



Analysis of communication strategies used for lengkuas island tourism promotion by the tourism and culture office of Belitung

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ABSTRACT

Keywords

Strategi promosi,
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This research aims to determine the communication strategy implemented by the Belitung Regency Tourism and Culture Office in promoting Lengkuas Island to increase interest in visiting. This type of research is qualitative research using in-depth interview methods and content analysis of promotional materials. Data collection techniques in this research use library studies and field studies. Testing the validity of the data used is member checking and discussion with colleagues. This research sample was taken using a purposive sampling technique and there were five informants, namely, two key informants and three supporting informants. The results of the research show that there are four promotions carried out by the Belitung Regency Culture and Tourism Office on Lengkuas Island, namely promotions through advertising, personal selling, sales promotions and public relations. Advertising is carried out using print media and online media, for print media it is carried out by disseminating information about Lengkuas Island through magazines, which consist of Visit Belitung magazine, which is a magazine produced by the Culture and Tourism Office of Belitung Regency and carried out promotions with Nusae magazine, a national magazine from Bandung. Apart from that, advertising on the Lengkuas Island tourist attraction is also carried out through online media such as Instagram., Facebook, YouTube and website, Personal Selling is carried out through WhatsApp Broadcasting, participating in exhibitions and holding Table Top Events, Sales Promotion is carried out through the Launching of Lengkuas Island Tour Packages, Public Relations is carried out by inviting cooperation from various agencies and involving local media to national media. held to promote Lengkuas Island. Recommendations were expressed to increase the efficiency and effectiveness of Lengkuas Island tourism promotion.

1. Introduction

This research aims to determine the communication strategies implemented by the Belitung Regency Tourism and Culture Office in promoting Lengkuas Island to increase visitor interest. Promotional strategy is an important part of every promotional activity (Utami, 2022). Some of the most important factors in carrying out a promotional activity are designing a good message and selecting effective and efficient media. And you have to take into account what must be conveyed to the target audience in order to get the desired response (Kholili & Wijiharto Tunggal, 2023). Promotion is an important part of every marketing activity. Some of the most important factors in carrying out promotional activities are designing good messages and choosing effective and efficient media. The definition of promotion according to (Tjipno, 2008) is an element of the marketing mix which aims to influence or persuade and inform consumers about products or services. offered by

the company. From the description above, it can be implemented that communication strategy is an important thing for every organization as well as for the Belitung Regency Tourism and Culture Office (Utami, 2022). The Belitung Regency Tourism and Culture Office is a government institution that operates in culture and tourism in Belitung Regency, one of the tourist attractions is Lengkuas Island. The introduction should be concise but meaningful. Although the introduction requires an explanation of "state of the art" until the article is written, do not draw far back. A long and excessive introduction will make the reader stop reading. An introduction can be presented in the following structure (Hastuti et al., 2022).

Lengkuas Island itself is one of the islands in the Bangka Belitung Islands Province. Located to the north of Tanjung Kelayang beach, Sijuk District, Belitung Regency. The main attraction on this island is the old lighthouse which was built by the Dutch colonial government in 1882. Until now, the lighthouse still functions as a guide for ship traffic passing through or in and out of Belitung. Lengkuas Island also has granite rocks like other tourist attractions on Belitung Island. As is known, Belitung Island is famous for having lots of granite rocks and tin (Miharja et al., 2021). Lengkuas Island has white sand beaches and the waves are not too strong so it is very suitable for tourists to spend time on. holiday time here. To explore the beauty of Lengkuas Island, you can access it by renting a fishing boat from various places including, Tanjung Kelayang, Tanjung Binga, and also Tanjung Tinggi. In the following paragraphs, what people have done to solve the existing problem (state of the art). Tourism has a sector that is able to contribute significantly to a country's economy (Syahdan, 2022). Tourism activities that consider cultural heritage, participation and welfare of local residents as well as efforts to conserve natural resources and the environment, especially in coastal or island areas, are called maritime tourism (Rinawiyanti & Kusumo, 2023). One of the current marine tourism attractions is Galangal Island which can be found in Bangka Belitung province, especially in Belitung Regency, Sijuk sub-district, there is an area that has a lot of tourism potential, both natural, cultural and community potential Lengkuas Island is an island located 30 km from Tanjung Kelayang beach, using a boat and a distance of about 20 minutes from Tanjung Kelayang beach. The main attraction of this island is an old lighthouse which was built by the Dutch colonial government in 1882. Until now, the lighthouse still functions well as a guide for ship traffic leaving or entering Belitung Island.

Promotion Promotion is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or consume them. With promotions, producers or distributors hope to increase sales figure is an important part of the activities and programs of public relations marketing, therefore, for more clarity regarding promotion, the following are several definitions of promotion, namely, according to (Tjipno, 2008) promotion is a form of marketing communication, where marketing communication is a marketing activity that trying to disseminate information, influence, persuade and remind the market of the company or its products to be willing, accept, buy and be loyal to the products offered. Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful for them, then they will never buy it (Prathisara & Masduki, 2023).

Marketing driving factors to achieve maximum marketing results, of course requires some impetus that can generate something marketing, there are several driving factors that can influence marketing, including:

a) **Information Technology** It is a means of providing necessary goods for human comfort and survival. Use Human technology begins with changing natural resources into simple tools. Technology has become a universal tool

not limited to countries and cultures. The term information technology became popular at the end of the 70s. In the previous era, information technology was known as technology computer or electronic data processing or EDP (Electronic, Data, processing). According to the Oxford dictionary, information technology is the study of or use of electronic equipment, especially computers for store, analyze and distribute any information, including words, numbers and pictures. Information technology is a technology used for process data, including processing, obtaining, compiling, 24 storing, manipulating data in various ways to generate quality information, namely

information that is relevant, accurate and on time, which is used for personal, business and governance which is a strategic aspect for decision making decision.

Communication comes from the Latin word *communicare* which means to make togetherness or building togetherness between two or more people. The root of the word *communis* is *communico* which means sharing, in this case what is shared is a common understanding through exchanging messages (Sunarto, 2020). Experts define communication as a paradigm and point of view from each expert. Definition of communication according to Bernald Berelson and Barry A. Stainer communication is the delivery of information, ideas, emotions, skills and so on using language, pictures, numbers, graphs and so on. (Effendy, n.d.) Communication will not be separated from human life. especially in daily social activities, Communication is very important from who conveys message, what message, to whom, and using what media the communication was delivered, as well as what the effects or feedback were like that arise in communication.

Marketing Communication It could be said that marketing communications is a process dissemination of information in order to market products or services from a particular company to buyers to build relationships which is mutually beneficial for both buyers and sellers. Matter what needs to be done is how to attract attention these consumers are interested and want to buy the product or use the services offered. Therefore it needs to be done a marketing strategy (Duncan & Moriarty, 1998).

Communications strategy plan designed to send messages to a target audience in an effective and efficient manner. The communication strategy must consider the target, type, media message to be used and how the message is delivered. Karl von Clausewitz (1780-1831), a retired Russian general, in his book *On War* formulated "Strategy is the art of using the means of battle to achieve war goals". Martin - Andersin (1968) also formulated "Strategy is an art which involves the ability of intelligence/mind to bring all available resources to achieve goals by obtaining maximum and efficient profits". (Cangara, 2007). Promotional strategy according to (Moekijat, 2000) "promotional strategy is a company's activities to encourage sales by directing convincing communications to buyers." (Moekijat, 2000).

The function of communication as explained by several experts above is that communication is very important in human life. Communication itself has various functions, many experts express their opinions about the functions of communication (Varadarajan, 2010). According to Harold D. Laswell, as quoted by Hafied Cangara in his book, states that the function of communication is as follows: Adapt to the environment where they live, Humans can control their environment, Transforming heritage to the next generation.

The communication process is essentially a process conveying thoughts or feelings by someone (communicator) to other people (communicants). According to Onong Uchjana Effendy quoted in his book *Science, Theory and Philosophy of Communication Process* Communication is divided into two sides, namely the communication process primary and secondary. The primary communication process is the process of conveying thoughts by the communicator to communication by using a symbol (symbols) as a medium or channel. The secondary communication process is the delivery process message by the communicator using tools or means as the second media after using symbols as media.

Form of communication As is the case with the definition of communication, form Communication among experts also differs from one another other. The form is based on each person's point of view experts according to their study experience. According to Hafied Cangara in his book entitled *Introduction to Communication Science*, divides communication into four form, namely: (1) Communication with Yourself (Interpersonal Communication) is a communication process that occurs within an individual, or in other words the process of communicating with oneself. (2) Interpersonal Communication is a communication process that takes place between two or more people face to face. (3) Public Communication (Public Communication) is usually referred to as speech communication, rhetorical communication, Public Speaking, whatever as it is called, what is meant by public communication shows a communication process in which messages 20 delivered by the speaker in a face-to-face situation arger audience.

Communication obstacles in a person's or member's daily communication practices Organizations often face obstacles in communicating that can become an obstacle or barrier to the flow of communication. Many factors 15 which causes disruptions in intercommunication and between, one of which is a personal factor. Constraint This can occur due to distortion resulting from:

(a) Message: the content of the message is not easy to digest, is complicated and too long and hard to understand. (b) Perception: there are stereotypes that are formed first conveying thoughts or because the content of the message is controlled recipient's mind, resulting in errors in meaning. A stereotype can be said to be a belief generalized, simplified or even exaggerated (samovar, Porter and Jain 1981). Communication will be effective if the communicator and the communicant already know each other, so that communication will be more open and not arise prejudice or second-guessing each other. (c) Time: the accuracy and speed of communication Become a successful supporter of message delivery. (d) Authority: communicator who strengthens the message content, relevance the communicator who conveys the message will be believed by communication as an accurate message.

Forms of tourism in industrial growth and development This tourism can be classified into several forms he following categories: 1. According to the origin of tourists Judging from the origin of tourists, whether tourism originates from within or abroad. If in the state means that the these tourists only moved temporarily insidebthe regional environment of the country (domestic tourism), meanwhile if it comes from abroad it is called tourism International. 2. According to the impact on the balance of payments the arrival of tourists from abroad is an eye-catcher foreign money. Importing foreign currency means giving effect positive to a country's external balance of payments visited by tourists is called active tourism. 3. According to time period the arrival of a tourist in a place or countryIt is also calculated according to the length of time he stays in the place 22 or country concerned. This gives rise to the terms short-term and long-term tourism, which are depending on the provisions applicable by a country to measure the shortness or length of time intended. 4. According to the means of transportation used Viewed from the perspective of the use of transportation equipment used by tourists, then this category can be divided into air tourism, sea tourism, tourism train and car tourism, depending on whether the sang tourists arrive by plane, ship, train or car.

The concept of tourism. As a social upheaval, understanding the meaning of tourism has many definitions. However, from the activity of writing this thesis, a synthesis of the conception and understanding of tourism used as a literature review can be limited to the meanings: other, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the social dimension, culture, nature and science. Furthermore, Burkart and Medlik (1987) explain tourism as a temporary and short-term transformation of people to destinations outside the places where they usually live and work, and their activities while staying in those destinations. Meanwhile, Wahab (1985) explains that tourism is a new type of industry that is capable of producing rapid economic growth in providing employment opportunities, increasing income, living standards and stimulating other sectors.

Other productivity sectors. As a complex sector, tourism also includes classic industries such as handicrafts and souvenirs, lodging, and economically transportation are also seen as industries. (Yoety, 2006) Furthermore, according to (Munasef, 1995) defines tourism as a trip carried out temporarily, which is carried out from one place to another to enjoy sightseeing and creativity. It can be concluded that the concept of tourism is a trip from one place to a certain place that is carried out temporarily to enjoy the beauty of an area. The tourism concept basically has to fulfill several criteria. As stated by (Yoeti, Oka, 1996), tourism must meet four criteria, namely: 1) Travel is made from one place to another, the trip is made outside the residence where the person usually lives; 2) The purpose of the trip is solely for fun, without earning a living in the country, city or tourist area (DTW) visited; 3) The money that the tourist spends is brought from his country of origin, where he lives or resides, and is not obtained from business results during the tour; And 4) The trip lasts a minimum of 24 hours or more.

Tourism concept According to Kotler and friends, tourism promotion is an activity aimed at introducing, informing and influencing the public about the tourism potential of a region or country.

This promotion aims to increase the number of tourist visits to the area and improve the local economy (Kotler, 2002).

Here are several reasons why researchers chose Lengkuas Island as a research object: 1. Significance of the study object, namely Lengkuas Island, which is popular on Belitung Island, and is one of the important tourist attractions for the area. Therefore, analyzing the strategies used to promote this tourist attraction is very useful. 2. Relevance to the field of study of the thesis regarding communication strategy analysis. Very relevant to the field of study of communication science. Discussing how to communicate messages effectively, and what strategies to use to achieve communication goals, is a very important topic in communication science.

Research Intent This research intends to analyze and explain describe in depth the Department's Promotion Strategy Belitung Regency Culture and Tourism in Tourist Attractions Lengkuas Island in Increasing Visitor Interest. **Research Objectives:** 1. To find out (advertising) the advertising of the Department of Culture and Belitung Regency Tourism on Tourist Attractions Lengkuas Island. 2. To find out about Personal Selling for the Culture and Service Department Belitung Regency Tourism on Lengkuas Island Tourist Attractions. 3. To find out about sales promotions for the Department of Culture and Belitung Regency Tourism on the Lengkuas Island Tourist Attraction. 4. To find out about Public Relations of the Department of Culture and Belitung Regency Tourism on Lengkuas Island.

2. Method

This type of research is qualitative research using in-depth interview methods and content analysis of promotional materials. qualitative data analysis is an effort carried out based on existing data. Data is selected and managed based on type and the analysis pattern is determined based on data findings The research design used is descriptive design, research carried out to investigate the state of a particular object, after which the research results will be presented in a research report. Study Descriptive research is the simplest research because it is descriptive research. The researcher does not do anything with the object being studied. a the researcher only makes observations of the research. object and then explain the results of the research in a research report data collection techniques in this research used library research and field studies The focus of this research is:

Communication strategy carried out by the Belitung Regency Regional Culture and Tourism Service in developing regional tourism, which includes: (a) Provision of tourism facilities and infrastructure; (b) Development of regional tourist attractions; (c) Increasing community participation; And (d) Increasing the participation of the private sector. 2) Factors that influence regional tourism development in Belitung Regency, which include: (a) supporting factors; And (b) inhibiting factors.

3. Result and Discussion

In carrying out a promotion, of course you have to carry out a strategy, as is what the Belitung Regency Culture and Tourism Office does. This research discusses the challenges of how to communicate messages effectively, and what strategies can be used to achieve communication goals, which is a very important topic in communication science.. Data collection techniques are the most strategic step in research, because the main aim of research is to obtain data. Without knowing the data collection techniques, the researcher will not get the data hat meets established data standards

4.1. Presenting the Results

This sub-chapter the researcher will discuss the research result of description of the research result presented in the previous sub-chapter strategy promotion is the combination of promotional tools used for achieve predetermined goal or final target According to (Tjipno, 2008).

Promotion is: A form of communication marketing, where marketing communications is a marketing activity trying to disseminate information, influence, persuade and remind market for a company or its products so that they are willing, accepting, buying and loyal on the products offered.

1. Advertising

Advertising is an effort to attract the attention of customers or clients. This is done through persuasive messages in the form of images, videos or words regarding the products or services offered. Advertising used by the District Culture and Tourism Office Belitung on Lengkuas Island tourist attraction is by utilize online media such as websites, Instagram, Facebook, YouTube, TikTok besides being able to disseminate information widely and quickly to the public. Lots of advertising using online media also doesn't require costs which is expensive, a medium that Disbudpar often uses for promoting the tourist attraction of Lengkuas Island is a website. Apart from that, advertising uses print media such as magazines. East Belitung Dibudpar's choice to promote tourist attractions Lengkuas Island.

2. Personal Selling

Personal selling is a sales promotion that is carried out in two directions and is considered more effective in marketing products, because the ultimate goal of a promotion is to make sales. Personal selling used by the Department of Culture and Tourism Belitung Regency on the Lengkuas Island tourist attraction is by Broad Casting WhatsApp. taking part in exhibitions, as well as holding a Table Top Event, Broad Casting WhatsApp is 72. The first step for the Belitung Regency Culture and Tourism Department in promoting the Lengkuas Island tourist attraction. Personal selling is the most effective tool at certain stages in the purchasing process, especially in building preference, sincerity and consumer actions. Compared with advertising, personal selling has a distinctive feature, involving personal interactions between two or more people so that each person can observe other people's needs and their characteristics as well quickly make adjustments. Personal selling also requires friendly relationships, starting from sales relationships to friendships, salespeople which effectively keeps in the hearts of consumers in building long-term relationships long.

3. Sales promotion

Sales promotion is a type of marketing that is usually used to introduce new products, sell off old products, and of course increase sales figures. Generally, sales promotions are temporary, aimed at increasing buyers' interest in the product and are carried out by the company only at certain moments. Another reason why brands carry out sales promotions is tight competition in the market, especially if the brand sells similar products and is being sold by many other brands. Companies and brands can have the opportunity to attract the attention of their consumers again by carrying out promotions. Sales promotion carried out by the Department of Culture and Tourism Belitung Regency on the Lengkuas Island tourist attraction is by launching tour packages, promoting sales from It is hoped that launching this tour package will attract the interest of visitors. Come to Lengkuas Island tourist attraction. Choice of tour packages with varying prices, it is hoped that it can become a new choice for visitors who come to Lengkuas Island.

4. Public relations

Marketing Public Relations (MPR) is a process of planning, implementing and evaluating programs that enable purchases and satisfaction of consumers (customers) through good communication regarding impressions of the company and its products according to needs, desires, attention and impressions. Public relations plays an important role in growing relationships between all components of the institution in order to provide mutual motivation understanding, and participation with the aim of fostering good relations with the public and obtain favorable public opinion. Public Relations carried out by the Department of Culture and Tourism Belitung Regency is collaborating with Belitung Regency Public Relations Diskominfo, Education Department, Department Industry and Trade Cooperatives that take care of MSMEs In Belitung Regency, this collaboration was carried out when it existed Events or events related to the promotion of Lengkuas Island tourist attractions, and also inviting local media and the media national cooperative relations with the media are carried out to form positive image of the Belitung Regency Culture and Tourism Service to journalists.

5. Teknologi informasi

Information technology is a technology that is used to process data, including processing, obtaining, compiling, store, manipulate data in various ways to produce quality information.

Information technology must be carried out effectively to promote a product so that the objectives to be conveyed can be achieved. This information technology attention must be paid to increasing sales of products such as carried out by the Tourism and Culture Department of Belitung Regency to promote Lengkuas Island using marketing mix. The marketing mix in question is: utilize information technology to convey the message you want to convey can be achieved. Information that will be conveyed to consumers and promotions carried out with using social media Instagram and also TikTok

4.2. Create a Discussion

In this section, this research can be used as reference material and as a source of information as well as reference material for further research so that it can be better developed, as well as as a means of obtaining knowledge obtained based on the researchers' insight and experience. Data collection was carried out through interviews, observation and documentation. Data analysis uses a descriptive analysis model developed by (Miles, 1992) which suggests that there are three groups of analysis, namely: data reduction, data presentation, and conclusion drawing. In this research, the author took the opinions of Kotler and Keller regarding Promotion Strategy, Kotler and Keller stated that the promotion mix is a combination of promotional tools to communicate value and build good relationships with buyers or consumers. Contributions to research on communication strategy analysis in the context of tourism promotion are still limited in Indonesia, especially in the regions. Therefore, this research can make an important contribution to research in this area, especially in the context of promotion.

Data analysis techniques are an activity that refers to systematic study or testing of something as an effort to know parts, relationships between parts, and relationships part with the whole. In this research, stages need to be carried out research that allows researchers to stay on track correct and have the steps to be taken in the research. Qualitative data analysis is an effort that is carried out in a way working with data, breaking it down into manageable units, consistent it, looking for and finding patterns, finding what is what is important and what is learned, and deciding what can be told others. The following are several benefits that can be obtained from research on strategy analysis used to promote Lengkuas Island by the Belitung district tourism and culture office:

1. Can provide deeper insight into the profile of potential tourists and market characteristics for Lengkuas Island in Belitung district, so that it can assist the tourism and culture department in planning and developing more effective promotional strategies.
2. Can provide a better understanding of the communication strategies used by the Belitung district tourism and culture office in promoting Lengkuas pulses as a tourist attraction, so that they can provide input for improvements or development of better strategies.
3. Can help the Belitung district tourism and culture department in increasing the number of tourist visits to Lengkuas Island through the use of more effective communication strategies.
4. Can provide a better understanding of the factors that influence the success of communication strategies in promoting Lengkuas Island as a tourist attraction, so that it can provide input for improvement or development of better strategies in the future.
5. Can help the Belitung tourism and culture department in utilizing social media more effectively in the promotional strategy for Lengkuas Island, so that it can increase the number of tourist visits and expand the reach of promotions

4. Conclusion

The conclusion Based on the results of research regarding the analysis of strategies used to promote Lengkuas Island tourism by the Belitung Regency Tourism and Culture Office, there are 5 promotional strategies carried out, namely: (1) Personal selling; (2) Advertising; (3) Sales promotion ; (4) Public relations; (5) Teknologi informasi.

Suggestions for the Belitung Regency Culture and Tourism Service : For advertising, if possible, use a billboard install it in the city center so there will be more people interested in coming to the Lengkuas Island tourist attraction. Instagram feeds can be made even more beautiful if you can make them Highlights one by one for all tourist destinations in Belitung district. Provide training to staff

who manage or creating advertisements, such as shooting training, editing training, and animation training for advertising videos which is made even more interesting.

Suggestions for Further Research: It is hoped that future researchers will be able to dig up more information so that the research is more complete. It is hoped that future researchers will be able to use more references that can strengthen research Future researchers can carry out research better.

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