



The influence of account @Dolan.Aja posts on Instagram on followers interest in visiting (Survey of followers of the @Dolan.Aja account)

Muhammad Rizki Aditya^{1*}, Iman Sumarlan²

¹Communication Science, Ahmad Dahlan University, Yogyakarta, Indonesia

*Corresponding author's email: muhammad1700030324@webmail.uad.ac.id¹, imansumarlan@comm.uad.ac.id²

ABSTRACT

Keywords

Account post
Interest in visiting

The development of mass media has now become a necessity in supporting various activities in today's society. Mass media, such as verbal messages and signals, have become an inseparable part of human communication in everyday life. Instagram often emerges as a means to encourage people to create new trends and without realizing it can encourage people to do the same thing. Instagram users' posts about an object that is currently viral are often used as a reference to determine the choice to visit a tourist destination. This can be seen from what accounts the user follows. This research focuses on the influence of posts from the @dolan.aja account on Instagram on followers' interest in visiting. The aim of this research is to find out the magnitude of the influence of posts from the @dolan.aja account on Instagram on followers' interest in visiting, namely to find out whether there is an influence between the two variables and measure how big the influence is between the two variables. The method in this research is validity test, reliability test, descriptive test, normality test, linearity testing and simple linear regression analysis with a sample of 100 respondents in this research. The results of the research show that between variables X and Y there is a linear relationship. And the coefficient of determination shows that the correlation between variables X and Y is 58.2% and the rest is determined by other factors. In the final stage, a simple linear regression analysis was calculated to test the hypothesis. It was found that there was a real or significant influence between the @dolan.aja Account Posting variables (X) and Visiting Interest (Y).

1. Introduction

The development of mass media has now become a necessity in supporting various activities of today's society. In the current global era, technology has become increasingly advanced, making it easier for people to obtain information quickly and with updates. Mass media such as verbal messages and signals have become an inseparable part of human communication in everyday life. Basically, media is an extension of the tongue and hand which is instrumental in increasing human capacity to develop social structures (Rivers 2004: 27).

Current technological developments have given birth to a new communication technology called new media. According to Sonia Livingston, the term new here is better understood as what is new in society, namely in a social and cultural context, not merely understood as a device or artifact which is more related to technology itself (Flew, 2005:2) meaning that new media here can limited as ideas,

feelings and experiences that a person gets through involvement in new, different and more challenging media and ways of communication (Ride & Dewney, 2006: 4). New media is a new means that is present, meaning that with the development of existing technology, media is present as a means to meet society's information needs. New media is also often referred to as a change from analog technology to digital technology.

Instagram is an image-based social media that provides various photos and videos online. Instagram often emerges as a means to encourage people to create new trends and without realizing it can encourage people to do the same thing. Instagram users' posts about an object that is currently viral are often used as a reference to determine the choice of visiting a tourist destination. Many new tourist attractions that many people don't know about have become famous because other users post photos on Instagram social media. This can be seen from what accounts the user follows. If someone has an interest in photography, they will follow accounts that upload a lot of things related to the world of photography. Likewise, someone who has an interest in adventure will definitely follow a lot of accounts about traveling. It could also be said that social media currently has the power to influence someone to do something new. For example, it can increase someone's interest in something.

People's lifestyles move very quickly and are directly connected to the internet, which is effective in growing interest in visiting, which is very relevant to be applied by both tourist destinations and tourist accommodation managers to create a good image and from various Instagram accounts related to tourism and traveling in Indonesia recently which has been decorating the timeline a lot. From the many Instagram accounts that introduce tourism in Indonesia, the researcher chose one account that introduces tourism, especially in the Yogyakarta area, namely the @dolan.aja account, which is an account used to promote tourism, especially in the Yogyakarta area.

2. Literature Review

This research refers to previous research to make data collection easier, data analysis methods used in data processing, so the author includes the results of previous research related to this research. This is done to get an overview in preparing a framework of thought with the hope that the research results can be presented accurately and easily understood. The following is previous research used as a reference in this research, that is :

Research conducted by Dian Mustika Ramadhani and Yuliani Rachma Putri in their journal entitled "The Influence of Using Instagram @visitbogar Social Media on Fulfilling Followers' Information Needs" in 2020, the results of the research show that the use of Instagram @visitbogar social media is proven to have a high level of quality media use and modern. This can be seen from the results of the continuum line drawing in the Social Media Use (X) questionnaire statement showing that the use of social media Instagram @visitbogar is in a very high position, so that

@visitbogor has succeeded in disseminating information via social media with very good quality. Followers' information needs are proven to have a high level of need. This can be seen from the results of the continuum line in the information needs questionnaire statement (Y), showing that the information needs of followers from the @visitbogor account are in a very high category. So @visitbogor has succeeded in meeting the information needs of its followers after following the Instagram account. The social media use variable (X) has a significant positive effect on the information needs variable (Y). The variable social media use (X) influences information needs (Y) by 59.8%, while the remaining 42.2% is influenced by other factors not examined in this research. These other factors can include conventional media in the form of advertisements from radio, television and newspapers. There are similarities and differences in this research with research conducted by Dian Mustika Ramadhani and Yuliani Rachma Putri. The similarity is that they both study the social media Instagram, using quantitative research methods and the difference is that they do not use the visiting interest variable (Ramadhani, D. M., & Putri, 2020).

Research conducted by Zulfi Bella Nur Aini in his journal entitled "The Influence of Electronic Word of Mouth on Visiting Interest and Visiting Decisions" in 2021, the results of the research show that Electronic Word of Mouth has a positive and significant effect on Visiting Interest. This means that the better Electronic Word of Mouth is implemented, the more people will be able to increase their interest in visiting. Electronic Word of Mouth has a positive and significant effect on Visiting Decisions. This means that the better Electronic Word of Mouth marketing is implemented, the more Visiting Decisions will increase. Interest in visiting has a positive and significant effect on the decision to visit. This means that the higher the interest in visiting, the greater the public's decision to visit Boom Beach, Banyuwangi. Electronic Word of Mouth has a positive and significant effect on Visiting Decisions through Visiting Interest. This means that interest in visiting can mediate between Electronic Word of Mouth and the decision to visit, with the interest in visiting in tourists, better E-WOM, it will increase tourists' decisions to visit the Banyuwangi boom beach tourist attraction. There are similarities and differences in this research with research conducted by Zulfi Bella Nur Aini. The equation is that they both use the Visit Interest variable. The difference in this research is that it uses a non-probability sampling method with a sampling technique using a purposive sampling technique, whereas in this research it uses a survey technique (Nur Aini, 2021)

Research conducted by Elly Amalia Sholikha and Sunarti in their journal entitled "The Influence of Social Media on Followers' Visiting Interest (Survey on Followers of the Instagram Account @batuflowergarden.Cobanrais)" in 2019, the research results showed that based on tests carried out using linear regression analysis simple, shows that the Social Media variable (X) has a significant influence on the Visiting Interest variable (Y) of followers of the Instagram account @batuflowergarden.cobanrais. this is indicated by the sig t value $(0.00) < \alpha (0.05)$. If we look at the values obtained, social media has an influence of 91.1% in influencing the interest in visiting

followers of the Instagram account @batuflowergarden.cobanraais. The Social Media variable indicator that is perceived as the best is the connection indicator with the item that has the highest mean value on the connection indicator, namely the Instagram account @batuflowergarden.cobanraais providing up to date information about tourist attractions. Meanwhile, the indicator that has the lowest influence is the Instagram account @batuflowergarden.cobanraais regarding responding to questions from followers. There are similarities between this research and the research conducted by Elly Amalian Sholikha and Sunarti, namely that they both used the Social Media variable (X) and the Interest in Visiting variable (Y) and used quantitative methods and sampling techniques, namely using a survey of followers of the Instagram account (solikha & sunarti, 2019)

Research conducted by Fakhris Arbi and Salih Indra Dewi in their journal entitled "The Influence of Instagram Social Media on Interest in Photography in the Malang Indonesian Camera Photography Community" in 2017, the results showed that Based on the research results it was concluded that Instagram social media had a positive effect on interest in photography in the Malang Indonesian camera photography community, the positive impact of using Instagram for users will be motivated to learn and develop an interest in photography to produce better photos. The increase in interest in photography is related to behaviorism, namely that humans are greatly influenced by information from the mass media. A person's motive to gain experience and information is influenced by a published post, so that users are interested in improving their photography skills. There are similarities and differences in this research with research conducted by Fakhris Arbi and Salih Indra Dewi. The similarity is that they both use the Instagram social media variable and are quantitative research. Meanwhile, the difference is that this study did not use the photography interest variable (Arbi & dewi, 2017).

Research conducted by Anggun Adella Trirahayu and Berlian Primadani Satria Putri in their journal entitled "The Influence of Social Media Instagram @amazingtasikmalaya on Followers' Interest in Visiting Tasikmalaya Tourist Attractions" in 2019, which resulted in that in this research there was a positive influence between the Instagram account variables (X) on the variable interest in visiting followers (Y) to tourist attractions in Tasikmalaya. This is proven by testing the hypothesis using the t test. which produces a tcount value greater than ttable because tcount (10,114) > ttable (1,944). So H0 is in the rejection area, which means there is a significant influence from Instagram accounts on followers' interest in visiting. The great influence that an Instagram account has on followers' interest in visiting is shown by the coefficient of determination value of 51.1%. So the Instagram account has an influence on followers' interest in visiting by 51.1%, while 48.9% is influenced by other factors. There are similarities in this research with research conducted by Anggun Adella Trirahayu and Berlian Primadani Satria Putri. The equation is that they both use the variable

(X) Instagram Social Media and the variable (Y) Interest in Visiting, and also use quantitative research methods (Trirahayu & Satria Putri, 2019).

3. Method

The research method that researchers use is the Quantitative method. The type or types that researchers use is explanatory which attempts to explain cause and effect, looking for correlations between variable (x) account@dolan.aja posts and variable (y) interest in visiting. This research is not only focused on collecting and compiling data but also analyzing and interpreting that data. Apart from that, the data that has been collected may be the key to what is being researched.

This research uses two variables, namely: Account@dolan.aja posts and interest in visiting. This variable is divided into two variables, namely the independent variable and the dependent variable. The independent variable is account@dolan.aja posts (X) while the dependent variable is visiting interest (Y).

This research is research using a survey method, according to Sugiyono (2013: 11) research carried out using questionnaires as a research tool is carried out in large and small populations, but the data studied is data from samples taken from that population. Relative occurrence, distribution and relationships between variables, sociological and psychological. The sample size in this study was 100 respondents from a total population of 211,000 followers, while the researcher's sampling technique used a simple random sampling technique, namely a random sample selection technique that provides an equal opportunity for each member of the population to be selected as a member of the sample.

4. Result and Discussion

Researchers will provide a descriptive picture of the respondents supported by data display, namely the age of the respondents. This section provides an explanation of the data collected from the participants in this study.

A. Distribution of respondents based on age

Based on age, it was found from the results of the questionnaire survey that the average age was 24 years, the median was 24 years, the mode was 25 years and the standard deviation was 3.307460193. Having $1 + 3.3 \log 35 = 6.095$ which is rounded to 6. Calculation of data range by subtracting the lowest number from the highest value. So it produces a range of 17 ($35-18=17$). The class length can be determined by dividing the range by the class interval. In this case the data range is 17 and the class interval is 6. The results of this calculation are compiled and presented in table form.

Tabel 1. Respondent age

No	Usia	Jumlah Responden	Persentase %
1	18-21 Tahun	20	20%
2	22-25 Tahun	54	54%
3	26-29 Tahun	22	22%
4	30-33 Tahun	3	3%
5	34-37 Tahun	1	1%
Total		100	100%

Sumber : Olahan Penelitian

Based on the respondent age table, the data shows that the ages of respondents vary greatly from less than 20 years old to 37 years old. However, in distributing this questionnaire, the majority of respondents were aged 22-25 years, namely 54%.

B. Validity Test

Validity test is a measure that shows the levels of validity or validity of an instrument. A valid or valid instrument has high validity. On the other hand, an instrument that is less valid means it has low validity.

Instrument validity testing is carried out to determine how far the research instrument can reflect the content in accordance with the things and characteristics being measured. This means that each item of the instrument describes the entire contents of the concept that is the basis for preparing the instrument. Questionnaire items are declared valid if the calculated r value is greater than r table.

The data is said to be valid if the value of $r_{count} > r_{table}$, then the question items or statement items on the questionnaire are significantly correlated with the total score and are declared valid, and if $r_{count} < r_{table}$, then the question items or statements on the questionnaire are not significantly correlated with the total score so they are declared not valid. The results of the validity test analysis in this research can be seen in the table below:

Tabel 2. Validity Test X

Variabel X	Pernyataan	r table	r hitung	Keterangan
Postingan Akun@dolan.aja	1	0,195	.835	Valid
	2	0,195	.600	Valid
	3	0,195	.912	Valid
	4	0,195	.940	Valid
	5	0,195	.940	Valid
	6	0,195	.919	Valid
	7	0,195	.906	Valid
	8	0,195	.954	Valid
	9	0,195	.955	Valid
	10	0,195	.965	Valid
	11	0,195	.926	Valid
	12	0,195	.965	Valid
	13	0,195	.918	Valid
	14	0,195	.946	Valid
	15	0,195	.918	Valid
	16	0,195	.938	Valid
	17	0,195	.961	Valid
	18	0,195	.955	Valid

Sumber : Data diolah menggunakan SPSS

By obtaining a validity index for each question item, it can be clearly seen which items do not meet the requirements in terms of their validity. Based on the validity test results in the table above, it can be seen that the rtable is 0.195. That means rcount > rtable which means the questionnaire used in this research is valid. By obtaining a validity index for each question item, it can be seen which question items are inappropriate, judging from their validation. The validity test results of the Akun@dolan.aja posting variable for all question items are declared valid because rcount > rtable.

Tabel 3. Validity Test Y

Variabel Y	Pernyataan	r tabel	r hitung	keterangan
Minat Berkunjung	1	0,195	.917	Valid
	2	0,195	.932	Valid
	3	0,195	.970	Valid
	4	0,195	.961	Valid
	5	0,195	.939	Valid
	6	0,195	.969	Valid
	7	0,195	.944	Valid
	8	0,195	.944	Valid
	9	0,195	.901	Valid

Sumber: Data diolah menggunakan SPSS

By obtaining a validity index for each question item, it can be clearly seen which items do not meet the requirements in terms of their validity. Based on the validity test results in the table above, it can be seen that r_{count} is 0.195, meaning $r_{count} > r_{table}$, which means the questionnaire used in this research is valid. By obtaining a validity index for each question item, it can be seen which question items are inappropriate, judging from their validation. The validity test results of the Interest in Visiting variable for all question items were declared valid because $r_{count} > r_{table}$.

C. Reliability Test

Reliability Test is used to determine whether the questionnaire is an indicator of a variable or construct. A questionnaire can be said to be reliable if the Cronbach alpha value is greater than 0.6 then the questionnaire as a measuring tool is considered reliable and if the Cronbach value is less than 0.6 then the questionnaire as a measuring tool is declared unreliable. The reliability test results of this research are shown in the following table.

Tabel 4. Reability Test

variabel	Cronbach's Alpha	Nilai Kritis	N of items	Keterangan
X	.964	0,6	18	Reliabel
Y	.968	0,6	9	Reliabel

Sumber data : diolah menggunakan SPSS

Based on the summary of the results of the reliability test as seen from the table above, it can be seen that the Cronbach alpha coefficient value of all research variables is greater than 0.6 with reference to the opinion expressed by Ghozali (2011), so all the questions in the variables in the research this is stated to be reliable.

D. Descriptive Test

Tabel 5. Deskriptif Test

	N	Minimum	Maximum	Mean	Std deviation
Postingan Akun @dolan.aja	100	53	90	80.83	10.254
Minat Berkunjung	100	24	45	40.32	5.263
Valid N	100				

Sumber: Data Primer diolah dengan SPSS

A total of 100 respondents had a minimum score on the @dolan.aja Account Posting variable of 53 and a maximum score of 90. Then an average of 80.83 was obtained with a standard deviation of 10,254. Meanwhile, 100 respondents had a minimum score on the visiting interest variable of 24 and a maximum score of 45. Then an average of 40.32 was obtained with a standard deviation of 5,263.

E. Normality Test

The normality test is to test whether the data distribution is normal or not. The normality test in this study was Kolmogorov Smirnov with a significance level of 0.05. The results of the normality test can be seen below:

Tabel 6. Normality Test

Variabel	Sig.	Batas	Keterangan
Postingan Akun @dolan.aja	0,254	0,05	Normal
Minat Berkunjung	0,384	0,05	Normal

Sumber: Data Primer diolah dengan SPSS

Based on the table above, it can be seen that the significance value is asymp.sig of 0.254. This shows that the data tested is normally distributed because the significance value is more than 0.05.

F. Linearity Test

The linearity test aims to test whether the relationship between the two variables is linear or not. The relationship between variables X and Y can be said to be linear if the significance value of p is <0.05. Linearity test results can be seen in the table below:

Tabel 7. Linearity Test

Variabel	Deviation from Linearity	Batas	Keterangan
Postingan Akun @dolan.aja * Minat Berkunjung	0,186	0,05	Linier

Sumber: Data diolah dengan SPSS

Based on table 3.32, it can be seen that the probability value is greater than 0.05. Thus, there is a linear relationship between the variables X and Y.

G. Simple Linear Regression Analysis

In this research, the analysis uses a simple linear regression model which is used to analyze and test the formulation of research hypotheses based on the model structure or variables. Hypothesis testing here is needed to test the influence of posts from the @dolan.aja account. Simple linear regression is used to calculate the influence value of the independent variable (X) on the dependent variable (Y). To get the right linear regression results, the formula used is:

$$Y = a + bX$$

The results of simple linear regression analysis calculated using SPSS can be seen in the following table:

Tabel 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,763	0,582	0,578	3.642

Sumber: Data diolah dengan SPSS

Coefficients						
Model		Unstandarized Coefficients		Standarized Coefficients	T	Sig.
		B	Std.Error	Beta		
1	(Constant)	-	3.450		-1.477	0,143
	Postingan akun@dolan.aja	5.095	0,046	0,763	11.677	.000

Dependent variabel : Minat Berkunjung

Sumber: Data diolah dengan SPSS

Based on the table above, simple linear regression calculations using the SPSS program show that the influence of the account@dolan.aja post on visiting interest is 0.582 (58.2%).

Based on the table above, it is known that the simple linear regression equation is as follows:

$$Y = 1 + bX$$

$$= -5.095 + 0,535$$

From this equation it can be explained as follows:

If there are no @dolan.aja account posting variables that influence followers' visiting interest, then the visiting interest value is -5,095.

The regression coefficient for variable: The results of the simple linear regression analysis test show that there is a significance value of 0.000 ($0.000 < 0.05$). This means that this value can prove that the hypothesis test is accepted, which means that there is an influence of posts from the @dolan.aja account on Instagram on followers' interest in visiting.

5. Discussion

The Influence of Akun@dolan.aja Postings on Instagram on Followers' Visiting Interest. The results of the simple linear regression analysis test show that there is a significance value of 0.000 ($0.000 < 0.05$). This means that this value can prove that the hypothesis test is accepted, which means that "there is an influence of posts from the @dolan.aja account on Instagram on followers' interest in visiting.

Instagram is an image-based social media that provides various photos and videos online. Understanding Instagram is seen from the overall function of this application. The word "insta" comes from the word "instant" like Polaroid cameras which in their time were known as "instant photos". Instagram can also display photos instantly, like Polaroid in appearance. Instagram has strengths in the visual field.

Through Instagram, users can upload photos and short videos to share with other users. In uploaded images, users can tag certain people and determine their location. Users can also set their accounts to "private" thereby allowing users to approve new followers.

In social media, Instagram has several things that must be considered in order to attract the attention of the public or Instagram users. According to researchers, there are 6 elements that support this, namely Hastag, Geotag, Follow, Caption, Like and Comments. These six things are messages and indicators that are used as benchmarks for researchers and from these indicators we can see how the account can attract the attention of Instagram users. Through the @dolan.aja account on Instagram, researchers will see feedback from respondents after seeing the account marked with interest in visiting followers of the @dolan.aja account to travel in the city of Yogyakarta. Interest itself consists of interests, preferences and information seeking.

The theory used in this research is the S-R theory. This theoretical model describes the stimulus-response relationship. This model shows communication as a very simple action and reaction process. The S-R model ignores communication as a process, especially as it relates to human factors. This S-R theory can cause special reaction effects to special stimuli so that someone can expect and estimate the correspondence between the message and the communicant's reaction. The S-R theory is included in mass communication, according to this theory the stimulus or stimulation given to the communicant (audience) will be taken for granted. However, in this research, the researcher focused only on the stimulus for posting the @dolan.aja account and the response was interest in visiting followers of the @dolan.aja account.

This research focuses on the influence of posts from the @dolan.aja account on Instagram on followers' interest in visiting. The aim of this research is to determine the magnitude of the influence of posts from the @dolan.aja account on Instagram on followers' visiting interest, namely to determine whether there is an influence between the two variables and measure how big the influence

is between the two variables. Influence is one of the communication elements that is very important to determine whether the communication delivered is successful or not. In this research, the influence that will be seen is the interest in visiting followers of the @dolan.aja account as respondents.

The data that has been entered is then processed using the SPSS program. In this research, a descriptive test is used to analyze the data by describing the data that has been collected. This analysis aims to provide an overview of the data in the variables seen from the average (mean), minimum, maximum, and standard deviation. Then it was found that 100 respondents had a minimum score on the @dolan.aja Account Posting variable of 53 and a maximum score of 90. Then an average of 80.83 was obtained with a standard deviation of 10,254. Meanwhile, 100 respondents had a minimum score of 24 on the interest in visiting variable and a maximum score of 45. Then an average of 40.32 was obtained with a standard deviation of 5,263. In this research, a normality test was also carried out to determine whether the data distribution was normal or not using One Simple Kolomogrov-Smirnov. From this data, a value of 0.254 was obtained, where this figure shows that the data tested is normally distributed because the significance value is more than 0.05.

In this research, a linearity test was carried out to determine whether the relationship between the two variables was linear or not and a significance value of $0.000 < 0.05$ was obtained, where these results showed that between variables X and Y there was a linear relationship. And the coefficient of determination shows that the R square value is 0.582, which means the correlation between variables X and Y is 58.2% and the rest is determined by other factors.

In the final stage, a simple linear regression analysis was calculated to test the hypothesis. The t value obtained was -1.477 with a significance value of $0.000 < 0.05$ so that H_a was accepted and H_o was rejected. So it can be stated that there is a real or significant influence between the @dolan.aja Account Posting variables (X) and Visiting Interest (Y).

6. Conclusion

Based on the things that have been stated previously, the problem that we want to know in this research is "the influence of the Instagram account @dolan.aja on Instagram on followers' interest in visiting (survey of followers of the @dolan.aja account)" from the results of the analysis and discussion that has been done. presented, the following conclusions can be drawn:

variables seen from the average (mean), minimum, maximum and standard deviation values. Then it was found that 100 respondents had a minimum score on the @dolan.aja Account Posting variable of 53 and a maximum score of 90. Then an average of 80.83 was obtained with a standard deviation of 10,254. Meanwhile, 100 respondents had a minimum score of 24 on the interest in visiting variable and a maximum score of 45. Then an average of 40.32 was obtained with a standard deviation of 5,263.

Based on the calculations carried out, the results of the correlation and regression tests show that variable X and variable Y have a strong and significant positive relationship. Meanwhile, the resulting influence was 0.582 (58.2%). which indicates that interest in visiting tourist attractions in Yogyakarta can be influenced by the Instagram account @dolan.aja. While the rest is caused by other factors. These results mean that the interest felt by followers of the @dolan.aja account has a good influence on the @dolan.aja account.

7. References

- Andres Kaplan & Michael Haenlein , (2010). *User Of The World, Unite ! The Challenges and Opportunities Of Social Media, Business Horizons*.
- Arikunto, S. (2002). *Metodologi Penelitian Suatu Pendekatan Proposal*. Jakarta: PT. Rineka Cipta.
- Arikunto,S, (1993), *Prosedur Penelitian Suatu Pendekatan Praktik*, Rineka Cipta Jakarta.
- Atmoko Dwi, Bambang. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita
- Bungin, Burhan.(2007).*Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik dan Ilmu Sosial lainnya*.Jakarta:Putra Grafika
- Cangara, Hafied. (2008). *Pengantar Ilmu Komunikasi*. Jakarta : Rajawali Pers
- Dan zarella. (2010) *The Social Media Marketing Book*. Oreilly media. USA .
- Deddy Mulyana, (2008) *Ilmu Komunikasi Suatu Pengantar* (Bandung: PT Remaja Rosdakarya,
- Dewdney Andrew, Ride Peter. (2006). *The New Media Handbook*. New York : Routledge
- Effendy, Onong Uchjana. (2004). *Ilmu Komunikasi Teori dan Praktek*. Bandung: Rosdakarya
- Effendi, M.A (2016). *The power of good corpora te governance* edisi 2. Jakarta: Salemba empat.
- Ferdinand, Augusty. (2002). *Pengembangan Minat Beli Merek Ekstensi*. Badan Penerbit Universitas Diponegoro, Semarang.
- Flew, Terry. (2005). *New Media an Introduction. 2nd Edition*. New York: Oxford University Press
- Franks Jefkins, (2004). *Public Relations Jakarta* : PT. Gelors Aksara Pertama Erlangga
- Henderi. (2007). *Analysis and Designed System with Unifed Modeling Language* . Tangerang: STMIK Raharja.
- Kotler Phillip, Kevin Lance Keller. (2012). *Marketing Management 14th edition*. Jakarta:PT. Indeks Kelompok Gramedia.
- Kotler, Philip (2006). *Manajemen Pemasaran, Edisi Pertama*. Indonesia: PT. Indeks Kelompok Gramedia.
- Kotler, Philip and Kevin Lane Keller. (2012). *Marketing Manajement 13*. New Jersey: Pearson Prentice Hall, inc.
- Kotler, Philip Dan Kevin Lane Keller. (2009). *Manajemen Pemasaran. Edisi 13 Jilid satu*. Erlangga : Jakarta
- Kotler, Philip. (2005). *Manajemen Pemasaran. Jilid 1 dan 2*. Jakarta : PT Indeks Kelompok Gramedia.
- Kriyantono, Rahmat. (2006). *Teknik Praktis Riset Komunikasi*. Jakarta : PT. Kencana Perdana.
- Nurudin. (2007). *Pengantar Komunikasi Massa*. Jakarta : PT. Rajagrafindo Persada
- Rakhmat, Jalaluddin. (2003). *Psikologi Komunikasi*. Bandung: PT Remaja Rosdakarya.

Rivers, William L, (2004), *Media & Khalayak Modern*, Jakarta : Prenada Media.

Sugiyono, (2009), *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung : Alfabeta

Sugiyono, (2009), *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung : Alfabeta.

Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.