. (2021). Augmenting the role of tourism governance in addressing destination justice, ethics, and equity for sustainable community-based tourism. *Tourism and Hospitality*, *2*(1), 15–42.

Demiröz, M., Åberg, H. E., & De Luca, C. (2024). *Shaping the relation between heritage and tourism: Taxonomies of sustainable cultural tourism for local development*. *Heritage & Society*, 1–21.

Delia, J. G. (1977). Constructivism and the study of human communication. *Quarterly Journal of Speech, 63*(1), 66–83.

Dembovska, I., Klavinska, A., Dimanta-Svilpe, Z., & Raupeliene, A. (2023). *Factors in the development of smart villages regarding tourism in the Baltic States*. *Worldwide Hospitality and Tourism Themes, 15*(5), 549–560.

Dinas Pariwisata Provinsi Bali. (2025). Statistik pariwisata Provinsi Bali 2025. Pemerintah Provinsi Bali.

Dolezal, C., & Novelli, M. (2022). Power in community-based tourism: Empowerment and partnership in Bali. *Journal of Sustainable Tourism*, *30*(10), 2352–2370.

Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research, 45*(2), 127–139.

Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond user gaze: How Instagram creates tourism destination brand? *Procedia - Social and Behavioral Sciences, 211*, 1089–1095.

Ferwati, M. S., El-Menshawy, S. A. A., Mohamed, M., & Ferwati, S. (2021). Revitalising abandoned heritage villages: The case of Tinbak, Qatar. *Cogent Social Sciences, 7*(1), Article 1973196.

Florek, M., Hereźniak, M., & Augustyn, A. (2019). You can't govern if you don't measure: Experts' insights into place branding effectiveness assessment. *Journal of Place Management and Development, 12*(4), 545–565.

Govers, R. (2015). Rethinking virtual and online place branding. In M. Kavaratzis, G. Warnaby, & G. J. Ashworth (Eds.), *Rethinking place branding* (pp. 73–83). Springer International Publishing.

Goyal, C., & Taneja, U. (2023). Electronic word of mouth for the choice of wellness tourism destination image and the moderating role of COVID-19 pandemic. *Journal of Tourism Futures.*

Gretzel, U. (2017). The visual turn in social media marketing. *Tourismos, 12*(3), 1–18.

Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods, 18*(1), 59–82.

Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.

Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International Journal of Strategic Communication, 1*(1), 3–35.

Hankinson, G. (2004). Relational network brands: Towards a conceptual model of place brands. *Journal of Vacation Marketing, 10*(2), 109–121.

Hanna, S., & Rowley, J. (2011). Towards a strategic place brand-management model. *Journal of Marketing Management, 27*(5–6), 458–476.

Hanna, S., & Rowley, J. (2015). Rethinking strategic place branding in the digital age. In M. Kavaratzis, G. Warnaby, & G. J. Ashworth (Eds.), *Rethinking place branding: Comprehensive brand development for cities and regions* (pp. 85–100). Springer.

Harrison, R. (2012). Heritage: Critical approaches. Routledge.

UNIVERSITAS
GADJAH MADA
**Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)**
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Hay, N. A., Chien, P. M., & Ruhanen, L. (2022). Tell me your story: Branding destinations through residents' (place) stories. *Journal of Vacation Marketing, 28*(3), 319–334.

Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism, 16*(3), 211–239.

Holt, D. B. (2004). *How brands become icons: The principles of cultural branding*. Harvard Business School Press.

Hornskov, S. B. (2007). On the management of authenticity: Culture in the place branding of Øresund. *Place Branding and Public Diplomacy, 3*(4), 317–331.

Huerta-Álvarez, R., Cambra-Fierro, J., & Blasco, M. F. (2020). The interplay between social media communication, brand equity and brand engagement in tourist destinations: An analysis in an emerging economy. *Journal of Destination Marketing & Management, 16,* 100413.

Husna, R. (2026, Juni 17). *Program desa wisata diklaim berdampak, data masih bertumpu pada 50 desa ADWI*. Afu.id. https://afu.id/nusantara/program-desa-wisata-diklaim-berdampak-data-masih-bertumpu-pada-50-desa-adwi

Ibáñez-Sánchez, S., Flavián, M., Casaló, L. V., & Belanche, D. (2022). Influencers and brands successful collaborations: A mutual reinforcement to promote products and services on social media. *Journal of Marketing Communications, 28*(5), 469–486.

Jejaring Desa Wisata Kemenpar RI. (2026). *Sebaran desa wisata*. https://jadesta.kemenpar.go.id/sebaran.

Jacobsen, B. P. (2012). Place brand equity: A model for establishing the effectiveness of place brands. *Journal of Place Management and Development, 5*(3), 253–271.

Jiang, J. B., Cai, X., & Yin, H. M. (2025). *Research on the local reconstruction of intangible cultural heritage in ethnic tourism villages: A case of Miao silver ornaments in Xijiang Miao Village*. *SAGE Open, 15*(1), 21582440251322573.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59–68.

Karta, N. L. P. A., Widiastini, N. M. A., Sutapa, I. K., & Wiles, E. (2021). The role of branding strategy in strengthening the image of the village tourism in Bali. *Jurnal Kajian Bali, 11*(2), 369–386.

Karachyna, N., Vakar, T., Moroz, Y., Semtsov, V., & Vitiuk, A. (2020). Territorial branding as an instrument for competitiveness of rural development. In *Applications of management science* (Vol. 20). Emerald Publishing Limited.

Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place Branding, 1*(1), 58–73.

Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. *Marketing Theory, 13*(1), 69–86.

Kavoura, A. (2012). *Politics of heritage promotion: Branding the identity of the Greek state*. *Tourism, Culture & Communication, 12*(2), 69–83.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, *57*(1), 1–22.Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.

Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing, 74*(2), 71–89.

Kusumowidagdo, A., Ujang, N., Rahadiyanti, M., & Ramli, N. A. (2023). Exploring the sense of place of traditional shopping streets through Instagram's visual images and narratives. *Open House International, 48*(1), 2–22.

Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Lane, B. (2009). Rural tourism: An overview. In *The SAGE handbook of tourism studies* (pp. 354–370). SAGE Publications.

Lilleker, D., & Veneti, A. (Eds.). (2023). *Research handbook on visual politics*. Edward Elgar Publishing.

Lim, H., & Childs, M. (2020). Visual storytelling on Instagram: Branded photo narrative and the role of telepresence. *Journal of Research in Interactive Marketing, 14*(1), 33–50.

Liu, S., Lai, D., & Li, Z. (2022). The identity construction of Chinese anime pilgrims. Annals of Tourism Research, 93, Article 103373.

Low, G. S., & Fullerton, R. A. (1994). Brands, brand management, and the brand manager system: A critical-historical evaluation. *Journal of Marketing Research, 31*(2), 173–190.

Mandagi, D. W., Soewignyo, T., Kelejan, D. F., & Walone, D. C. (2024). From a hidden gem to a tourist spot: Examining brand gestalt, tourist attitude, satisfaction and loyalty in Bitung city. *International Journal of Tourism Cities*.

Mastika, I. K., & Nimran, U. (2020). Destination branding model of an ecological tourism village in Bali, Indonesia. *GeoJournal of Tourism and Geosites, 31*(3), 1068–1074.

McGaurr, L., Tranter, B., & Lester, L. (2015). *Wilderness and the media politics of place branding*. *Environmental Communication, 9*(3), 269–287.

Mills, A. J., & John, J. (2025). Brand stories: Bringing narrative theory to brand management. *Journal of Strategic Marketing, 33*(1), 35–53.

Mertawan, I. M. (2025, September 25). *24 desa wisata Bangli jalan di tempat, minim sentuhan pemerintah*. Bali Express. https://baliexpress.jawapos.com/wisata-travel/2509250020/24-desa-wisata-bangli-jalan-di-tempat-minim-sentuhan-pemerintah

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.

Miličević, K., Mihalič, T., & Sever, I. (2017). An investigation of the relationship between destination branding and destination competitiveness. Journal of Travel & Tourism Marketing, 34(2), 209–221.

Mull, I. R., & Lee, S. E. (2014). "PIN" pointing the motivational dimensions behind Pinterest. *Computers in Human Behavior, 33*, 192–200.

Murti, D. C. W. (2020). Performing rural heritage for nation branding: A comparative study of Japan and Indonesia. *Journal of Heritage Tourism, 15*(2), 127–148.

Murti, D. C. W., Ratriyana, I. N., & Asmoro, I. D. (2023). "Dream now, travel tomorrow": Communicating the nation branding of Indonesia through tourism-based social media. *Howard Journal of Communications, 34*(3), 293–314.

Murti, D. C. W. (2026). Village branding and strategic communication: A co-creation approach to enhance rural tourism villages in Indonesia case study. *Cogent Social Sciences, 12*(1), Article 2624138.

Nijhawan, L. P., Janodia, M. D., Muddukrishna, B. S., Bhat, K. M., Bairy, K. L., Udupa, N., & Musmade, P. B. (2013). Informed consent: Issues and challenges. *Journal of Advanced Pharmaceutical Technology & Research, 4*(3), 134–140.

Nonet, G. A. H., Gössling, T., Van Tulder, R., & Bryson, J. M. (2022). Multi-stakeholder engagement for the Sustainable Development Goals: Introduction to the special issue. Journal of Business Ethics, 180(4), 945–957.

Novita, M. (2024, November 17). Mengenal Jatiluwih, desa wisata terbaik 2024 PBB yang terkenal dengan sistem Subak. Tempo.

Osóch, B. (2022). Modernity and tradition: Outdoor games promoting cultural heritage. *European Research Studies Journal*, *25*(1), 739–751.

Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Palmaru, R. (2016). Constructivism as a key towards further understanding of communication, culture and society. *Constructivist Foundations, 12*(1), 30–38.

Patomäki, H. (2006). Realist ontology for futures studies. *Journal of Critical Realism*, *5*(1), 1–31.

Perez-Aranda, J., Tolkach, D., & Panchal, J. H. (2024). Reputation and eWOM in accommodation decision-making: Insights from Generation Z users. *Tourism Review*. Advance online publication.

Permell, S. R., & Pacheco, B. G. (2024). Consumer responses to elements of visual esthetics on a brand's Instagram page. *Journal of Promotion Management, 30*(4), 583–614.

Perry, M. (2023). Role of cultural heritage preservation in destination branding and tourist experience enhancement. *Hospitality and Tourism Journal, 1*(1), 36–47.

Pesaresi, A., & Abbasian, S. (2022). *Reality and fiction: Scandinavian tour operators' image of Italy through photographs*. *Journal of Quality Assurance in Hospitality & Tourism, 23*(6), 1495–1520.

Pham Hong, L., Ngo, H. T., & Pham, L. T. (2021). *Community-based tourism: Opportunities and challenges—a case study in Thanh Ha pottery village, Hoi An City, Vietnam*. *Cogent Social Sciences, 7*(1), 1926100.

Picard, M. (1990). "Cultural tourism" in Bali: Cultural performances as tourist attraction. *Indonesia, 49*, 37–74.

Pickel-Chevalier, S., Bendesa, I. K. G., & Putra, I. N. D. (2019). The integrated touristic villages: An Indonesian model of sustainable tourism? *Tourism Geographies*, *23*(3), 623–647.

Pike, S. (2009). Destination brand positions of a competitive set of near-home destinations. Tourism Management, 30(6), 857–866.

Powell, M. B., & Brubacher, S. P. (2020). The origin, experimental basis, and application of the standard interview method: An information-gathering framework. *Australian Psychologist, 55*(6), 645–659.

Prasiasa, D. P. O., & Widari, D. A. D. S. (2019). Traditional agricultural system as tourism icon in Jatiluwih tourism village, Tabanan regency, Bali province. *Journal of Asian Development*, *5*(2), 89–100.

Priyoga, I., & Sudarwani, M. M. (2018). Kajian pola ruang dan rumah adat desa Penglipuran Bali. *Prosiding Semarnusa IPLBI*, 66–72.

Putri, N. M. L. K. (2023, October 23). Sandiaga bangga Penglipuran jadi desa wisata terbaik dunia 2023. detikBali. detikBali

Rialti, R., Kvítková, Z., & Makovník, T. (2023). Online reputation management in tourism: Emerging themes, theories, problems, and solutions. In R. Rialti, Z. Kvítková, & T. Makovník (Eds.), *Online reputation management in destination and hospitality: What we know, what we need to know* (pp. 3–25). Emerald Publishing Limited.

Risdawati, A., Imron, D. K., & Pertiwi, C. (2020). *Tourism village: Challenges and opportunities in new normal*. In 6th International Conference on Social and Political Sciences (ICOSAPS 2020) (Advances in Social Science, Education and Humanities Research, Vol. 510). Atlantis Press.

Rodríguez-Molina, M. Á., Frías-Jamilena, D. M., Del Barrio-García, S., & Castañeda-García, J. A. (2019). Destination brand equity formation: Positioning by tourism type and message consistency. Journal of Destination Marketing & Management, 12, 114–124.

Rohrbach, S., Bruns, D., & Langner, T. (2026). The carousel effect: Leveraging sideways swiping for enhanced ad effectiveness in social media. *International Journal of Advertising*, 1–27.

Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Roxas, F. M. Y., Rivera, J. P. R., & Gutierrez, E. L. M. (2020). Framework for creating sustainable tourism using systems thinking. *Current Issues in Tourism*, *23*(3), 280–296.

Sara, I. A., Tsetsura, K., & Skogerbø, E. (2026). Communication strategies of the FOVSE activists: Telling the story of the FOVSE case protests in the Nordic public sphere. *International Journal of Strategic Communication*. Advance online publication.

Sasikala, P. (2024). Social media listening: User response in digital platforms. In *Handbook of digital journalism: Perspectives from South Asia* (pp. 487–500). Springer Nature Singapore.

Šegota, T., Chen, N., & Golja, T. (2022). The impact of self-congruity and evaluation of the place on WOM: Perspectives of tourism destination residents. *Journal of Travel Research, 61*(4), 800–817.

Sharma, D. (2025). Instagram as an avenue for social window-shopping: How do Reels create views and online engagement for hedonic and utilitarian products? *Journal of Marketing Communications*, 1–19.

Sharpley, R. (2002). Rural tourism and the challenge of tourism diversification: The case of Cyprus. *Tourism Management, 23*(3), 233–244.

Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior, 58*, 89–97.

Shen, J., & Chou, R. J. (2022). Rural revitalization of Xiamei: The development experiences of integrating tea tourism with ancient village preservation. *Journal of Rural Studies, 90*, 42–52.

Shen, F., Hughey, K. F., & Simmons, D. G. (2008). Connecting the sustainable livelihoods approach and tourism: A review of the literature. *Journal of Hospitality and Tourism Management*, *15*(1), 19–31.

Simabur, C. A. (2023, September 14). *16 desa wisata di Tabanan turun status jadi rintisan*. Detik Bali. https://www.detik.com/bali/wisata/d-6931034/16-desa-wisata-di-tabanan-turun-status-jadi-rintisan

Stake, R. E. (2006). *Multiple case study analysis.* The Guilford Press.

Stapley, E., O'Keeffe, S., & Midgley, N. (2022). Developing typologies in qualitative research: The use of ideal-type analysis. *International Journal of Qualitative Methods, 21*, 16094069221100633.

Su, J. (2020). Managing intangible cultural heritage in the context of tourism: Chinese officials' perspectives. Journal of Tourism and Cultural Change, 18(2), 164–186.

Sulistyaningsih, T., Jainuri, J., Salahudin, S., Jovita, H. D., & Nurmandi, A. (2022). *Can combined marketing and planning-oriented of community-based social marketing (CBSM) project successfully transform the slum area to tourism village? A case study of the Jodipan colorful urban village, Malang, Indonesia*. *Journal of Nonprofit & Public Sector Marketing, 34*(4), 421–450.

Sun, S., Law, R., & Luk, C. (2022). Tourists' travel-related information search channels. International Journal of Hospitality & Tourism Administration, 23(2), 149–164.

Swain, S., Jebarajakirthy, C., Sharma, B. K., Maseeh, H. I., Agrawal, A., Shah, J., & Saha, R. (2024). Place branding: A systematic literature review and future research agenda. *Journal of Travel Research, 63*(3), 535–564.

Thelander, Å., & Cassinger, C. (2017). Brand new images? Implications of Instagram photography for place branding. *Media and Communication, 5*(4), 6–14.

Timothy, D. J., & Boyd, S. W. (2003). Heritage tourism. Pearson Education.

Tolman, L. (2025). Stopping the scroll: How Fulton Library grew from 1100 to 11K on Instagram. *Public Services Quarterly, 21*(1), 45–50.

UNIVERSITAS
GADJAH MADA
**Manajemen Brand Desa Wisata Berbasis Warisan Budaya di Instagram (Studi Multi Kasus pada Desa Wisata
Penglipuran dan Jatiluwih di Bali)**
I Made Exis Wijaya, Dr. Rajiyem, S.IP., M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Toner, S. (2017). The role of branding in rural tourism development. *Journal of Tourism Research, 25*(2), 202–214.

Toscano, P. (2017). Instagram-city: New media, and the social perception of public spaces. *Visual Anthropology, 30*(3), 275–286.

Tøttenborg, A., Ooi, C. S., & Hardy, A. (2022). Giving and taking ownership of a destination brand: Mechanisms of stakeholder engagement. *Journal of Place Management and Development, 15*(4), 511–532.

Turgambekova, Z., Kozak, M., & Correia, A. (2023). Brand assets: A prerequisite to promoting a developing destination. *International Journal of Tourism Cities*, *9*(3), 517–533.

United Nations Development Programme. (2015). *Humanity divided: Confronting inequality in developing countries*. https://www.undp.org/publications/humanity-divided-confronting-inequality-developing-countries

Ventura, S. (2025). War and its imagery: The visual narrative of the Ukrainian state's Instagram account *Ukraine.ua* as a tool of digital public diplomacy. *International Journal of Strategic Communication, 19*(3), 379–403.

Verovšek, Š., Juvančič, M., & Zupančič, T. (2016). Recognizing and fostering local spatial identities using a sustainability assessment framework. Annales: Anali za istrske in mediteranske študije, Series Historia et Sociologia, 26(3), 573–584.

Vinerean, S., & Opreana, A. (2019). Social media marketing efforts of luxury brands on Instagram. *Expert Journal of Marketing, 7*(2), 144–152.

Wall, G. (2020). From carrying capacity to overtourism: A perspective article. *Tourism Review*, *75*(1), 212–215.

Walliman, N. (2017). Qualitative data analysis. Dalam *Research methods: The basics* (2nd ed., pp. 148–166). Routledge.

Wheeler, F., Frost, W., & Weiler, B. (2011). Destination brand identity, values, and community: A case study from rural Victoria, Australia. Journal of Travel & Tourism Marketing, 28(1), 13–26.

Winkler, P., & Etter, M. (2018). Strategic Communication and Emergence: A Dual Narrative Framework. International Journal of Strategic Communication, 12(4), 382–398.

Yamashita, S. (2003). *Bali and beyond: Explorations in the anthropology of tourism*. Berghahn Books.

Zerfass, A., Verčič, D., Nothhaft, H., & Werder, K. P. (2018). Strategic communication: Defining the field and its contribution to research and practice. *International Journal of Strategic Communication, 12*(4), 487–505.

Zhan, L., Cheng, M., Zhu, J., & Wang, X. (2023). Projected destination image of Beijing on Instagram: A sequential research design. Journal of Travel Research. Advance online publication.

Zhang, S. N., Li, Y. Q., Liu, C. H., & Ruan, W. Q. (2021). Reconstruction of the relationship between traditional and emerging restaurant brand and customer WOM. *International Journal of Hospitality Management, 94*, Article 102879.

Zins, A. H., & Abbas Adamu, A. (2024). Heritage storytelling in destination marketing: cases from Malaysian states. *Journal of Heritage Tourism*, 19(5), 669–681.