

Bantul Tourism Department's communication strategy in attracting tourist visits

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ABSTRACT

Keywords

Bantul Tourism Department
Communication Strategy
Tourism
Bantul

Bantul has very wide tourist options such as beaches, forests, rivers, lakes, waterfalls, and many other choices. Choosing the right strategy not only helps Bantul tourism to compete with other regions. Massive promotion is of course needed so that all tourism potential in Bantul can reach its tourist target each year. The focus of this study is on the Bantul tourism department's communication strategy to attract tourists. The aim of this research is to determine the implementation of communication strategies carried out by Bantul Tourism Department in marketing Bantul tourism. The method used in this research is a qualitative research method with a literature review type. The techniques used in this research are interview techniques and document review. The source of the interview is a member of the Bantul Dispar. The research results stated that the Bantul Tourism Department's communication strategy in attracting tourist visits begins with careful planning. There are four main communication strategies used by Bantul tourism department to attract visitors. They are information, redundancy, canalizing, and persuasion.

1. Introduction

Indonesia is an archipelagic country. The Island across Sabang to Merauke offers different tourist options. One advantage of Indonesia is its tourism potential. Indonesia is full of cultural riches, natural riches, customs, religion, culinary tourism and traditional music, tourist destinations, etc (Azizah et al., 2022). This is a very strong attraction for tourists, both local and foreign, who want to visit Indonesia to enjoy its natural beauty and tourist riches (Hardjosoekarto & Lawang, 2021). The different cultures and tourism opportunities in each province in Indonesia are the characteristics of each province. Tourism is a dynamic activity that involves many people and stimulates various industries (Cheriatna, 2019). In the current era of globalization, the tourism industry is the main driver of the world economy and global industry. Tourism brings in a lot of income for regions that recognize its potential in the tourism industry (Sari et al., 2021).

The large choice of tourist attractions for tourists is certainly an advantage as well as a challenge for regional tourism department. Even though Indonesia is a unitary country, every region certainly wants its tourism sector to have visitors that meet expectations (Paramita, 2017). This makes several regions have their own way of marketing their tourism (Wulandari et al., 2022). The method used is of course positive and in accordance with needs so that more visitors are interested in vacationing in their tourist area (Jumail, 2020). One of the most widely used methods is determining the right communication strategy for potential tourist visitors (Wirawan & Octaniani, 2022).

The right communication strategy can help a region to market its tourism more attractively. Some tourism agencies use the "redundancy" communication strategy to market their tourism repeatedly so that it can be more memorable for potential visitors (Purnaningsih, 2021). Several other regions choose to use the "information" strategy as their marketing communications because it can provide knowledge about the advantages of the tourist attractions they have (Mandalia & Santosa, 2022). The choice of

communication strategy certainly needs to be adjusted to the needs, environmental conditions and marketing targets (Wahyuni, 2020). Indeed, there are several communication strategies that can be used in marketing tourist areas according to Mobo et al., (2020) as shown in Table 1 as follows.

Table 1. Types of communication strategies

Communication Strategies	Explanation
Redudancy	This technique is carried out by providing information repeatedly.
Canalizing	This technique is implemented by utilizing groups that are very influential on society as a communication medium usually using brand ambassador
Information	This technique is implemented by providing as clear information as possible to the public, especially about the advantages they have
Persuasion	This technique is carried out by persuading the communication target to achieve the desired goal.
Education	Educative techniques mean giving an idea to the audience about the facts from the information provided and trying to eliminate false information that can hinder the achievement of the expected goals.
Koersif	This technique is carried out in a coercive manner, which means that an order and threats of punishment or sanctions are needed for those who do not follow so that the audience will comply with the expected goals. This makes this strategy impossible for the tourism department

Choosing an appropriate communication strategy can certainly help develop a region in order to achieve its tourism goals (Bawole & Sutanto, 2023). This of course aims to increase regional foreign exchange from the tourism sector (Qurniawati, 2024). This is what the Bantul tourism department has implemented to be able to market its tourism better. The Bantul tourism department of course also needs to analyze what kind of communication strategy needs to be implemented so that it can attract domestic and foreign tourists (Prayudi, 2023). The selection of a communication strategy must of course go through various stages which ultimately boil down to selecting the right strategy for the department.

Bantul has very wide tourist options. Starting from beaches, forests, rivers, lakes, waterfalls, and many other choices (Setiawan et al., 2023). Bantul has many tourist attractions such as Pengger pine forest, Parangkusumo sand dunes, Pulosari waterfall, Panguk Kediwung hill, Sukorame rice fields, and many famous beaches one of them is Parangtritis (Tinginehe et al., 2019). Massive promotion is of course needed so that all tourism potential in Bantul can reach its tourist target each year. It is certainly hoped that this promotion can motivate tourists to want to visit Bantul amidst the many similar tours found throughout Indonesia (Ratih, 2022). Therefore, an appropriate communication strategy is needed by the Bantul tourism department so that this goal can be achieved (Yasir, 2020).

Choosing the right strategy not only helps Bantul tourism to compete with other regions. One of these problems can be seen from data from the Bantul tourism department which notes that Parangtritis beach has a much larger number than other tourist attractions (Agung et al., 2023). This number is certainly much higher than the number of visitors to Samas Beach with 38,106 people, Pandansimo Beach with 20,357 people, followed by Gua Cemara Beach with 5,936 people and Kuwaru Beach with 5,324 people. Data on visitors to the Bantul tourist area during the 2023 Eid holiday for the period 21 April to 1 May 2023, recorded 255,758 visitors, but the number of tourists who went to Parangtritis Beach, which is one with Depok Beach, Gumuk Pasir, was 184,224 people (Percy & Elliot, 2020).

Based on this, of course further analysis is needed regarding the communication strategies used by the Bantul tourism department. This research can help Bantul tourism department to obtain data about its communication strategy so that it can be used to attract more tourists. Apart from that, the communication strategy data can be used to evenly distribute the number of visitors at each Bantul

tourist attraction. Therefore, further research is needed using qualitative methods in order to describe the Bantul Tourism Department's communication strategy in attracting tourist visits.

2. Method

This research uses a qualitative approach with a literature review type. Qualitative descriptive research is a research method that utilizes qualitative data and is described descriptively. Qualitative descriptive research displays research data without any manipulation process so that the data obtained is in accordance with field realities. The research method used is a case study. The case study research method is a research method where research is carried out with in-depth exploration of a program, activity or other phenomenon to get answers to one or more people (Sugiyono, 2021).

The data collection method was carried out by collecting relevant literature and sources related to the Bantul tourism department's communication strategy in attracting visitors. The data is also supplemented by short interviews with members of the Bantul tourism department. Not only that, relevant document will also be presented as a step in triangulating research data. The triangulation used in this research is data source triangulation which includes data from interviews, article reviews and research documentation.

3. Result and Discussion

This research was carried out in May 2024. The results of this research are as follows.

3.1. Managing the Communication Strategy

Formulating a communication strategy also needs to be done carefully, especially in tourist areas where there are still not many visitors. Bantul tourism department begins a communication strategy by determining the target market. Determining the target market for this tourist area will certainly help map out the right communication strategy. Each tourist area certainly has its own charm. This of course makes the tourism department have to be more observant in choosing the right communication strategy in order to attract the attention of potential visitors. Members of the Bantul tourism department also stated that a SWOT analysis was needed to predict the extent of the sources of strengths and weaknesses of Bantul Regency, as well as the opportunities and threats that arise for tourism development. The Bantul Tourism Office then formulated steps that could be taken to manage tourism promotion with the right strategy. Marketing needs to be done in one unified package with product, price and place. With this, the Bantul tourism office can certainly make marketing more efficient.

The Bantul tourism department also stated that the strategies implemented so far are still experiencing difficulties in achieving the set target number of visitors. Based on data from the Bantul Regency Tourism Department, until October 2023, PAD for the tourism sector has reached IDR 20,803,500,000 or 41.1% of the target of IDR 50,574,350,000. This certainly shows that the strategy implemented has not yet achieved the expected results. Tourism Promotion Bantul Tourism Department said that estimating the PAD target is quite difficult to achieve without the right strategy. Communication strategy planning is of course not only implemented in one area but as much as possible is made evenly distributed throughout Bantul. This happens because Parangtritis Beach is still a favorite for tourists visiting Bantul this year. In fact, according to data from the Bantul Tourism Department, it was found that Parangtritis Beach was visited by around 82 percent of the total tourists visiting Bantul Regency in the period 30 October-5 November 2023. In fact, according to the Bantul Tourism Department, it turns out that there are still many beautiful tourist attractions in the Bantul area that are not widely known by the public.

Bantul does have many tourist destinations ranging from beaches, forests, and even cliffs that have beautiful views. According to the Bantul Tourism Department, the problem is the difficulty of promoting new tourist areas that are not widely known. Bantul Tourism Department needs to determine the right strategy so that people are willing and interested in these tours through appropriate marketing. The following is a complete classification of Bantul tourist areas according to Bantul tourism department data.

Table 2. Classification of Bantul tourist areas

Regional Tourism Destinations	Type of Tourism				Total
	Tourism Village	Natural tourism	Artificial tourism	Culture tour	
Segoro Kidul	14	21	9	17	61
Songgo Langit	9	38	6	11	64
Songgo Negoro	7	4	36	33	80
Pancer Bumi	9	5	9	10	33

Bantul tourism department says that with many choices of tourist attractions, of course each region and type of tourism has advantages that can be exposed as marketing material. The main key factor for marketing to be successful is that the communication created must arouse attention potential consumers about these advantages. The main attraction of a tourist area is its beauty as seen in the following picture.

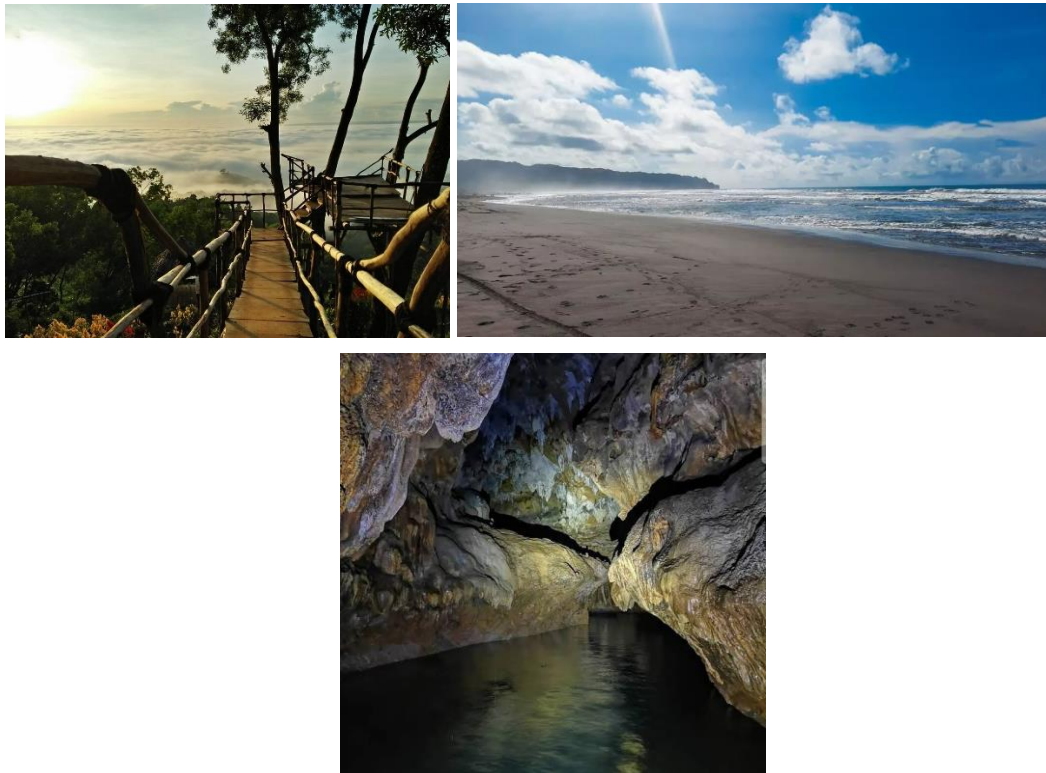


Figure 1. Bantul's Tourism Destination

3.2. Implementation of Communication Strategi in Bantul Tourism Department

Marketing activities The Tourism Department has carried out tourism marketing through modern advertising. The Information and redundancy communication strategy is used as one of the main strategies for marketing tourism in Bantul. This can be known through the results of interviews which state that continuous marketing by providing essential information needs to be done so that the wider community knows that Bantul tourism is not only Parangtritis, but there are many other interesting tourist attractions. With continuous and repeated marketing, it is hoped that it can impart knowledge to the wider community. Redundancy is also carried out by the Bantul tourism department by providing repeated advertisements through various media. Providing the right information can help tourists choose interesting activities while traveling in Bantul. One example of a communication strategy using an information model in Bantul can be seen in the following news which emphasizes activities that are attractive to potential tourists.

Tradisi Pisungsong Jaladri Jadi Ajang Dispar Promosi Wisata Bantul



Suasana upacara adat bekti pertwi pisungsong jaladri di kawasan Pantai Parangtritis, Kretek, Bantul, Selasa (11/6/2024). Foto: Pradito Rida Pertama/detikJogja

Desa Wisata Dipromosikan dengan Tagline Bantul The Original Mataram

Jumat, Rabu, 03 Januari 2024 - 16:37 WIB Maya Heravati



Wisatawan membajak sawah di Desa Wisata Candran, Bantul - Ist/Dimas Pariwisata Bantul

Figure 2. The example of information strategy by Bantul Department of Tourism

The communication strategy used by the Bantul Tourism Department is canalizing and persuasion. This was expressed directly by a member of the Bantul Tourism Office who stated that the influence of a strong figure could also be an appropriate strategy to attract tourist interest. The implementation of canalizing is by appointing a brand ambassador who can become an icon for Bantul tourism. The Bantul Regency Tourism Office explained that the tourism ambassadors selected were people who were trusted to be able to work with the local government to help promote regional tourism potential in Bantul. Tourism Ambassadors are expected to become regional icons, able to share information about regional tourism potential with the wider community, thus encouraging them to visit the tourist area. The main role of a brand ambassador is as a communicator to participate in presenting tourism in Bantul Regency to maintain and promote tourism as shown in the responsibilities of tourism ambassadors for each task according to the sector in need. In addition, collaboration with stakeholders will enable Tourism Ambassadors to further explore not only culture and tourism but all aspects of Bantul Regency's attractions. Bantul Tourism Ambassador based on a simple idealism about the figure of the young generation with Bantul's character, including Sawiji (focus), Greget (high motivation), Sengguh (confidence) and Ora Mingkuh (persistence).

The selection of Bantul tourism ambassadors is based on the Dimas Diajeng Bantul event. Dimas Diajeng Bantul is part of the Bantul Tourism Ambassador Association (IDWB), namely the Bantul Regency Tourism Ambassador youth organization which is officially under the auspices of the Bantul Regency Tourism Office. Dimas Diajeng Bantul is also a fraction of Paguyuban Dimas Diajeng Jogja formed in 2000. The selected Dimas Diajeng are Dimas Rifaldi and Diajeng Syvia who are the tourism brand ambassadors for 2023-2024.



Figure 3. Dimas diajeng selection events

The fame of Dimas Diajeng is one of the advantages in promoting and inviting the general public to visit the Bantul tourist area. The results of interviews with the Bantul tourism office showed that Dimas Diajeng's task as brand ambassador was to promote the potential of each village as much as possible in a creative and innovative way through various media. Apart from that, the brand ambassador is also tasked with conveying the advantages of tourist areas well so as to encourage the potential of each tourist area to continue to develop and achieve the desires of realizing community

welfare. Bantul Tourism Department also stated that Brand Ambassadors are also expected to be able to develop the VisCAP model which is a promotional model that is often applied in promotions using brand ambassadors. VisCAP is an abbreviation of Visibility, Credibility, Attraction, and Power (strength) which come together to create a good promotion.

3.3. Discussion

Managing the Communication Strategy. The Bantul Tourism Office's communication strategy begins by planning what techniques are suitable to be implemented. Planning begins with environmental analysis, especially using SWOT analysis to determine the potential of the tourist area. Environmental analysis is of course important to carry out so that the strategy implemented can be right on target. This is in accordance with the opinion of Perdana & Suharni (2021) in their research stated that environmental analysis needs to be carried out so that communication strategies can be carried out efficiently. Apart from that, environmental analysis can also facilitate access to potential tourists in relation to implementing promotions. This opinion is in accordance with the results of research by Lailasari Mansyuri & Abidin (2023) which found that environmental analysis is the initial stage in planning a strategy, with environmental analysis it can help the Tourism and Tourism Service to map areas according to their potential. Environmental analysis can also help promotion implementers to find out what activities need to be carried out when marketing tourist areas. For example, for tourist areas that are quite close to busy areas, promotions through advertising can be prioritized. This is also in accordance with the opinion of Astari (2021) who explains that environmental analysis will make differences in treatment based on the findings. These differences in treatment need to be made so that the program implemented can run optimally and efficiently.

Choosing a communication strategy certainly has the main goal, namely persuading the general public to want to take part in the promotion being carried out. Based on the research results, it can be explained that the main objectives of tourism communication strategy planning by the Bantul Tourism Department are as follows. As a control tool, The right communication strategy can be a control tool for the community to carry out the rules that must be obeyed. With the right communication strategy, promotional delivery will be easily accepted by the public.

As a Motivational Tool. The right communication strategy will increase a person's motivation to do something we want, in this case of course visiting the tourist area being promoted. With persuasive delivery, information will be produced that is easy to understand so that the communication target will be motivated to visit the tourist attraction

The Bantul Department of Tourism implements communication strategy planning carefully. Communication strategy planning aims to ensure that the promotions carried out can be adapted to the Bantul tourist area. The large number of tourist areas means that marketing must also be adjusted to the needs of these tourist attractions.

Implementation of Communication Strategi in Bantul Tourism Department. The implementation of communication strategies by Bantul Tourism Department is adapted to tourist areas. The research results show that information techniques and redundancy are still the main strategies for attracting tourists to visit tourist areas. The redundancy strategy is implemented by providing information repeatedly so that the information is well understood by the target market. This is in accordance with the opinion of Chandra (2021) in his research which shows that repeated information makes communication goals easier to achieve because communication targets seem to be given a continuous stimulus. This is what the Bantul Tourism Department implements, namely by providing information about the potential of tourist areas repeatedly. Promotion organizers together with the media who collaborate with the Bantul Tourism Department disseminate information about tourist areas in a comprehensive and concise manner accompanied by pictures that can attract the public's attention. Information is conveyed through open media websites and social media, especially Instagram and YouTube. Delivery of information is carried out repeatedly through different media but has similar or identical content. This turns out to also be in accordance with behavioristic theory which discusses changes in human nature after receiving repeated stimuli. As stated by Candra et al., (2020) who explains that the flow of behavioristic psychology which adheres to repeated stimuli to change a person's behavior greatly contributes to communication, because repeated communication can make the communication target understand so that it behaves like our initial goal of providing the information. The Bantul Tourism Department provides information about tourist areas in the form of

pamphlets, social media content, promotional videos and news. The person in charge of promotion also asked the public or influencers for help to continuously spread information about the beauty of Bantul tourism. In this way, information that is conveyed repeatedly will have an influence on people's perspectives.

The communication strategy using information techniques is aimed at providing information about the advantages and potential of the Bantul tourist area. By knowing these advantages in more detail, it will add points to the consideration of the wider community to accept visiting the Bantul tourist area. This is in accordance with the opinion of Zumaeroh et al., (2022) who states that information provided in more detail with data, facts and visuals will help better understanding of communication targets. This is also what is carried out by the Bantul Tourism Department which always provides detailed information in the form of data and facts about the advantages of each tourist area. Bantul Tourism Department markets tourist areas by providing the fact that each Bantul tourist area has advantages and interesting events according to previously collected data. Bantul Tourism Department always tries to reduce the negative things that exist in tourist destination areas with facts that show that each tourist area has unique things that are interesting to visit. This was also expressed by Jameel Aburizaizah (2021) who in his research found that providing data and facts would help the information be better understood by readers, which in turn would slowly eliminate negative and incorrect information about the program being implemented. With data and facts that have clear sources, it will help Bantul Tourism Department to remove negative information about tourist areas but still prioritize visitor safety. This was also expressed by Hidayati et al., (2021) who explained that negative information circulating on social media about a tourist area can be one of the biggest inhibiting factors in attracting tourists.

The canalizing communication strategy is also used by the Bantul tourism department to increase Bantul's tourist attraction. This is carried out with the help of individuals who have dominance in society, especially their fame. One of the things that is done with this technique is to use Dimas Diajeng as the Bantul tourism brand ambassador. A similar thing was expressed by Suratiningsih & Lukitowati (2020) that using individuals who exist or are famous in a social community to help communication goals be achieved is one of the right techniques because they will approach the communication target in a way that is easier to accept. Another opinion that strengthens that the canalizing technique is an effective technique in communication strategies was expressed by Hidayat & Robbi (2019) that individuals who have influence in a society will have their opinions more accepted by other communities. This is what the Bantul Tourism Department is doing, assisted by Dimas Diajeng, to promote the Bantul tourist area more efficiently. Dimas Diajeng as a tourism ambassador is a trust given by the Bantul Tourism Department to carry out positive promotions. Tourism ambassadors have a key element, namely their ability to use promotional and communication strategies to enable more people to visit where they work. The motivation for a tourist location to appoint a tourism ambassador is usually the positive image they carry so that they can represent the advantages of their work location well. Of course, tourism ambassadors also have their own marketing models, one of which is VisCAP. The VisCAP model is a promotion model developed by Rossiter and Percy, both of whom have expertise in the field of promotion. VisCAP is an abbreviation for Visibility, Credibility, Attraction, and Power which come together to create a good promotion. From the results of the research that has been carried out, it is known that Dimas Diajeng also uses the VisCAP technique by doing things that can be described as follows.

Visibility. Visibility is implemented by using the level of popularity possessed by Dimas Diajeng to represent Bantul tourism. Dimas Diajeng is often recognized by the public as a positive person so he can deliver Bantul promotions with polite words which are expected to attract the interest of potential tourists. The popularity of a Dimas Diajeng makes it possible to advertise the tourist area to more potential visitors because people will also be curious about the daily life of the Dimas Diajeng. Dimas Diajeng can also use social media as a means of promotion, especially by showing the beauty of the Bantul tourist area.

Credibility. Credibility is the skill and objectivity possessed by Dimas Diajeng to introduce tourist attractions according to his capabilities. The professional knowledge of a Dimas Diajeng as a tourism ambassador certainly needs to include the skills possessed to market tourist areas. This must also be complemented by an understanding that tourism ambassadors must be more persuasive in changing

consumer perceptions about it. The objectivity of tourism ambassadors to introduce products or tourist attractions according to their capabilities can give consumers confidence in their promotions.

Attraction. Attraction is a characteristic of an individual, in this case Dimas Diajeng, so that people can find it more attractive to look at from various points of view. Attractiveness can be divided into two main components, namely the physical attractiveness of advertising idols and the fitness attractiveness of advertising products. Dimas Diajeng is considered interesting in promoting tourist areas so it is expected can produce a better assessment of the potential of the Bantul tourist area. The attraction of tourism ambassadors who have something that matches consumer or audience favoritism will invite the public to find out more about them. When this attraction is applied to tourist locations and tourism ambassadors themselves, it will create demographic and psychological characteristics that are relevant and easily accepted by tourists.

Power. Power is utilizing the ability of tourism ambassadors to attract tourist interest in order to increase the number of Bantul tourists. Dimas Diajeng must have the ability to influence the target audience with words or promotions in other forms. It is hoped that Dimas Diajeng will be able to convince potential tourists to visit the Bantul tourist area and increase regional income through this tourism. Dimas Diajeng certainly has the power to influence the ideas of potential tourists in choosing the places they want to visit. So in his promotion, Dimas Diajeng must be able to create a promotion that attracts attention through video or other forms. With the power he has, Dimas Diajeng can also collaborate with other stakeholders in carrying out promotions. For example, when Dimas Diajeng is appointed as a tourism promotion model for a tourist area, as an icon he can provide literature in talk shows that discuss tourism and culture positively. Dimas Diajeng was also able to collaborate with several artists to liven up the event when they were invited to a big event to promote the Bantul tourist area.

Based on this explanation, it can be seen that Bantul Tourism Department uses four main communication strategies as an effort to attract tourists. The strategies used are information, redundancy, canalizing, and persuasion. By implementing these four strategies correctly, it is hoped that it will attract the number of tourists who want to visit Bantul.

4. Conclusion

Based on the research results and discussions that have been described, it can be concluded that Bantul Tourism Department's communication strategy in attracting tourist visits begins with careful planning. Planning begins with environmental analysis to determine the potential of the tourist area. Apart from that, determining the target market can also help in choosing a marketing communication strategy. The implementation of the communication strategy is adjusted to the plans that have been made. The strategy used is information, namely by providing positive information, especially about the advantages and potential of tourist areas. Redundancy communication techniques are also needed to provide repeated information to the public so that the information can stick and influence the desire to visit the Bantul tourist area. The next communication strategy is canalizing, namely using figures from Dimas Diajeng as tourism ambassadors who are expected to influence the public so that they want to follow the advertisements or literacy conveyed by Dimas Diajeng. Canalizing is also accompanied by persuasion by utilizing Dimas Diajeng's abilities in marketing the Bantul tourist area.

5. Acknowledment

Thanks to the author's parents for their encouragement and advice so that this paper can be completed. Thanks to the supervisor who helped direct the author during the research and writing of the results until completion. Thank you to the communication science study program at Ahmad Dahlan University, the entire committee and everyone who held this ADICCOM proceeding. Thank you to all my friends who helped with their presence, finances or support and prayers.

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