

Digital Marketing Through Social Media Instagram as a Promotion Means to Increase Interest in Visiting Bengkulu Tourism Objects

Febzi Fiona^{1*}, Sugeng Susetyo², Nasution³, Assyfa Meilyandra Panca Putri⁴

^{1,2,3,4} Faculty of Economics and Business, Bengkulu University

*Corresponding author. Email: febzifiona04@gmail.com

ABSTRACT

Instagram is a social media that can be used as a tourism promotion tool, because in the context of marketing, a tourist attraction, photo media can affect the tourists desire to visit the tourist sites contained in the photo. The use of photos have a purpose to make a promotion more effective, because photos are able to attract people and will immediately easily assess and describe the atmosphere in the tourist attraction. The tourism industry is related to social media because there are many accounts that upload photos with aim to provide information about tourist locations. One of them is the @VisitBengkulu account, this account contains the results of photo reposts that have been uploaded by other accounts. Coupled with the phenomenon of photography, namely selfie (self-photo) in tourist places and then upload it on social media Instagram. The features provided by Instagram are very varied, easy to use and efficient, making researchers want to know the promotional strategies carried out by users of the @VisitBengkulu Instagram account as a medium for tourism promotion.

Objective (1) determine whether there is an influence of advertising and publicity through digital marketing on social media @VisitBengkulu instagram account the interest of visiting attractions Bengkulu, 2) the effect of advertising through digital marketing media on social instagram account the interest of discussing @VisitBengkulu Bengkulu tourist attraction. 3) the influence of publicity through digital marketing on social media Instagram on the @VisitBengkulu account on interest in visiting Bengkulu tourism objects.

This research is a type of qualitative research. The type of data used is primary data obtained through the distribution of questionnaires. The respondents of this research are Instagram social media users who follow @VisitBengkulu totaling 100. The data analysis method used multiple linear regression analysis. Based on the discussion and research conclusions, some suggestions that can be given relating to advertising, publicity and interest in visiting Bengkulu tourism are: (1) The results of the study show that advertising through digital marketing has a significant effect on visiting interest . These findings explain that advertising on Instagram on @VisitBengkulu has been able to attract interest in visiting Bengkulu tourism objects. (2) The results of the study show that the publicity through digital marketing significant effect on the interests Been. These findings explain that publicity in areas outside Bengkulu has succeeded in increasing the image of tourism and attracting interest in visiting Bengkulu tourism. (3) The results show that advertising and publicity through digital marketing have a significant effect on Visiting Interest. These findings explain that the marketing strategy implemented by @VisitBengkulu is able to increase interest in visiting Bengkulu tourism objects.

Keywords: Advertising, Visiting Interest, and Publicity.

1. PRELIMINARY

In the era of information globalization as it is today, consumer behavior has begun to shift. Everyone nowadays, before making a decision to buy a product, they always look for information first on social media

through recommendations left by previous consumers (Cahyono, 2016). The same thing applies to the decision to travel, visit a city by looking at the recommendations given by previous travelers through photos on social media or their travel stories in their blogs.

Digital marketing is a promotional activity and market search through digital media online by utilizing various means, such as social networks. Social media has an important role in digital marketing strategy because it can increase brand awareness. The application of digital marketing is something that is done to boost sales of products or services. Social media holds a very important meaning and has become part of the lifestyle of most people around the world. The whole world community can use social media and it is certain that the number will continue to grow.

Instagram is also one of the most widely used social media sites to collect information on tourist attractions recommendations. Through the power of photos, Instagram social media attracts the attention of travelers to visit cities with interesting treats. This means that the use of Instagram will be very effective in promoting a tourist destination for travelers (Perkasa et al., 2017). Released from *kompas.com* Indonesia itself until 2019, the number of monthly active Instagram users was 61,610,000. This means, 22.6 percent, or almost a quarter of the total population of Indonesia, are Instagram users. Seeing this phenomenon, Instagram social media can be used as a potential promotional tool, especially for tourist objects, especially Instagram content in the form of photo and video media. Promotion is communication that provides explanations that convince potential consumers about goods and services (Putri & Safri, 2015). While publicity according to Jefkin (2010) is defined as the impact of knowing an information. The @visitbengkulu account, is an Instagram account created since early 2015, this account contains the results of photo reposts that have been uploaded by other accounts. Repost is re-uploading photos or videos of social media users on our Instagram accounts and including sources by mentioning their accounts.

The attractions in @VisitBengkulu's photos are beaches, waterfalls, mountains, lakes, and the fort of Marlborough. The tourism industry is related to social media because there are accounts that upload photos with aim to provide information about tourist locations. Coupled with the phenomenon of photography, namely selfies (self portraits) in tourist attractions and then uploading them on social media Instagram. The features provided by Instagram are very varied, easy to use and efficient, making researchers want to know the promotional strategies carried out by users of the Instagram @visitbengkulu account as a medium for tourism promotion.

Based on this background, the researcher decided to conduct a study to find out "**Digital Marketing Through Instagram Social Media as a Promotional Means to Increase Interest in Visiting Bengkulu Tourism Objects**", with the object of the researcher being the Instagram account @visitbengkulu.

1.1. The purpose of this research is

1. Want to know whether there is an influence of advertising and publicity through *digital marketing* on Instagram social media on the @visitbengkulu account on interest in visiting Bengkulu tourist attractions.
2. Want to see if there is an influence of *advertising* through *digital marketing* media on social Instagram on the @visitbengkulu account on interest in visiting Bengkulu tourism objects
3. Want to see if there is an influence of *publicity* through *digital marketing* on social media Instagram on the @visitbengkulu account on interest in visiting Bengkulu tourist attractions

2. LITERATURE REVIEW

2.1. Interested Visit

Tourist visits can be interpreted as an act of individuals or groups visiting a place or area to travel due to interest in tourist destinations or culture, as well as in understanding the marketing of tourist visits can be interpreted the same as visiting interest. According to Mujiono (2012) buying interest is a psychological activity that arises because of feelings (affects) and thoughts (cognitive) towards a desired product or service.

2.1.1 Characteristics of Visiting Interest

Umar (2005) stated that interest in visiting has the following special characteristics and characteristics :

1. Interests are personal (individual), there is a difference between the interests of one person and another.
2. Interest has a discriminatory effect, is closely related to motivation, influences and is influenced by motivation.
3. Interest is something that is learned, not innate and can change depending on needs, experience, and fashion.

Research by Ekinici and Hosany (2006) explains that a person's tendency to show interest in a product or service can be seen based on:

1. Willingness to seek information on a product or service
2. Willingness to pay for goods or services
3. Tell me something positive
4. Tendency to recommend

2.1.2 Visiting Interest Indicator

According to Ferdinand (2002) buying interest can be identified through the following indicators:

- a. Transactional interest
- b. interests referential
- c. Preferential interest
- d. exploratory interest

2.1.3 Factors Affecting Visiting Interest

Swastha and Irawan (2001) suggest that the factors that influence interest in visiting are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen interest in buying, dissatisfaction usually eliminates interest. Super and Crites Lidyawatie, (1998) explained that there are several factors that influence interest, namely:

- a. Job differences, meaning that with differences in one's work one can estimate interest in the level of work he wants to achieve, the activities carried out, the use of his free time, and so on.
- b. Socio-economic differences, meaning that someone who has a high socioeconomic status will more easily achieve what he or she wants than someone who has a low socioeconomic status.
- c. Differences in hobbies or hobbies, meaning how a person uses
- d. his spare time.
- e. Gender differences, meaning that women's interests will be different from men's interests, for example in shopping patterns.
- f. Differences in age, meaning that the ages of children, adolescents, adults and parents will have different interests in an object, object and person's activities.

2.2. Promotion

Promotion is a company's effort to create awareness, inform, persuade and influence consumers to make purchases of the products offered by the company. Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products and services. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services in accordance with their wishes and needs.

2.3. Advertising (Advertising)

According to Moriarty, et al (2011) advertising is a type of marketing communication which is a general term that refers to all forms of communication techniques used by marketers to reach and convey messages to consumers. According to Widyatama (2005) advertising is a form of message presentation carried out by non-personal communicators through the media to be addressed to the communicant by paying. According to Ralph (2010), advertising is any form of communication nonpersonal about an organization, product, service, or idea that is paid by the sponsor particular.

2.4. Publicity

Publicity comes from the word "publicare" which means for the public. Publication is an activity to get to know the company so that the public and the public can get to know it. Machfoedz (2010), explains that information that attracts public interest and is informed through the news media is referred to as publicity. Newsom, Truk, Kruckeberg (2004). Publicity is news about a person, product or service that appears in a space or time that the media provides in the form of news, features, or editorial or program contexts in the broadcast world.

This publicity is one of the third ways of promotion, which is an activity that complements sales methods such as advertisements, sales promotions and sales by individuals. Regarding the definition of publicity, Philip Kotler quotes it from the definition given by the American Marketing Association as follows: "publicity: non personal stimulation for a product, service or business unit by commercially significant news about it in a medium or obtaining favorable presentation radio, television or stage that is not paid the sponsor". Publicity is an impersonal impetus to the demand for a product, service or business unit by publishing news of a commercial nature in the published media or presenting it appropriately through television, radio, or cinemas and all of this is not paid for. by sponsors.

2.5. Previous research

In this section, several previous researchers who have closeness in terms of scope and some research variables with those conducted by researchers are presented.

Bagas and Siti (2016) The results of the analysis show that promotion through social media is a fairly effective marketing strategy, and supported by positive word of mouth will be able to attract consumers to make purchases at the Bontacos shop. The equations are data collection methods, data collection techniques and research variables. The difference is the object of research and the number of research variables.

Fani (2014) The results of this study stated that the tourist attraction products in Aceh Province are attractive, the infrastructure products that support tourism are well conditioned, the promotional mix that has been carried out is appropriate and attracts the attention of tourists, the image of the destination is good, and tourists intend to make repeat visits. to Aceh Province. Attraction products, infrastructure products, and tourism promotion mix have a significant effect on the image of Aceh Province destinations simultaneously and partially. Product attractions, infrastructure, and tourism promotion mix have a significant effect on tourists' intention to make repeat visits to Aceh Province simultaneously and partially. The image of the destination has a significant effect on the intention of tourists to make return visits to Aceh Province. Attraction products, infrastructure products, and promotion mix have a significant effect on the intention of tourists to make repeat visits to Aceh Province through the image of the destination.

2.6. Analysis Framework

A good thinking framework or analytical framework will explain theoretically the link between the variables to be studied. Theoretically, it is necessary to explain the relationship between the independent variable and the dependent variable. The linkage between these variables is then formulated into the form of a research paradigm. Therefore, in every preparation of the research paradigm it must be based on the framework of thinking Sugiyono, (2010)

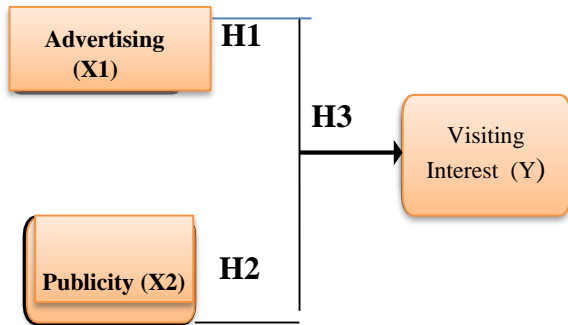


Figure 2.1 Analysis Framework

Source: Cristina Widya Utami (2008), Kotler and Armstrong (2004), Kotler and Keller (2007)

Information :

1. The dependent variable, namely the variable that is influenced by other variables. The dependent variable in this study is Visiting Interest (Y).

2. Independent variables, namely variables that affect other variables. The independent variables in this study are Advertising (X1) and Publicity (X2).

2.7. Hipotesis

- H 1 : There is the influence of *advertising* on the interest been on @VisitBengkulu.
- H 2 : There is the effect of *publicity* on the interest been on @VisitBengkulu.
- H 3 : There is an influence of *advertising* and *publicity* on interest in visiting @VisitBengkulu.

3. RESEARCH METHODS

This study uses an online survey method facilitated by kwiksurvey, where respondents will receive a URL link through their social media, such as Line and Whatsapp which will be connected directly to the questionnaire that has been created. The reason why researchers use Kwiksurvey is because it is easy to learn compared to other questionnaire-making media. In measuring the indicators of the questionnaire, measurements were used with the Likert scale Sekaran, (2006).

The sampling technique of non-probability, sampling technique of non-probability sampling were selected in this study is the technique of snowball sampling.

The snowball sampling technique is carried out sequentially by asking for information from people who have been previously contacted to inform their colleagues and so on. Poerwandari, (1998). Subjects or samples were selected based on person-to-person recommendations in accordance with the research to be interviewed. Patton, (2002).

These techniques involve some informants were associated with the researcher. Furthermore, in this case the researcher took a sample of 100 respondents who were representative enough to be studied. In this study, the data analysis technique used is multiple linear regression.

This study uses the t-test hypothesis test as a partial test and the f-test as a regression model test.

4. RESEARCH RESULTS AND DISCUSSION

4.1. The Effect of Advertising on Visiting Interest

Based on the results of the study, the advertising variable proved to have an influence on interest in visiting with a t-count value of 6.950 and a significance level smaller than alpha 0.05, which is 0.00, then H0 is

rejected and H_a is accepted, meaning that advertising has a significant effect on consumer interest in visiting.

@VisitBengkulu.

The influence of the Advertising variable on consumer visiting interest can be seen from the results of the overall descriptive analysis showing that respondents' assessment of advertising at @VisitBengkulu is quite good, with an average of 3.67. This indicates that advertising on @VisitBengkulu has been implemented properly so that providing advertising can attract consumers to visit.

In this study it was found that @VisitBengkulu has been able to implement attractive advertising so as to increase consumer attraction and interest. This is evidenced by the respondents' assessment of good advertising. In addition, from the results of multiple regression, the advertising variable has a value of 0.193 which indicates that advertising has a significant effect on visiting interest, so that @VisitBengkulu really needs to continue to develop and improve advertising to make it more attractive and increase visiting interest.

4.2. The Effect of Publicity on Visiting Interest

Based on the results of the study, the publicity variable has been proven to have an influence on consumer visiting interest, with a t value of 15.928 and a significance level smaller than α 0.05, which is 0.00 so that H_0 is rejected and H_a is accepted, meaning that publicity has a significant effect on visiting interest. on @VisitBengkulu. The influence of the publicity variable on the consumer's visiting interest can be seen from the results of the overall descriptive analysis showing that the respondent's assessment of the publicity that has been held by @VisitBengkulu gets the respondent's perception of "good" with an average value of 3.35. This indicates that the publicity by @VisitBengkulu has been optimal enough to improve the *image* and positive impression of consumers towards Bengkulu tourism objects.

In this study, it was found that the results of the multiple regression test showed that the *publicity* variable had a significant effect on consumers' visiting interest with a value of 0.785, so @VisitBengkulu is very necessary to develop *publicity* that covers more areas of various regions, thereby increasing interest in visiting Bengkulu tourism objects.

4.2. The Effect of Advertising and Publicity on Visiting Interest

Based on the results of the study, it was proven that the Advertising and Publicity variables had an influence on interest in visiting Bengkulu tourism objects, with a significance level of F count of 0.000 which was smaller

than the α value of 0.05 so that H_0 was rejected and H_a was accepted. This means that advertising and publicity have a significant effect on interest in visiting Bengkulu tourism objects.

The influence of advertising and publicity on interest in visiting Bengkulu tourism objects can be caused because from the results of the respondents' assessment the two variables are in good numbers, namely advertising of 3.38 and publicity of 3.35, meaning that this condition indicates that advertising and publicity are applied by @VisitBengkulu has been good at attracting visitors, so it is important for @VisitBengkulu to develop and increase advertising and publicity on the @VisitBengkulu account.

In this study found that @VisitBengkulu has been able to implement Advertising and Publicity well so that it has been able to increase consumer buying interest. This is proved by the respondents' assessment and based on the result of determination coefficient analysis showed that both the independent variable coefficient value of *adjusted R²* of 0.751. *Adjusted R²* means that the variable of interest in visiting can be explained by advertising and publicity variables of 75.1% and the rest is explained by other variables.

Indicates that the advertising and publicity implemented by @VisitBengkulu has succeeded in attracting interest in visiting Bengkulu tourism objects. Because the advertising created by @VisitBengkulu is able to attract visiting interest and the publicity created by @VisitBengkulu has increased the *image* of the tourist attraction and attracts interest in visiting Bengkulu tourist attraction.

The results found in this study are in line with F risky and Hanifa (2014) which state that H_0 has no effect of promotion on visiting interest. The test results obtained that the t value for the reliability variable shows the t value = 1.985 with a significance value of = 0.05 0.05, which means that the significance value of 0.000 is less than 0.05, which means that promotion has a significant effect on visiting interest.

5. CONCLUSION

Based on the results of research and analysis has been done on the variable Advertising (X_1) and variable Publicity (X_2) to variable interest Been (Y) it can be concluded as follows:

1. The results showed that *advertising* had a significant effect on visiting interest. These findings explain that *advertising* on *Instagram* on @VisitBengkulu has been able to attract interest in visiting Bengkulu tourism objects.
2. The results showed that *publicity* had a significant effect on visiting interest. These findings explain

that *publicity* in areas outside Bengkulu has succeeded in increasing the *image* of tourist objects and attracting interest in visiting Bengkulu tourism objects.

3. The results showed that Advertising and *Publicity* had a significant effect on Visiting Interest. These findings explain that the marketing strategy implemented by @VisitBengkulu is able to increase consumer interest in visiting Bengkulu tourism objects.

FOR FURTHER RESEARCH

In this study, there are several limitations that are expected to be corrected by future researchers who have the same context. For further researchers, it is expected to conduct similar research using different objects and respondents to strengthen the validity of the study. In addition, in this study only tested *advertising and publicity* on visiting interest, further researchers are expected to be able to expand other dimensions of *advertising and publicity* variables on visiting interest.

AUTHORS' CONTRIBUTIONS

The post has not been published before. The author hopes that the results of this study can increase the reader's knowledge

ACKNOWLEDGMENTS

The researcher would like to thank the Department of Management, Faculty of Economics and Business, University of Bengkulu in the form of funding support

REFERENCES

- [1] AB Susanto & Philip Kotler. 2000. Marketing Management in Indonesia . Jakarta: Four Salemba.
- [2] A. Shimp, Terence. 2000. Promotional Advertising: Additional Aspects of Integrated Marketing Communications, 5th ed. Jakarta: Erlangga.
- [3] Ahlqvist, Toni; Bäck, A., Halonen, M., Heinonen, S. 2008. " Social media road maps exploring the futures triggered by social media ". VTT Tiedotteita – Valtion Teknillinen Tutkimuskeskus (2454): 13. Retrieved 9 December 2012.
- [4] Ahmad Khoiron (2010) The Effect of Service Quality on Customer Satisfaction at Bank Syariah Mandiri Malang Branch.
- [5] Albarq, Abbas N. (2014). Measuring The Impact Of Online Word Of Mouth On Tourists Attitude And Intention To Visit Jordan: An Emperical Study. International Business Research ; Vol. 7, No. 1, 2014.
- [6] Alexander, Ralph S. ed, Marketing definition, American Marketing Association, Chicago, 2010.
- [7] Arikunto, S. 2010. Research Procedures A Practical Approach. Jakarta: Rineka Cipta.
- [8] Asri, Marwan. 1991. Marketing. Yogyakarta: UPP-AMP YKPN.
- [9] Bagas Aji Pamungkas and Siti Zuhroh. (2016). The effect of social media promotion and word of mouth on purchasing decisions. Essay. Jombang . STIE PGRI Dewantara Jombang.
- [10] Berman, Barry, Joel. R. Evans (2005) 6th edition, Retail Management, New Jersey : Prentice – Hall, Inc.
- [11] Cannon, Joseph P., Perreault, Jr. William D., McCarthy,E.Jerome. (2008). Basic Marketing: Global Managerial Approach. Sixteenth Edition. Salemba Four. Jakarta.
- [12] Cooper, Donald R., Pamela S. Schindler. (2003). Business Research Methods. Eighth Edition. New York: McGraw-Hill/Irwin.
- [13] Cristina Widya Utami, 2008. Merchandise Management in Retail Business. Publishing Bayumedia, Malang
- [14] Dharmasita and Basuswastha. 2008. Modern Marketing Management Second Edition. Yogyakarta: Liberty.
- [15] Dunn, S. Watson & Arnold M. Barban. (1982). Advertising : Its Role in Modern Marketing (5th ed). New York: The Dryden Press.
- [16] Ekinci, Yuksel & Sameer Hosany. 2006. Destination Personality: An Application of Brand Personality to Tourism Destinations. Journal of Travel Research 45 pages 127-140.
- [17] Engel,Blackwell,Miniard. (2014). Consumer behavior. Tangerang: Literature Binarupa.
- [18] Fakhru Rizky and Hanifa Yasin. 2014. The Effect of Promotion and Price on Buying Interest in Housing Obama Pt. Nailah Adi Kurnia SeiCharacterizes Medan. Journal of Management and Business. Vol. 14. No. 2.
- [19] Fandy Tjiptono, 2000. Management and Marketing Perspective. Contemporary . Yogya karta, Andi Publisher.
- [20] Fani, (2014). The Effect of Product and Tourism Promotion Mix on Destination Image and Its Impact on Tourist Intentions to Make Return Visits to Aceh Province, Journal of Management, Volume 3, No. 1
- [21] Ferdinand, Augusty, 2002, Development of Interest in Buying Extension Brands, Semarang: Diponegoro University Publishing Agency.
- [22] Ferdinand. 2002. Management Research Methods: Research Guidelines for Thesis, Thesis, and Dissertation of Management Science, Semarang: Publishing Agency Diponegoro University.\

- [23] Ghozali, Imam. 2006. Application of Multivariate Analysis With SPSS Program. Fourth Printing . Semarang: Diponegoro University Publishing Agency.
- [24] Ghozali, Imam. 2005. Application of Multivariate Analysis with SPSS. Semarang: UNDIP Publishing Agency.
- [25] Hair et al., (1998), Multivariate Data Analysis , Fifth Edition, Prentice Hall, Upper Saddle River: New Jersey
- [26] Hemamalini, KS, and Shree, KK 2014. Effectiveness of Television Advertisement on Purchase Intention. International Journal of Innovative Research in Science, Engineering and Technology, 3(2): 9416-9422.
- [27] Husein Umar, 2005, "Research Methods for Business Thesis and Thesis", Jakarta: PT. King Grafindo Persada.
- [28] Indika, R, Deru and Jovita, Cindy. 2017. Instagram social media as a promotional tool to increase consumer buying interest. Journal of Applied Business Vol 01 No 01 June 2017 Pg.25-31.
- [29] Jeffkins, Frank. 2010. Public Relations Fourth Edition . Translated by: Haris Munandar. Jakarta : Erlangga
- [30] Jonathan, Sarwono. 2006. Quantitative and Qualitative Research Methods. Yogyakarta
- [31]: Graha Ilmu.
- [32] Kasali, Rhenald. (2007). Targeting the Indonesian Market Segmentation Targeting Positioning . Jakarta : PT Gramedia Pustaka Utama.
- [33] Kotler, Philip. 1973. Atmospherics as a Marketing Tool. Journal of Retailing. 4, 48-64.
- [34] Kotler, Philip, (2000), Marketing Management , PT. Prenhallindo, Jakarta.
- [35] Kotler, Philip. 2005. Marketing Management. Volumes 1 and 2. Jakarta : PT Index Gramedia Group .
- [36] Kotler, Philip. 2005. Marketing Management. Volumes 1 and 2. Jakarta : PT Index Gramedia Group .
- [37] Kotler Philip, translated by AB Susanto, 2000, Marketing Management in Indonesia, Analysis, Planning, Implementation and Control, Jakarta: Salemba Empat.
- [38] Kotler, Philip., and Gary Armstrong., 2004, Marketing Fundamentals, Ninth Edition, Volume 1, translated by Alexander Sindoro, Jakarta: Index
- [39] Kotler, Philip and Gary Armstrong. 2008. Principles of marketing. Issue 12. Volume 1 Jakarta. ERLANGGA.
- [40] Kotler and Keller, 2007. Marketing Management, Edition 12, Volume 1, PT.Index, Jakarta
- [41] Kriyantono, Rachmat. 2008. Practical Techniques of Communication Research: Accompanied by Practical Examples of Media Research, Public Relations, Advertising, Organizational Communication, Marketing Communication. Jakarta: Kencana PrenadaMedia Group.custodian Suhandang. 2005.
- [42] Kusmono, nervous 2001. Introduction to business, edition 1, printing 1, BPFE, Yogyakarta.
- [43] Larasati, Safrena Juwita (2012). The Effect of Advertising on Television on Consumer Purchase Interest of Pond's Products in the Rangkut Area, Surabaya
- [44] Lassa,HS. 2005.LibraryManagement. Yogyakarta : Gama Media.
- [45] HS Las. (2009). Indonesian Librarian Dictionary. Yogyakarta: Book Publisher Library.
- [46] Lesley, Philip. 1992. Public Relations Handbook. New York: Pantice Hall.
- [47] Lester, James P. and Joseph Stewart. 2014. Public Policy: An Evolutionary Approach. Australia: Wadsworth, Second Edition.
- [48] Lupiyoadi, Hamdani. 2006. Service Marketing Management, Second Edition. Jakarta : Publisher Salemba Empat, Jeff. 2001. Introduction to Business . Jakarta: Salemba Empat.
- [49] Machfoedz, Mahmud. (2010), "Modern Marketing Communication", First Printing, Cakra Ilmu, Yogyakarta.
- [50] Mehta, A. 2000. Advertising Attitude and Advertising Effectiveness. Journal of Advertising Research.
- [51] Minichiello, Victor. (1995). In-depth Interviewing: Principles, Techniques, Analysis. Melbourne: Longman.
- [52] Mudjiono, 2012. New regions and regionalization through clusters periphery. International Journal of Public Sector Management. Vol. 22 No. 3, 2009 pp. 260-271

- [53] Newsom, D., Turk, JV, & Kruckeberg, D. This is PR: The Realities of Public Relations. Belmont, CA: Thomson/Wadsworth, 2004.
- [54] Patton, MQ, 2002, Qualitative Research & Evaluation Methods Third Edition, California, Sage Publications, Inc.
- [55] Philip Kotler, 2002, Marketing Management, Millennium Edition, Volume 2, PT Prenhallindo, Jakarta
- [56] Poerwandari, E. Kristi.(1998). Approach Qualitative in Psychological Research Jakarta: LPSP3 Faculty of Psychology, University of Indonesia.
- [57] Rangkuti, Freddy, 2009. SWOT Analysis of Business Case Dissecting Techniques. Jakarta: Gramedia Pustaka Utama.
- [58] Rinaldy, Aditya. 2013. The Effect of Advertising Messages on Interest in Buying L-Men Milk on Visitors to Fitness Center Lagos Bandung. Journal of Management Faculty of Business and Management Widyatama University, 6(2) : 93-99.
- [59] Rosady Ruslan, SM (2012). Management of Purblic Relations and Media Communications. Jakarta: PT RajaGrafindo Persada.
- [60] Jakarta: PT RajaGrafindo Persada.
- [61] Sandy Febryan. Arifin Zainul. Yaningwati Fransisca. 2014. The effect of the promotion mix on purchasing decisions (a survey of students majoring in business class 2010 Universitas Brawijaya). Journal of Business Administration (JAB) Universitas Brawijaya.
- [62] Sandra Moriarty, et al. 2011. Advertising. Jakarta: Kencana.
- [63] Sekaran Uma (2003), Research Methods For Business: A Skill Building Aproach , New York-USA: John Wiley and Sons, Inc.
- [64] Sekaran, Uma, 2006. Research Methodology For Business, Jakarta: Salemba Empat.Yogyakarta. Sugiyono. (2010). Qualitative Quantitative Research Methods & RND. Bandung. Alfabet.
- [65] Sugiyono. 2013. Qualitative Quantitative Research Methods and R&D. Bandung: Alfabet
- [66] Sunarta, I Nyoman. 2006. "Analysis of Factors Affecting the Utilization of Information Technology and the Influence of Information Technology Utilization on Individual Performance". Thesis-UNDIP is not published.
- [67] Suryadi, Didih. (2011). Effective Promotion of "Cultivating Customer Interest & Loyalty".Jakarta : PT. Love Books.
- [68] Suryana, 2001. entrepreneurship: practical guidelines, tips, and processes for success. Jakarta : Salemba four.
- [69] Swastha Basu, 2000, Introduction to Modern Business, Introduction to Modern Corporate Economics, Jakarta : Liberty.
- [70] Swastha Basu, 2001. Modern Marketing Management; Yogyakarta: BPFE.
- [71] Swastha Basu and Irawan, (1999), Modern Marketing Management, Edition 2, Yogyakarta: Liberty.
- [72] Swastha Basu and Irawan, 2001, Modern Marketing Management, Liberty. Yogyakarta.
- [73] Tony Setyawan. (2012). Promotional Mix Analysis of Service Purchase Decisions at the Karawang Speaking Education Institute. Essay. Surabaya. Surabaya State University .
- [74] Widyatama, Rendra. 2005. Introduction to Advertising. Jakarta: Buana Pustaka Indonesia.
- [75] Windani, (2016). The Effect of Uploading Photos of Yogyakarta Nature Tourism on Instagram social media on visiting behavior. Essay. Yogyakarta: State University of Sunan Kali Jaga.
- [76] Ying, FL, Chien, YL, Hsiu, S. Chiang. 2015. The Advertising Effectiveness of Advertising Message and Product Placement on Video Advertisement.
- [77] Journal Department of Industrial Education, National Taiwan Normal University, 17(6) : 112-120.