



# Implementation of Promotional Videos in the Tourism Industry: Is It Possible to Increase Local Revenue in the Digital Economy?

Riana Mayasari<sup>1</sup>(✉), Indri Ariyanti<sup>2</sup>, Fithri Selva Jumeilah<sup>3</sup>,  
and Indriani Indah Astuti<sup>1</sup>

<sup>1</sup> Department of Accounting, Politeknik Negeri Sriwijaya, Palembang, Indonesia  
riana.mayasari@polsri.ac.id

<sup>2</sup> Department of Informatics Management, Politeknik Negeri Sriwijaya, Palembang, Indonesia

<sup>3</sup> Department of Computer Engineering, Politeknik Negeri Sriwijaya, Palembang, Indonesia

**Abstract.** This research was aimed to see the contribution of tourism sector local revenue to total LOSR. This research is applied research to consolidate previous research to solve a problem. Data collection techniques were carried out through documentation, interviews and observation. The data obtained were quantitative and qualitative data. Documentation was done by calculating the potential of LOSR in the tourism sector, interviews were carried out with the government of the city of Pagaram, observations were made at the data collection location with real conditions. The results of this study showed that Pagaram City's LOSR was 116.27% for the 2019–2021 period. The average contribution of the Tourism sector to LOSR was 3,63% in 2019, 1,80% in 2020, and 4,15% in 2021 with an average 3,19%. in three years. The small contribution of the tourism sector is due to the absence of good and digital-based tourism promotion activities. a strategy to increase local revenue is through promotional innovations using media with motion graphic techniques. It is expected that this applied research will be a solution to the problems experienced by the government of Pagaram in increasing LOSR from tourism sector.

**Keywords:** motion graphic · tourism · local revenue · video

## 1 Introduction

Tourism is one of the sectors that can encourage economic improvement in an area. Tourism has a significant impact on the development of a region, particularly in increasing domestic and foreign tourists who visit various tourist destinations in Indonesia such as mountains and seas which are known for their many natural beauties. Not only that, tourism in Indonesia is also known for its friendly community and various kinds of customs and cultures.

According to some, the pariwisata world is the best way to increase profits for both local and regional governments. This is in line with Law No. 10 of 2009 on Tourism

which states that the implementation of tourism aims to increase national income for the well-being and prosperity of the people, expand employment opportunities, promote regional development, introduce and take advantage of tourism objects and attractions in Indonesia and foster community spirit, love of the country and strengthen ties between nation.

In Indonesia, Pagaralam City is a popular tourist destination in the province of South Sumatra. The tourism industry is a top priority for the Pagaralam City Government. It is anticipated that this industry will be able to boost local Own-Source Revenue (LOSR). The city of Pagaralam has sources of LOSR that come from various sources. The tourism industry is one of the LOSR Pagaralam's sources. The restaurant tax, hotel tax, entertainment tax, levies for recreation and sports facilities, and fees for lodging/restaurants/villas all contribute to LOSR in the tourism industry. According to the Pagaralam Town Budget Realization Report, the average contribution of LOSR in the tourism industry during the previous three years, the contribution of LOSR in Pagaralam Town to the total LOSR has not yet had the intended impact. 3.0 years, not to exceed 2.5 percent of the entire LOSR.

Badung Regency is one of the comparisons for tourism districts/cities in Indonesia that have a high LOSR in the tourism sector. In 2010, the contribution from the trade, hotel, and restaurant sectors was 45.68% of Badung Regency's GDP, and in 2016, the tourism sector accounted for more than 70% of Badung Regency's LOSR. According to the distribution of the nine sectors in PDRB, Badung Regency's primary industry is tourism [1].

The lack of promotion of the tourism sector in Pagaralam Town is the main obstacle. A proper promotional strategy is needed to overcome these obstacles. Promotion and publicity aims to increase the number of visitors who come to Pagaralam, in addition, tourists can also get an overview related to Pagaralam tourism, get information about support facilities, and as a communication tool between tourists and managers of the Pagaralam tourism sector. One of the effective digital promotion media is the motion graphics tourism promotion video. In this regard, the media should be able to provide information that can reach all lines so that tourists are aware of Kota Pagaralam's potential as a tourist destination. From the background description above, it can be seen the importance of tourism promotion innovation with motion graphics techniques to become a forum to promote mountain tourism, historical sites, waterfalls, and even the culinary art of Pagaralam city, which leads to an increase in the tourism sector's LOSR contribution.

According to [2] the original income of the district is the income obtained by the district from the receipt of district taxes, district levies, profits of district enterprises, and others that are legal. In addition, the entire tourism-related activity is multidimensional and multidisciplinary, expressing the requirements of every nation and individual, as well as the interactions between tourists, other tourists, the government, and locals, as well as between tourists and the community. This is the concept of tourism. entrepreneurs and the government [3]. In addition, the Logical model is a performance measurement tool to explain and evaluate the effectiveness of the organization's work program [4]. Also, the Logical model discusses the relationship between organizational resources such as resources, activities, outputs, outcomes related to special situations. In addition, in his last assignment stated that motion graphics are pieces of visual media that are

time-based and combine film and graphic design to generate interest and revenue [5]. This can be achieved by incorporating music, video, film, typography, illustration, 2D and 3D animation, and other elements. In addition, the goal of promotion is to educate, persuade, and remind potential customers about the business and its marketing strategy [6]. The purpose of this creative design is to influence the audience that uses motion graphic media so that the required aesthetics involve the senses of hearing and vision that are designed as attractively as possible so that the information conveyed can be fully understood by the target audience.

According to the problem's formulation, the question posed in this study is, "What strategy will the Government of Pagaralam City use in an effort to increase LOSR through tourist attractions?" and how can motion graphics-based promotional innovations contribute to an increase in local tourism revenue? The evaluation of the use of tourism promotion videos in motion graphics is the subject of this study's proposed scope. This research is limited to the tourism area of Kota Pagaralam. The tourism industry, which has an impact on the Pagaralam Regional Finance Agency's management of local revenue, is the primary focus of this study. This study aims to evaluate the Pagaralam City Government's tourism sector programs and activities using a logic model, and design strategies and project promotional innovation strategies that can increase Pagaralam City's local revenue. The problem's formulation from the perspective of the background and the objectives of the study show that this study is very important, because this study is able to review the condition of Pagaralam City, especially regarding the use of tourism promotion videos with motion graphics techniques to improve Pagaralam. City LOSR.

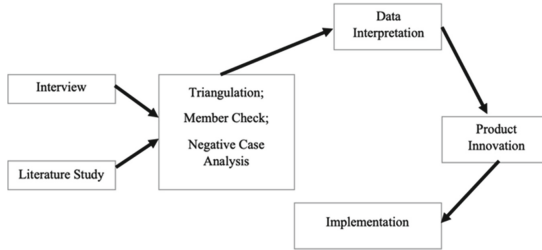
## **2 Literature Study**

### **2.1 Local Revenue of the Tourism Sector**

The study conducted [7] aims to determine how the tourism industry region's financial performance is affected by and the health of the district/city community in Bali Province (2001–2010). Secondary data from the Financial Bureau of the Bali Provincial Secretariat and this study made use of the Bali Province's Central Statistics Agency (BPS). Path analysis and factor analysis are the methods of analysis employed. This study concludes that the travel industry area altogether affects the monetary presentation of the locale and the prosperity of the region/city local area in Bali Territory in the years 2001–2010. Additionally, this study revealed that the district/city community's well-being is significantly influenced by the region's financial performance in Bali Province. Through path analysis, It is common knowledge that Bali Province's districts' and cities' financial performance is influenced by the tourism industry, which has an indirect effect on people's well-being.

### **2.2 Motion Graphic**

According to [8] visual media today have an undeniable role in society, and here with the target audience, the development of motion graphics as a new tool coincides with the growing importance of media like television, film, and the internet. Along with



**Fig. 1.** Research Flow Chart

the development of industries such as advertising, cinema, games and music, motion graphics has strengthened its position in these industries and faced expectations. Taking advantage of the special techniques and properties of motion graphics to achieve useful communication is very important and justifies the need for research on motion graphics. In recent years, the network with visual media orientation and audience appeal has grown rapidly, additionally, motion graphics play a role in the fields of culture and art, and they have evolved into brand-new works of art. Considering the role of motion graphics as a brand-new means of communication, this study tries to answer this question so that whether the study is effective. Regarding the importance of this subject, evaluate and analyze the role of motion graphics as a new subfield of graphic design for enhancing visual communication efficiency (Fig. 1).

### 3 Research Methodology

#### 3.1 Research Rationality

Rational research uses case study methods that look for meaning, investigate procedures and acquire a comprehensive comprehension of people, groups, or circumstances. This study took place in Pagaralam City in South Sumatra. One of the cities that was established as a result of Law No. 8 of 2001 (State Gazette of the Republic of Indonesia Year 2001 Number 88, Supplement to the State Gazette of the Republic of Indonesia Number 4115) is Kota Pagar Alam, which is found in the South Sumatra Province. Before this, Kota Pagar Alam was a part of the Lahat Regency as an administrative city. Kota Pagar Alam is a town in the Province of South Sumatra.

#### 3.2 Types of Research

This type of research is a type of applied research. This research is a research that is the research that was carried out is applied research. This study aims to find a solution to a problem that is directly faced by the community [9]. This research aims to answer specific questions aimed at solving practical problems [10]. This applied research is called empirical, because it tries to apply the knowledge obtained with the idea of unifying knowledge to solve a situation [11]. That is, it is anticipated that the study's findings will be implemented immediately. An evaluation study is a type of applied research design like this one, this research is research that has the purpose of doing evaluation at every stage carried out in the research, starting from planning, implementation, to results [12].

### 3.3 Data Collection

This activity is conducted through Observation, Documentation, and Interviews. Observation activities are carried out by filling in the observation blanks. Documentation will be done by taking financial data from regional financial agencies. Expert informants were questioned in depth and semi-structured during the interviews.

This study uses several techniques to collect data, including:

#### **Interview**

An interview is a method of gathering data in which data is directly obtained from data sources through conversation. [13]. An in-depth interview is the method of the interview. Utilizing expert/face analysis techniques to select interviewees, which are people or experts who are directly involved in the preparation of programs and activities [14].

#### **Documents**

A record of past events is a document. Reports can be as compositions, pictures, or fantastic works from somebody that fits the exploration topic [15]. Interview findings will be more reliable if they are backed up by previous documents. The Local Government Realized Budget (LGRB) is the document used in this study.

### 3.4 Data Validity Test

This study's data were checked for validity by:

#### **Credibility Test**

A test of credibility that also measures accuracy. Credibility is a measure of how true the collected data are. It shows how well the researcher's ideas match the study's findings. The completeness of the data gathered from a variety of sources is used to assess the credibility of the data [16].

#### **Triangulation**

Triangulation is a method of collecting data that combines various approaches and data sources. Using a variety of approaches and data sources, the objective is to collect data and validate its veracity.

##### *Source Triangulation*

The process of obtaining data from multiple sources using the same method is known as source triangulation. In this study, the Head of the Financial Agency for the Kota Pagaralam Region will be the subject the data test. The researcher's examination of the data will lead to a conclusion that is confirmed by the three data sources.

##### *Triangulation Technique*

The process of applying various data disclosure techniques to data sources is known as technical triangulation. Various triangulation methods can be used to assess the data's veracity [17].

### *Time Triangulation*

Data credibility testing is done by time triangulation by collecting data at different times [16].

### **Member Review**

The process of rechecking the data with respondents regarding the validity of the obtained data to determine the extent to which the obtained data is consistent with what was provided by the data provider is referred to as checking the credibility of the data by member checking. If the data provider agrees with it, the data is valid [16].

### **Transferability Test**

Transferability is external validity in quantitative research. External validity shows the level of accuracy and applicability of the findings of the study to the population from which the sample was taken [15].

### **Data and Information Analysis Techniques**

#### *Quantitative Data Analysis Techniques*

Analysis of quantitative data is used in this study to assess the region's financial independence based on the acquisition of LOSR resources in the tourism sector to the total LOSR. The assessment of regional financial independence is also used as a tool to see the effectiveness of the realization of the planned LOSR targets.

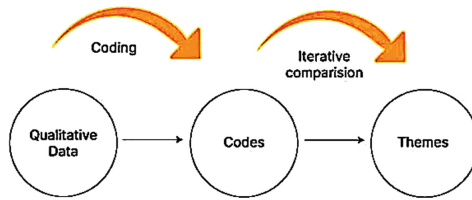
#### **Qualitative Data Analysis Techniques**

Data analysis techniques use logical models to analyze correlations between resources, activities, outputs, results related to special situations. In addition to using a logical model, this study also uses the four-quadrant-friedman analysis performance measurement approach. Friedman's four-quadrant analysis is a combination of two different perspectives to produce categories [18].

A thematic analysis approach was used as the data analysis tool to examine the interview results in relation to the preparation of the Pagaralam City Government's programs and activities for empowering the tourism sector. Data can be analyzed, identified, and thematic patterns can be reported using the method of thematic analysis [19].

### **3.5 Techniques for Interpreting and Drawing Research Conclusion**

Techniques used in interpreting and drawing conclusions using coding techniques. The use of coding techniques to process qualitative data from interviews. The researcher uses the coding method to collect and draw conclusions from the psychological analysis of the obtained data, as well as to get an overview of the facts as a qualitative data analysis unit [20]. Examples of data formats include email correspondence, Field notes, documents, literature, artifacts, photographs, videos, websites, and interview transcripts from participant observation the three coding techniques utilized are as follows: selective coding, open coding, and axial coding [21] (Fig. 2).



**Fig. 2.** Level of Thematic Analysis

Qualitative data obtained from students' written answers were analyzed using thematic analysis techniques. Thematic analysis was carried out through six stages, namely (1) getting familiar with the data; (2) create initial code; (3) build themes; (4) examining the themes produced; (5) define.

### 3.6 Data Analysis

Data analysis is done using a mixed method that is by combining quantitative and qualitative methods. Quantitative data analysis by measuring the gap ratio in the region's financial capacity and independence, the documents analyzed is LGRB. Qualitative data analysis by using logical models to analyze the relationship between resources, activities, outputs, decisions related to special situations. In addition to using a logical model, this study also uses another performance measurement approach, which is the four-quadrant-Friedman analysis. Examination of the meeting results utilizing topical examination which is to dissect the subjects in the meetings connected with the readiness of projects and exercises of the Pagaralam Regional Government in engaging the travel industry area.

## 4 Results and Discussion

### 4.1 Results

#### Contribution of the Tourism Sector

Based upon the 2019–2020 Budget Realization Report of the Kota Pagaralam Government later the realization of LOSR receipts obtained results as shown in Table 1.

According to Table 1, the Pagaralam City LOSR income realization is 116.27% for the period 2019–2021. In 2019 the average LOSR income realization is 122.81%, in 2020 by 113.26% and in 2021 by 112.73%. LOSR is divided into Provincial Tax Revenue, Provincial Retribution Revenue, Revenue from Separate Regional Wealth Management and Other Legal LOSR.

LOSR Pagaralam is divided into several sectors, one of which is the travel industry. LOSR contribution of the tourism sector to the realization of Pagaralam City LOSR as shown in Table 2.

Table 2 shows that the contribution of the tourism sector to LOSR is still not able to support the operations of the Pagaralam City government. The average contribution

**Table 1.** Percentage of Regional Revenue Realized by the Pagaram City Government 2019.2021 Period

Description	Years		
	2019	2020	2021
Local Own-source Revenue-Realized Budget	122,81%	113,26%	112,73%
Local Tax Revenue-Realized Budget	105,45%	97,52%	99,70%
Region Retribution Income-Realized Budget	116,45%	127,74%	94,93%
Revenue from Separated Regional Wealth Management - Realized Budget	100,00%	100,10%	113,54%
Other Legitimate of LOSR- Realized Budget	131,34%	120,71%	118,24%

Sources: processed data, 2022

**Table 2.** Contribution of Tourism Sector Income to Total LOSR

Description of LOSR in the Tourism Sector	Comparison of Total LOSR		
	2019	2020	2021
Hotel Tax	0,82%	0,29%	0,65%
Restaurant Tax	0,31%	0,21%	0,45%
Entertainment Tax	0,05%	0,02%	0,06%
Advertisement Tax	0,22%	0,17%	0,35%
Retribution for Use of Regional Wealth	1,83%	0,80%	0,37%
Special Parking Retribution	0,11%	0,08%	0,17%
Retribution for Lodging and Villa	0,00%	0,00%	1,68%
Recreational and Sports Place Retribution	0,24%	0,18%	0,36%
Retribution for Sales of Regional Business Production	0,05%	0,04%	0,06%

Sources: processed data, 2022

of LOSR in the tourism sector to the total LOSR is 3.63% in 2019, 1.80% in 2020 and 4.15% in 2021. In the period 2019.2021 the average obtained is 3, 19% contribution of the tourism sector to the total LOSR.

### Interview Analysis

Interviews were conducted with state civil servants working in the Pagaram City government. In the interview, informants who know directly related to tourism and regional finance were selected. The data of the informants who were interviewed are described in Table 3.

### Informants were selected by prioritizing triangulation

The region's low income is due to the low number of tourist visits. This is expressed in the following interview results:



**Table 3.** Informant Data for Interview

Latest Education	Working Experience	Age	Gender	Informant Number
Master Degree	15 Years	39 y.o	Men	Informant 1
Master Degree	20 Years	50 y.o	Men	Informant 2
Bachelor Degree	12 Years	40 y.o	Women	Informant 3

Sources: processed data, 2022

“Yes, bud, so far the local income of Bandar Pagaralam is quite low, especially from the tourism sector. The reason is that tourist visits to tourist attractions in Pagaralam are not too many” (Informant 1)

The results of the interview of informant 1 above show that the level of achievement of the tourism sector in Pagaralam Town is still not optimal. This is because tourist visits at various tourist sites in Pagaralam Town are still low.

The opinion of informant 1 above is reinforced by the opinion of informant 2. That is:

“Hmmm. The Regional Native Income in Pagaralam is now declining sharply, right Riana. So far, it’s been quite good, but after this epidemic it has become very bad. Because there are no visitors in our tour”. (Informant 2)

The results of the interview with the second informant confirmed that the LOSR contribution of the Tourism Sector in Pagaralam Town tends to be low. Especially during the pandemic, so the government thinks it is still far from the targeted amount.

While the results of the 3rd informant’s interview show that it is in line with the opinions of informants 1 and 2, namely:

“As far as I can see bro. Pagaralam Town’s local income in the tourism sector tends to be low because tourism promotion is relatively minimal. We feel that we really need qualified tourism promotion to cover a wider market” (informant 3)

The results of this interview with the third informant show that the Pagaralam City tourism sector still needs a breakthrough in tourism promotion and a good tourism promotion media. This is believed to be able to increase tourist visits to Pagaralam Town in the future.

In addition to interviewing the three informants regarding the low arrival of tourists in Pagaralam Town. Researchers too conduct an interview process related to the need for a promotional video to increase LOSR Kota Pagaralam, which is as follows:

“Ehhhhh, tourist visits so far only depend on word-of-mouth promotion and IG postings from the public. We do not have special tourism promotion media yet. I think if there is promotional media through tourism promotion videos, it is very good” (Informant 1)

Based on the above-mentioned interview results with informant 1, the Tourism Sector of Pagaralam City is in dire need of promotional media in the form of promotional videos. It is anticipated that this will be able to boost both the number of tourist visits and the LOSR contribution to the Pagaralam City tourism industry. The results of the next interview were conducted with the second informant, where the opinion of the second informant was also in line with the opinion of the first informant. namely:

*“Yes, personally, I really want a promotional video for this special Pagaramal tour. Hehehehe. If I say a tourism promotion video, it is faster to spread information about our tourism location throughout Indonesia, not just in South Sumatra.”* (Informant 2)

In view of the consequences of the meeting above, stating the need for tourism promotion videos is considered quite urgent. The implementation of a tourism promotion video in Pagaramal City is believed to be able to increase tourist visits, whether local or national based on the interview with the third informant’s findings. Showing the need for tourism promotion videos in the Pagaramal the travel industry area is supposed to have the option to increase tourism LOSR contributions. That is as follows:

*“We have been planning for a long time to create various digital tourism promotion media, but until now that matter has not been realized. Hehehehe. I wonder why. This is because our human resources have not focused on that yet. For example, if there is a human resource, especially if it is assisted by the university, it will be very useful. The benefits are many, of course there will be more tourist visits and certainly our LOSR will increase.”* (Informant 3)

Both are related to the low contribution of, according to the findings of the interviews with the three informants LOSR in the tourism sector and the need for tourism promotion media in the form of promotional videos showing the need for the implementation of motion graphics tourism promotion. Video is very necessary and quite urgent to support and increase tourist visits at various tourist sites in Pagaramal Town. Increase in tourist visits in various. This tourist location is believed to be able to increase LOSR contribution from the Pagaramal tourism sector.

## 4.2 Discussion

The collection of LOSR carried out by the local government in Pagaramal City based on the data in this study has been carried out well. The average income of the tourism sector in this study shows that it is still not able to contribute much to LOSR. This study is in accordance with the aftereffects of the review led by [22] with the review area in Bali. A similar study, titled “Community involvement and tourism revenue sharing as a contributing factor to the United Nations Sustainable Development Goals in Jozani-Chwaka Bay National Park and Biosphere Reserve, Zanzibar,” was also carried out by [23]. which has similar similarities. results to the results of this study so that these two studies as a reinforcement of the results obtained.

The tourism sector in Pagaramal City contributes to the total local income of around 3.19% of the total in the period from 2019 to 2021. The total income of the tourism sector for the period from 2019 to 2021 is Rp6.120.044.853,-. The contribution of the tourism sector is very small because the Pagaramal City Government does not systematically promote tourism in accordance with the digital economy era. 17 years since Pagaramal became a tourist destination: How can the tourism industry help local governments make more money? also has the same result, which is a small contribution of the tourism sector to LOSR. In addition, this research is also supported by previous research titled Tourism Development Strategy in the Context of Increasing Natural Income of the District in Kuningan Regency which was studied by [25].

The results of the interviews in this research can be used as the main theme, which is that the development of the regional tourism sector needs to be supported with good

promotional activities. One thing that can be done is to use digital marketing in the form of videos that can represent superior tourism in Pagaralam City. Through promotional videos, the public will learn about interesting tourist destinations, historical sites and local wisdom to visit. The findings concur with the research, titled Promotional Video Design About Tourism Information In Karimun conducted by [26]. In addition, this study is also supported by a previous study conducted by [27] related to the Making of Promotional Videos of Educational Tourism Objects with a research site in Meru Betiri National Park.

The amalgamation of previous studies related to tourism promotion by [28] agreed on the importance of tourism promotion. Promotion through video is one of the good forms of promotion according to [29]. Motion graphic is a moving graphic media that can be used as a video explanation that can explain a situation [8]. Referring to previous studies, the use of motion graphics as tourism promotion media in Pagaralam City is one of the best choices that has been carried out by in-depth scientific studies.

## 5 Conclusion

In light of the outcomes and conversation of this review, it tends to be presumed that the Pagaralam City Government already knows how to optimize the income of the tourism sector through the use of promotional videos. The promotional technique used is making tourism videos with motion graphics techniques that are claimed to be able to represent superior tourism in Pagaralam town. The implications of this study are expected to optimize regional income. Future research is recommended to examine tourism promotion techniques from various digital points of view.

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