



Digitalization of tourist attractions: Increasing the capacity of Sunrise Land Lombok tourism workers through digital marketing

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-01-21 Revised: 2023-02-04 Accepted: 2023-02-10 Published: 2023-02-24</p> <p>Keywords Digitalization Human resources Marketing Social media Tourism</p>	<p><i>The Covid-19 pandemic has driven changes in various fields in the application of technology, including in the tourism sector. Increasing the use of social media is a new challenge for tourism workers to carry out digital marketing. However, human resources capable of using technology and conducting digital marketing in tourism management are not always available. The purpose of this community service is to improve the quality and ability of Sunrise Land Lombok (SLL) employees to digitize and use social media. The implementation of community service will be carried out from October to December 2022 by providing training and assistance SLL tourism workers. The stages carried out in this service include the stages of observation and interviews, training, mentoring, and evaluation. Based on observations and interviews with the director of SLL, it is known that SLL workers face several obstacles in utilizing social media. These obstacles include more understanding about creating engaging social media content. Based on these problems, the training materials provided include: 1) Content planning, Canva, and website training for scheduled posting; 2) Press release writing and copywriting training and 3) practice video editing using CapCut and VN. The training is carried out online and is divided into several meetings, with each meeting accompanied by assignments for workers to practice the material given during the delivery.</i></p>
<p>Kata kunci Digitalisasi Media sosial Pariwisata Pemasaran Sumber daya manusia</p>	<p>Digitalisasi daya tarik wisata: Peningkatan kapasitas pengelola wisata sunrise land lombok melalui pemasaran digital. Pandemi Covid-19 telah mendorong perubahan di berbagai bidang penerapan teknologi, termasuk di bidang pariwisata. Meningkatnya penggunaan media sosial menjadi tantangan baru bagi para pelaku pariwisata untuk melakukan digital marketing. Namun, sumber daya manusia yang mampu menggunakan teknologi dan melakukan pemasaran digital dalam pengelolaan pariwisata tidak selalu tersedia. Tujuan dari pengabdian masyarakat ini adalah untuk meningkatkan kualitas dan kemampuan karyawan Sunrise Land Lombok (SLL) dalam mendigitalkan dan menggunakan media sosial. Pelaksanaan pengabdian kepada masyarakat ini akan dilakukan pada bulan Oktober sampai dengan Desember 2022 dengan memberikan pelatihan dan pendampingan kepada para pekerja pariwisata SLL. Tahapan yang dilakukan dalam pengabdian ini meliputi tahapan observasi dan wawancara, pelatihan, pendampingan, dan evaluasi. Berdasarkan observasi dan wawancara dengan direktur SLL, diketahui bahwa para pekerja SLL menghadapi beberapa kendala dalam memanfaatkan media sosial. Kendala tersebut antara lain pemahaman yang lebih dalam membuat konten media sosial yang menarik. Berdasarkan permasalahan tersebut, maka materi pelatihan yang diberikan meliputi: 1) Perencanaan konten, Canva, dan pelatihan website untuk posting terjadwal; 2) Pelatihan penulisan press release dan copywriting dan 3) praktek editing video menggunakan CapCut dan VN. Pelatihan dilakukan secara daring dan terbagi dalam beberapa kali pertemuan, dengan setiap pertemuan disertai dengan penugasan kepada pekerja untuk mempraktekkan materi yang diberikan pada saat penyampaian.</p> <p style="text-align: right;">Copyright © 2023, Yudhiasta et al This is an open-access article under the CC-BY-SA license</p> <div style="text-align: right;"></div>

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INTRODUCTION

The Covid-19 pandemic that entered Indonesia in March 2020 has changed the landscape of the tourism industry and tourist behaviour (Caniago & Yusuf, 2022). The policy issued by the government to break the chain of the spread of the Covid-19 outbreak requires people to carry out activities at home. This encourages people to be able to adapt to conditions that occur, especially in the use of technology. Digital media users are increasingly developing, resulting in digital acceleration and maturity (Kemendikbud, 2022).

Currently, the existence of social media has become an integral part of people's lives. Tourists' use of social media during the Covid – 19 pandemic experienced a growth of 44% (World Travel & Tourism Council, 2021). The growth in the use of social media as a source of information by tourists requires the tourism sector to move massively within the digital ecosystem. In Indonesia alone, social media users make up 61.8% of the total population, or as many as 170 million users (Hootsuite, 2021).

In the tourism sector as a service industry, promotion is an element of the marketing mix that aims to develop and deliver persuasive communications about the tourism products being marketed. Tourism promotion is closely related to delivering messages and publications to build the image of a tourism destination and tourist attraction. Various methods and media can be used to disseminate the potential of a tourist destination to build a positive image (Daffa & Ratnasari, 2022).

A positive image can be formed with the use of social media. Social media has a significant impact on the way tourists find information. Social media is also an excellent tool for tourists to share their experiences when visiting a destination (Dewi, 2022). As many as 91% of tourists share their experiences in photos, and more than 50 million photos of tourist visits have been shared via social media (Jang, Han, Shih, & Lee, 2015). Social media influences tourists' decisions about travel destinations (Kim, Lee, Shin, & Yang, 2017). In compiling tourist trips, tourists generally use social media to get convenience in finding information quickly, as well as extensive social networks, then collecting and reviewing this information before the decision-making process (Leung, Law, Hoof, & Buhalis, 2013). Social media that uploads regularly is timely, informative, and has an attractive design that influences the formation of the image of a destination and tourist attraction (Nugraha & Hardiyanto, 2022). The comment column is also usually a concern because it can determine people's sentiments regarding the uploaded content (Yudhiasta & Rahmatin, 2022).

Sunrise Land Lombok (SLL) is a new tourist attraction in West Nusa Tenggara (NTB). The beach, located in the Montong Meong hamlet, Labuhan Haji village, East Lombok district, began operating in May 2022. At first, this beach had the name Labuan Haji Park and was managed by the local government. Unfortunately, this Labuan Haji Park is neglected and not properly cared for. The beach is filled with trash and needs proper facilities for tourists visiting. This deplorable condition moved a group of local youths from the Montong Meong hamlet to manage this abandoned beach. These youths see the potential for the beach's natural beauty and want to revive a local community-based tourism area. Armed with a sense of wanting to move forward, these young men signed a contract with the local government to manage the beach and rebranded it with Sunrise Land Lombok.

SLL is managed by 15 native people from Montong Meong hamlet. These youths have idealism and a strong belief that the region's marine tourism resources, if appropriately managed, will improve the lives of the surrounding community. Covering an area of 7 hectares, this marine tourism area has the vision to be the cleanest and safest public space in NTB.

Tourists can do many exciting things at SLL, such as relaxing while enjoying the beauty of the sunrise, *madaq keke* or looking for sea shells with various motifs and variations, and walking along the long coastline. In addition, SLL also provides a camping ground for tourists who want to experience spending the night on the beach. Tourists can also enjoy a variety of culinary seafood, where all the ingredients are fresh, obtained directly from fishermen. In addition, SLL offers a unique concept compared to similar beach tourism in East Lombok, namely marine tourism with conservation principles. SLL is home to hundreds of turtles. The beach area is a habitat for turtles to lay their eggs, one of which is the black sand turtle or olive ridley turtle, which is currently relatively rare in Indonesia. Workers package this phenomenon as an attraction as well as an educational tool for tourists so that tourists gain an understanding of the importance of animal conservation. The forms of tourist attractions offered are watching turtles laying their eggs and releasing hatchlings to the beach.

Thanks to the persistence of these local youths, in less than one year, SLL has managed to live and grow into a new and superior tourist attraction in East Lombok, West Nusa Tenggara. SLL has been covered by 17 national media, such as MNC TV and TVRI, after only two months of operation. On weekends, tourist visits increase rapidly to reach 1,500 visitors.

SLL which managed by applying a community-based tourism approach, provides economic benefits to the surrounding community. Community-Based Tourism has a different concept from mass tourism. Community-Based Tourism is a development model that assumes that tourism must depart from an awareness of the values of community needs to build tourism that is more beneficial to the needs, initiatives and opportunities of local communities (Sitapratiwi & Mukhtali, 2020). The involvement of the local community is thoroughly carried out in this area. Fishermen, whose main occupation was fishing, now have an additional job selling firewood for camping tourists. Residents also sell culinary products as well as other MSME products. This community-based approach creates a sense of belonging to the local community and spurs community participation in the management and development of the SLL area.

SLL, born again in the conditions of transition and economic recovery after the Covid-19 pandemic, needed to adapt immediately amidst the swift digital flow that accelerated the coming pandemic's impact. As a medium for promoting and transforming information, social media's role is vital for SLL. Especially in the new tourism context, qualified human resources (HR) in Information and Communication Technology (ICT) are needed (Mumtaz & Karmilah, 2021). Maximizing

social media use is expected to provide insight and an introduction to the broader community about SLL as a marine tourism attraction in East Lombok.

This is in line with the global action plans agreed upon by leaders of countries worldwide, including Indonesia, which are called the Sustainable Development Goals (SDGs). The SDGs program has 169 targets summarized in 17 indicators (United Nations, 2015). Improving the competency of human resources in the tourism industry in the ICT field is in line with SDGs number 8, namely promoting inclusive and sustainable economic growth, employment and decent work for all. In SDG's target number 8, several targets are closely related to the ability of human tourism resources in digitalization, namely target 8.2, technological upgrading and innovation, and 8.9 promoting sustainable tourism that creates jobs and promotes local culture and products (Dwyer, 2022). Community service activities with the theme of digitization in this tourist attraction are expected to be able to answer the SDGs challenges, especially target number 8.

Digitalization is a technology that simplifies or even shortens an activity process. Digitalization in today's era must become a new wisdom and make it a habit that technology is a part of life. Digitalization will improve the quality of human resources to be maximized (Alwy, 2022). Digitalization must be used to answer the challenge of sustainable development or SDGs. In this regard, it is essential to carry out community service activities to improve the quality and ability of SLL management human resources in digitizing and using social media (Falah, 2021). Through a series of training activities, SLL workers can maximize the use of social media to promote SLL in achieving its company goals. With this community service activity, it is hoped that promotions carried out by SLL will no longer be word of mouth. In addition, SLL employees can better understand how to create interesting social media content using the software so that the uploads presented can attract public attention to access SLL's social media content.

METHOD

Community service activities are conducted online for Sunrise Land Lombok (SLL) employees. SLL is a tourist attraction located in Montong Meong Hamlet, Labuhan Haji Village, Labuhan Haji District, West Nusa Tenggara (Figure 1). The number of participants in this community service activity was 10 – 15 SLL employees. Apart from SLL managers, this activity was also attended by SLL relations, who were invited directly by the director of SLL, namely environmental activists, Pokdarwis and students doing internships at SLL.

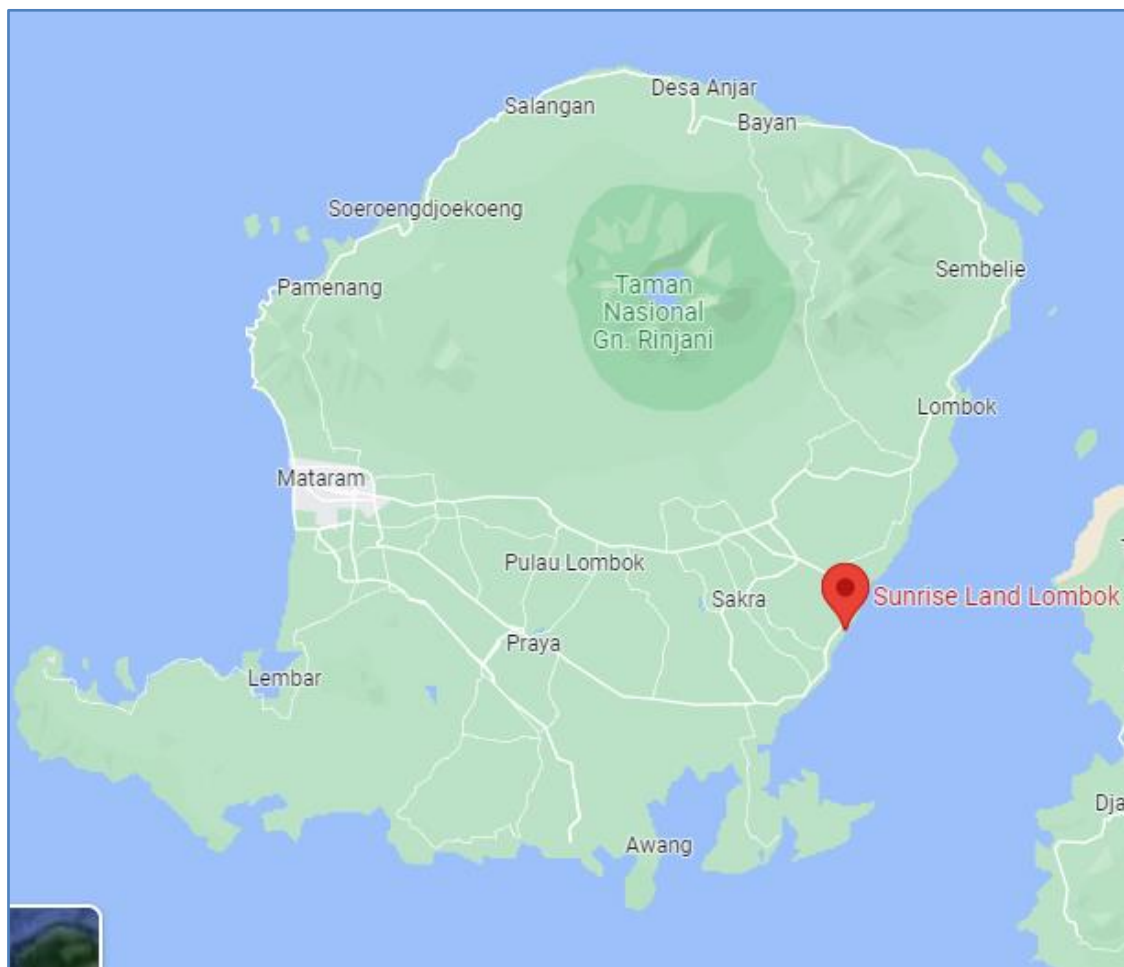


Figure 1. Location of Sunrise Land Lombok (Source: Google maps)

The implementation of community service is aimed at workers of the Sunrise Land Lombok (SLL) tourist attraction by providing training and assistance in managing social media content. The method of implementing the activity occurs, as shown in Figure 2.

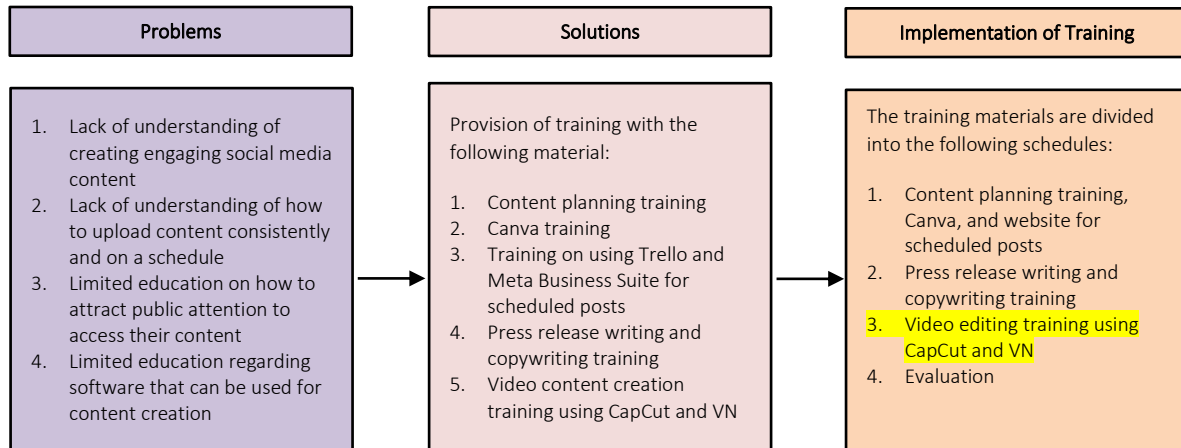


Figure 2. Table of training implementation

Based on the results of observations and also the results of interviews with the director of SLL, it is known that SLL workers face several obstacles in utilizing social media. These obstacles include more understanding about creating engaging social media content. In managing social media content, SLL workers only utilize the repost feature from uploads of tourists visiting SLL. In addition, SLL workers need to be proficient in using software to edit video content. Due to other activities, workers also find it difficult to upload content on schedule—another obstacle experienced by SLL, namely writing captions and press releases for media purposes.

To assist SLL workers in overcoming these obstacles, the service team provides a solution through training and mentoring. In this activity, the community service team also involved students in sharing knowledge with SLL workers. Training is given online using Zoom media. The training materials provided are in the form of (1) content planning training; (2) Canva usage training; (3) Training on using Trello and Meta Business Suite for scheduled posts; (4) Press release writing and copywriting training; and (5) Video content creation training using CapCut and VN.

In its implementation, the training materials that have been prepared are divided into four stages. The first stage is the provision of content planning, Canva, and website training for scheduled posts. The second stage is training in writing press releases and copywriting. The next stage is video editing training using CapCut and VN and continues with the final stage, namely evaluation. At each stage of the training, participants will be given assignments to apply the material provided directly.

Implementation begins in the second week of October and closes with the evaluation stage in the second week of December. There are no training activities in the first week of December, so this week can be used for SLL workers to manage their content independently before entering the evaluation stage. Further details regarding the training implementation schedule can be seen in Table 1.

Table 1. Schedule of Training Implementation

No	Activity	October 2022			November 2022	
		II	III	IV	I	II
1.	Content planning training, Canva, and website for scheduled posts	■				
2.	Press release writing and copywriting training		■			
3.	Video editing training using Capcut and VN			■		
4.	Evaluation					■

RESULTS AND DISCUSSION

Content planning training, Canva, and website for scheduled posts

The first training phase was held on Friday, 14 October 2022 via the zoom channel. On this occasion, three materials related to social media management were presented. East Java "Veteran" UPN Tourism Study Program students were actively involved at this stage, namely Regita Cahyani and Fabella Winishajmilla. The two students are members of the

Tourism Student Association (HIMASATA) and are in charge of managing HIMASATA social media content. The SLL director and all SLL area workers attended this training (Figure 3).

The first material is using Canva to create social media content (Figure 4). Canva is an online design program that provides various tools for creating posters, presentations, resumes, brochures, graphics, infographics, banners, books, and so on (Pelangi, 2020). In this material, SLL workers learn together about how to design a design from a blank document to complete exciting and informative content. Workers are also given valuable tips to combine various existing elements to become content that is full of meaning. Using Canva will assist workers in creating their social media content because the Canva application is relatively easy to use and has many attractive templates that can be created in such a way. In addition, this application can also be made using a mobile phone.

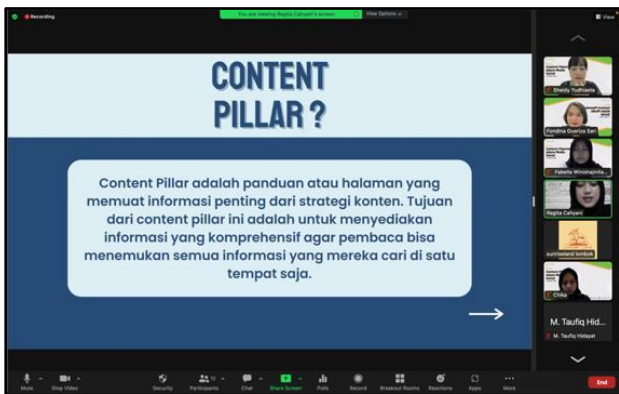


Figure 3. Content Planning Training

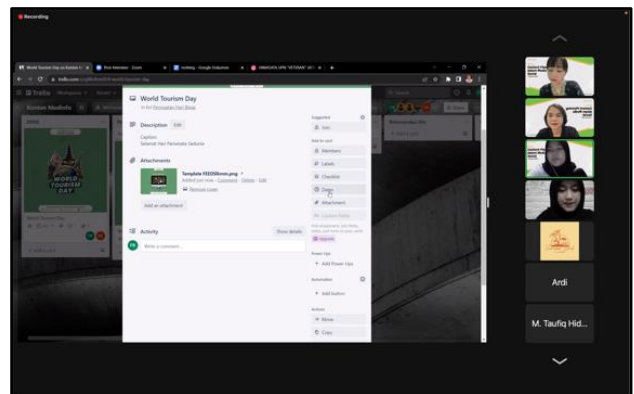


Figure 4. Canva Training

The following material is content planning and website use for scheduled posting (Figure 3). In this material, SLL workers learn how to plan content development and pillars, determine the type of content, the platform to use, and the right time to upload. Well-planned content will increase public trust in a product (Amirah, 2021). Based on the results of interviews with the director of SLL, it is known that social media content workers often feel overwhelmed. After all, they cannot upload content according to schedule because they have other activities. Therefore, materials on assistance tools for scheduled postings were also presented. Workers are provided with information regarding the use of Trello and Meta Business Suites so they can schedule posts according to plan. So, if the manager faces other activities, the content will be uploaded automatically because it was previously scheduled.

The initial training took place interactively. Participants were very enthusiastic and actively asked questions. On this occasion, participants received much new information that could be useful for them in managing social media content. At the end of the training, participants were tasked with creating content using Canva and creating content planning. These tasks will be discussed at the evaluation stage.

Press release writing and copywriting training

The next stage is press release writing and copywriting training (Figure 5 and 6). The second training phase was held on Wednesday, October 19, 2022. This training aims to dissect the technical ins and outs of copywriting and press release writing. Proficiency in writing copywriting and press releases is considered very important to build a positive image of SLL and to be a means of persuasive communication to attract tourists to visit. In addition to the management, the director of SLL and tourism industry players in East Lombok also attended this activity.



Figure 5. Copywriting training

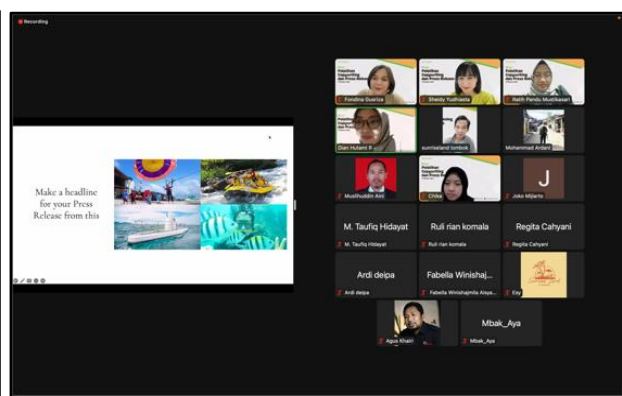


Figure 6. Training on how to write a press release

In copywriting material, participants learn about writing captions for content and editorial writing in social media content to attract the audience's attention to access their content. At this stage, the material was delivered by Ratih Pandu Mustikasari, MA. Copywriting is the art of conveying messages using writing. Copywriting skills can be helpful in promotional activities (Tarigan, 2022). With the proper copywriting techniques, workers can achieve the goal of attracting tourists to search for further information about SLL and make a decision to visit SLL. This material also explains the AIDA principle (Attention, Interest, Desire, Action) as the basis for creating captions and copywriting for social media content. In addition, it also explains the elements of copywriting, formulas in copywriting and also brand persona.

The following material in the second stage of the training activity is writing a press release. This material was delivered by Dian Hutami Rahmawati, M.Med.Kom. This material teaches workers about the structure of writing press releases and the types of press releases. It was also conveyed regarding the stages of making a press release so that it can be implemented directly by the SLL manager. Training participants are given an understanding of the importance of making press releases in the digital world and the rapid development of technology today.

The second training session was interactive. In this session, participants were also tasked with creating content along with captions by applying AIDA principles and making press releases for the latest SLL events so that they were deemed fit to be uploaded to the media. With this training, the SLL management team will be able to create effective materials to build a positive image of SLL as a new tourist attraction in East Lombok.

Video editing training using CapCut and VN

The next training stage is video editing training using CapCut and VN (Figure 7 and 8). This activity was held on Friday, 27 October 2022. This training was divided into two sessions. Muhammad Anbiya Fath Alla hosted the first session, and Arva Rizqullah hosted the second session. The two presenters are students of the Tourism Study Program who are also members of HIMASATA. In this session, the trainees learn to make content in video form more creatively using simple tools.

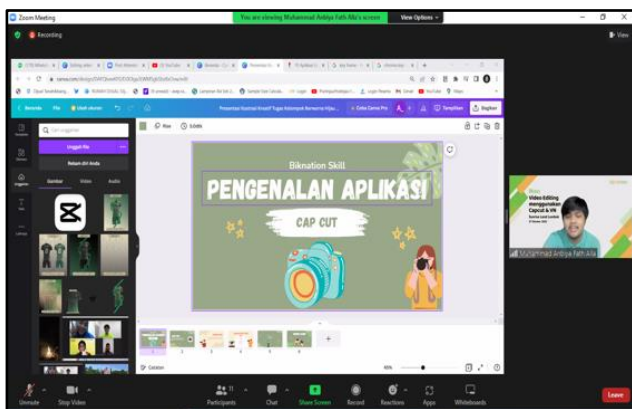


Figure 7. CapCut training

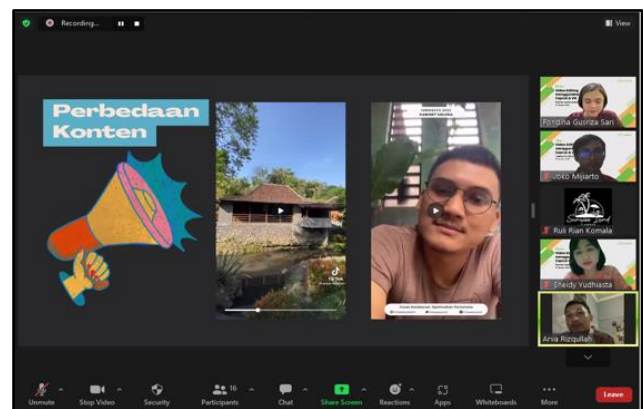


Figure 8. VN training

In this stage, the trainees are given an understanding of the advantages of content in video form, especially since the skyrocketing popularity of Instagram and TikTok reels. The phenomenon of Instagram and TikTok reels has resulted in social media users flocking to present content in aesthetic and attractive videos, including business people. Before being given training on editing videos, participants learned about determining the social media segments to use. This is done so that the content to be presented is more targeted and the information provided is acceptable to the target market.

CapCut and VN are video editing applications that have also become popular for creating content. Both of these applications are relatively easy to use. On this occasion, participants learned how to create video content by utilizing the features contained in the two applications. Participants learn how to provide sound, song effects, and video overlays and use templates already available in the application. Apart from maximizing the templates already available, participants also learn how to make videos from blank projects to becoming content worth broadcasting. At the end of the activity, participants were tasked with creating content in the form of a video which would be assessed at the evaluation stage.

Evaluation stage

The evaluation phase is carried out on November 2nd week. This evaluation stage aims to see how far SLL workers can accept the material provided during the training. Apart from that, this evaluation stage is also a reminder for SLL workers about the material that has been provided. Evaluation activities are carried out on the tasks given for each

material provision. SLL workers have implemented the material provided during the training. This can be seen in several posts on SLL's Instagram, which are the training results, as seen in Figure 9.

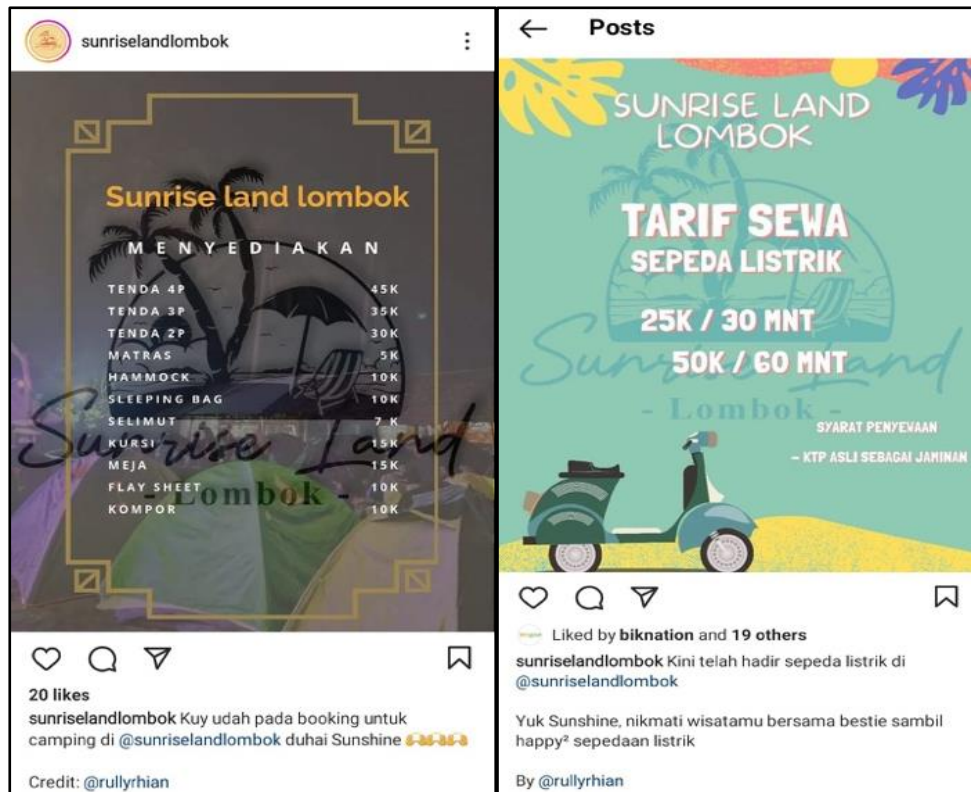


Figure 9. Training results uploaded on Sunrise Land Lombok's social media

The community service activities that have been carried out are expected to improve SLL managers' capabilities, especially in digital marketing. It is because digital marketing can capture a wider market. After all, internet access in Indonesia continues to increase (BPS, 2019). Digital marketing is done through search engines and social media. Using social media to market tourism activities is an important step tourism employees must take because as many as 87.2% of internet users use it for social media (BPS, 2019). Furthermore, Icha (2016) stated that social media is the fastest way to get consumers' attention. This training will assist employees in digital marketing through every social media owned by SLL. It is important because, according to APJII (2019), people have high access to YouTube, Facebook and Instagram.

If this digital marketing is achieved, then the activities that have been carried out will support the realization of SDGs indicators, precisely SDGs number 8, namely promoting inclusive and sustainable economic growth, employment and decent work for all. In SDG's target number 8, several targets are closely related to the ability of human tourism resources in digitalization, namely target 8.2, technological upgrading and innovation, and 8.9 promoting sustainable tourism that creates jobs and promotes local culture and products. In addition, several indirect indicators can be achieved, namely: (1) Indicator 1 is poverty-free because, with the expansion of the SLL market, the number of SLL visitors will also increase, which will ultimately increase income for managers and the public involved; (2) Increase the use of technology that enables, especially information and communication technology, to increase women's empowerment; the involvement of women managers in this activity demonstrates this; (3) Indicator 14.7, namely increasing economic benefits for small island developing countries and less developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

CONCLUSION

The Covid-19 pandemic has had an impact on the world of tourism, especially in terms of digital marketing. One of the obstacles to implementing digital marketing in tourism, especially tourist attractions, is the need for more competent human resources in this field. Training and assistance related to digitization for workers of tourism industry players must be done not only to increase the capacity of tourism workers but also to help workers market their area more broadly, likewise, with the constraints experienced by a tourist attraction that has just developed in East Lombok, namely Sunrise

Land Lombok (SLL). Based on the results of interviews with the director of SLL, it is known that SLL has experienced several problems in its development. These problems include 1) a lack of understanding about creating engaging social media content; 2) a lack of understanding on how to upload content in a consistent and timely manner; 3) limited education on how to attract public attention to access their content, and 4) limited education regarding software that can be used for content creation. Some of the materials that can be provided to tourism workers related to digital marketing include: 1) content planning, Canva, and website training for scheduled postings; 2) training on writing press releases and copywriting and 3) training on video editing using applications such as CapCut and VN. With this material, tourism workers can make exciting posts in the form of pictures or videos accompanied by good captions.

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