

## THE INFLUENCE OF SOCIAL MEDIA ON DESTINATION BRANDING IN SOUTH SULAWESI

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**Abstract.** *This study aims to determine the effect of social media on destination branding in South Sulawesi. The samples taken in this study were 60 respondents who were people in various districts in South Sulawesi. This research method uses a quantitative approach, whose data management uses SmartPLS software to test the relationship between research variables or prove the hypothesis of the influence of social media (facebook, instagram, and tiktok) on destination branding in South Sulawesi. The results showed that the results of the reliability test for each variable in this study had a value greater than 0.70, this indicates that the reliability test on all variables is satisfactory. However, the hypothesis test on one of the variables was rejected from the three variables used.*

**Keywords:** *Destination Branding, Social Media, South Sulawesi.*

### 1. INTRODUCTION

Tourism is a strategic source of regional income (Engel, 2014). One of the most important aspects in attracting people to visit a tourist location is advertising. There are several techniques for marketing a tourism area, including online social media, electronic or print mass media, and joining the main tourist attractions of the Tourism Department which are promoted both at home and abroad (Wicaksono, 2017).

Social media is a set of internet-based applications built on web 2.0 technology that allows users to fill in the gaps with their own content (Tritama & Tarigan, 2014). Social media is one of those technological developments that may make people feel as if there is no distance or time; This is a new way of social interaction by combining information and communication technology, social relationships, words, images, videos and audio compositions (Tritama & Tarigan, 2014).

Characteristics of social media (Nasrullah, 2015); First, Network (Network), the nature of social media is to foster community among its users. It doesn't matter if the users know each other in the real world (offline) or not, but the presence of social media provides a platform for users to interact through technical processes. The network formed between these users ultimately becomes a community or citizens who consciously or unconsciously give birth to the values that exist in society. Second, Information (Information) because social media users develop representations of their identities, produce material, and form connections based on concerns, issues are important entities on social media. Third, Archive (Archive), serves as a character for social media users, indicating that the information has been saved and can be read at any time and on any platform. This is the power of social media, which is a new type of

media that not only functions for networking and information but also has archives. Archives, in the context of communications technology, change the way information is created, retrieved, and distributed. Fourth, Interactivity is simply the relationship that occurs on social media, at least in the form of mutual comments. Fifth, Social Simulation (Simulation of Society) social networking tools allow anyone to be anyone, even capable of being a user who differs from reality in terms of gender, marital status, and profile picture. Sixth, User Content (User- Generated Content) The account owner controls all posts on social media. This user content shows that audiences on social media not only create material, but also consume content created by other users. Seventh, Spread (Sharing) This media not only creates and consumes material created by its users, but also distributes and develops content created by its users. Today's social media is new media with different qualities from mainstream media. Social media platforms today are renowned for their high engagement rates.

Therefore, social media is an excellent corporate marketing strategy because it can be accessed by anyone, allowing promotional networks to reach a larger audience. Social media has become an important aspect of marketing for many businesses and is one of the most effective methods for reaching customers (Susanto, B & Astutik, 2020).

The advantages of using social media in promoting tourism compared to conventional media (Dewa & Safitri, 2021) include (a). Simple; social network is simple and convenient to use. (b). Social media can be used to build correlation or two-way communication because it can be done interactively and receive input from other people. (c) Has a wide reach; Social media has an international reach that is not limited by time or region. (d). Measurable; social media tracking systems and message delivery can be assessed so that the success of the promotion can be understood, and does not take a long time.

Previous studies found that social media, especially Facebook, YouTube, and Instagram, influence the desire of returning tourists (Arhisonndha, 2012). It is also stated that tourism promotion using social media can easily create awareness and be passed on to other social media users (Umami, 2015). Examining the achievements of previous research in evaluating the influence of social media in boosting tourism in various places. Therefore, researchers intend to further examine the impact of social media (Facebook, Instagram, and Tiktok) on destination branding in South Sulawesi. This research will provide evidence that these three social media have a significant influence on tourism marketing in South Sulawesi. What differentiates this research from previous research is that researchers focused on three social media platforms including Facebook, Instagram, and Tiktok to determine their influence on Destination Branding.

(Kavaratzis, 2008) revealed that Tourism Destination Branding is a trend in city branding which involves the transformation of a city or region into a tourist destination for local and national communities, and allows a city to manage the tourism potential of its region as an identity and characteristic for the region, in order to form a competitive identity or brand for a particular region to become a tourist destination and areas that want to attract tourists.

In 2017, The 10 Destinations Branding This was inaugurated by the Ministry of Tourism. The addition of these 10 sites is intended to boost the brand Wonderful Indonesia in the international arena. Among them are Yogyakarta-Solo-Semarang (Java Culture Wonders), Makassar (Explore Makassar), Bandung (Stunning Bandung), Bali (The Island of Gods), Banyuwangi (Majestic Banyuwangi), Jakarta (Enjoy Jakarta), Lombok (Friendly Lombok), Bukanen-Wakatobi-Raja Ampat (Coral Wonders), Riau islands (Wonderful Riau Island), as well as Medan (Colorful While).

There are three main tactics in developing a tourist destination brand (Kartajaya, 2007);

(1) Positioning/positioning, in this sense, positioning refers to what you want to instill in the minds of the general public or potential visitors. Tourist destination managers must be more competitive in analyzing sales value so that the goods offered are more

valuable than competitors' offers. (2) Differentiation/difference, without placement, determining differentiation is impossible to achieve. Tourist locations can be differentiated based on three factors: attractions, accessibility, and facilities. Even though the attractions presented look the same as their rivals, the facilities provided may be different. If positioning is intended to be embedded in people's minds, differentiation may look different (physically visible). (3) Branding, which discusses how tourist locations can control their image and reputation by keeping promises (trust) to tourists. City Branding can also be used as part of a district/city marketing plan to produce positioning regionally and worldwide.

Andrea Insch claims that there are four phases that the government and relevant stakeholders can follow in developing a strategy city branding (Lestari, 2016), including: (1) Identity, namely the process of defining assets, characteristics and features, as well as the personality of a city. (2) Objective, the process of identifying precisely the purpose of city branding known as goal/target setting. The main reason city branding is a city with a strong brand stimulating significant economic growth. (3) Communication, interacting with interested people in a city is a communication process. Communication is not only one-way, but also includes all types of online and offline communication. (4) Coherence, is a method for ensuring that all forms of communication programs from a city are connected, consistent, and express the same message.

Mark Zuckerberg created Facebook in February 2004, and it is now one of the most widely used social networking platforms in Indonesia (Hidayat et al., 2017). Facebook is one of the most popular social media platforms today, surpassing Instagram, Twitter, and LinkedIn, and its use is growing every day. Furthermore, according to a poll conducted by the Indonesian Internet Service Providers Association (APJII) in 2019-2020, Facebook contributed 65.8 percent of the media frequently visited by internet users.

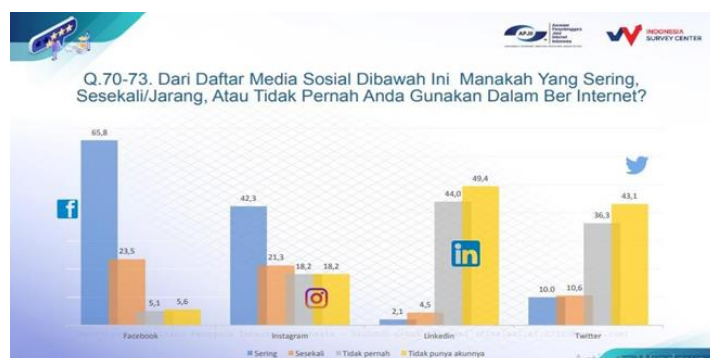


Figure 1. APJII 2019-2020 Survey Results on Social Media Frequently Visited by Indonesian Internet Users

According to Hauer in (Syahbani & Widodo, 2017) there are 4 Cs in the use of social media, namely as follows: Situation (context), context is how we construct a story or message (information), such as the form of the message itself, the use of language, and the substance of the message. Communication (communication), is the process of sharing stories or messages (information, listening, and responding to something in a way that makes people feel comfortable and the message you want to convey can be conveyed effectively. Collaboration (collaboration), is the process of working together to improve something. Connection (connection), is a process to maintain the relationship that has been formed.

Previous research revealed that one of the variables that attracts visitors is the influence of social media promotions on Facebook (Dewatara et al., 2014). Likewise, according to research (Raditya et al., 2020) which states that promotion via social media is seen as the most efficient technique for promoting the beauty and uniqueness of tourism.

H1: Facebook (X1) has a significant influence on Destination Branding (Y)

Instagram is an image and video sharing program that allows users to capture content, add digital filters, and publish it on various social networking sites, including Instagram (Retnasary et al., 2019). Instagram is still part of Facebook, so our Facebook friends can follow our Instagram account. However, the increasing popularity of Instagram as a photo sharing application has caused many users who run online businesses to promote their products via Instagram (Wicaksono, 2017). New media research using the EPIC Instagram model, which is increasingly popular and has a large number of followers, as well as a new function, namely the Instagram advertising service (Sastika, 2018), shows that Instagram social media is an efficient medium for promotion.

H2: Instagram (X2) has a significant influence on Destination Branding (Y)

TikTok is currently one of the most popular sites. Tiktok is a new media platform that has developed much faster than other new media platforms such as Facebook, Instagram, YouTube, and Twitter (Martono & Budiarto, 2021). TikTok offers a variety of content, including music, video challenges, dancing, singing, lipsync, and others. With the large amount of content available and the large number of users, Tiktok can be used for promotion. Marketing tactics that can be implemented using the platform (Winarni, 2021) include: a). Using hashtags; hashtag (#) is a symbol used to make a subject, event, or even product easier to find. Using hashtags can help consumers find the items they are looking for/need. b). Following trends; TikTok marketing techniques concentrate on videos depicting popular topics, such as travel.

H3: Tiktok (X3) has a significant influence on Destination Branding (Y)

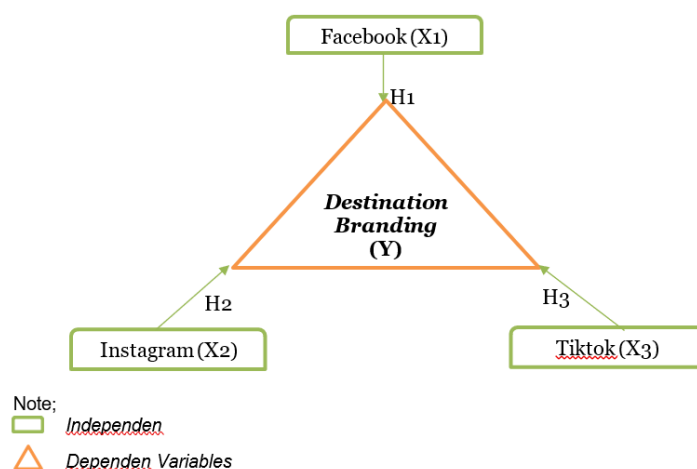


Figure 2. Research Model

Hypothesis:

H1: Facebook (X1) has a significant influence on Destination Branding (AND)

H2: Instagram (X2) has a significant influence on Destination Branding (AND)

H3: Tiktok (X3) has a significant influence on Destination Branding (AND)

## 2. RESEARCH METHODS

This research uses the main data model obtained from the results of questionnaires given to respondents, especially users of the Facebook, Instagram and Tiktok applications. Secondary data consists of information obtained from internet media, literature reviews, journals and other sources.

A random sample was used in this study, and the population consisted of people who used Facebook, Instagram, and Tiktok applications. The main aim of sampling is to identify or find people who search for or access tourism-related content on social

media. In this research, the data collection procedure includes the use of Google Forms to create a questionnaire that is delivered to respondents. Snowball sampling is a strategy to get one respondent that can be used with various other respondents' names. The Slovin formula was used to determine the population in this study, with a sample of 100 respondents.

To test the existence of a correlation between research variables or to prove the hypothesis made by researchers regarding the influence of social media use (Facebook, Instagram, and Tiktok) on Destination Branding South Sulawesi and regression testing to obtain valid data, data management in this research uses SmartPLS software. For the questionnaire value indicators, a Liketr scale approach was used (1. Strongly Disagree, 2. Disagree, 3. Disagree, 4. Agree, 5. Strongly Agree).

### 3. RESULTS AND DISCUSSION

#### Respondent's Demographic Profile (n=60)

Table 1. Respondent Data of Social Media Users (Facebook, Instagram, Tiktok)

Charateristic	Destination Branding	
	Freq	%
<b>Age</b>		
17-22 years old	61	61%
23-27 years old	35	35%
>28 years	4	4%
<b>Gender</b>		
Woman	42	42%
Man	58	58%
<b>Last education</b>		
SMA/SMK	39	39%
Diploma/S1	56	56%
S2	5	5%
<b>Facebook Usage Experience</b>		
<1 year	5	5%
1-5 years	36	36%
>5 years	59	59%
<b>Instagram Usage Experience</b>		
<1 year	17	17%
1-5 years	39	39%
>5 years	44	44%

### Tiktok Usage Experience

<1 year	47	47%
1-5 years	15	15%
Do not use	38	38%

The demographic profile of respondents can be seen in Table 1, the majority of social media users (Facebook, Instagram and TikTok), for the age group, are mostly 17-22 years old (adults) and with educational levels namely Diploma/S1 (Bachelor's degree). The majority of social media users (Facebook, Instagram and TikTok) are male and have been using them for more than 5 years (Facebook and Instagram), which is different from TikTok where they have been using less than 1 year.

### Research Variable Reliability

Table 2. Examination Results Composite Reliability and Cronboach Alpha

Construction	Cronbach's Alpha	Rho A	Composite Reliability	Average Variance Extracted (AVE)	
Destination Branding	0.828	0.912	0.882	0.658	Reliabel
Facebook	0.916	0.956	0.939	0.794	Reliabel
Instagram	0.952	1.016	0.964	0.871	Reliabel
Tiktok		0.958	0.968	0.884	Reliabel
	0.956				

(Source: Processed by primary data, 2024)

A variable is said to be reliable when the value Composite Reliability or Cronbach's Alpha more than 0.700 (Sarstedt & Cheah, 2019). In Table 2 it is explained that the results of the reliability test (output Composite Reliability And Cronbach Alpha) shows that each variable reaches >0.70. For social media users, the Tiktok variable has value Composite Reliability largest 0.968 and Cronbach Alpha the largest is 0.956. Meanwhile, the variable with the lowest value is in the variable Destination Branding with values of 0.882 and 0.828. From these various explanations, the results of the reliability test obtained the highest and lowest values of not less than 0.70, so it can be concluded that each study in this test has good reliability.

### Research Variable Reliability

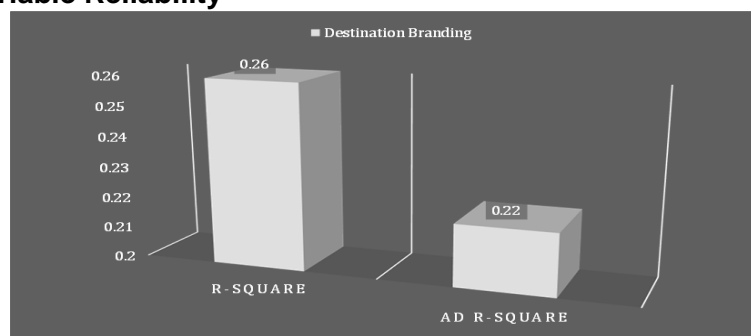


Figure 2. Results Destination Branding  
(Source: Processed by primary data, 2024)

Regression analysis is used to determine the level of influence of variables

separated into three scales R-square: 19%-33% (low/weak), >33%-67% (moderate), and >67% (substantial). Figure 2 shows the results of the regression analysis, which can be seen that Destination Branding influenced by the use of social media such as Facebook, Instagram and TikTok by 26%. The independent variable appears to have a moderate impact on the dependent variable.

### Hypothesis Testing

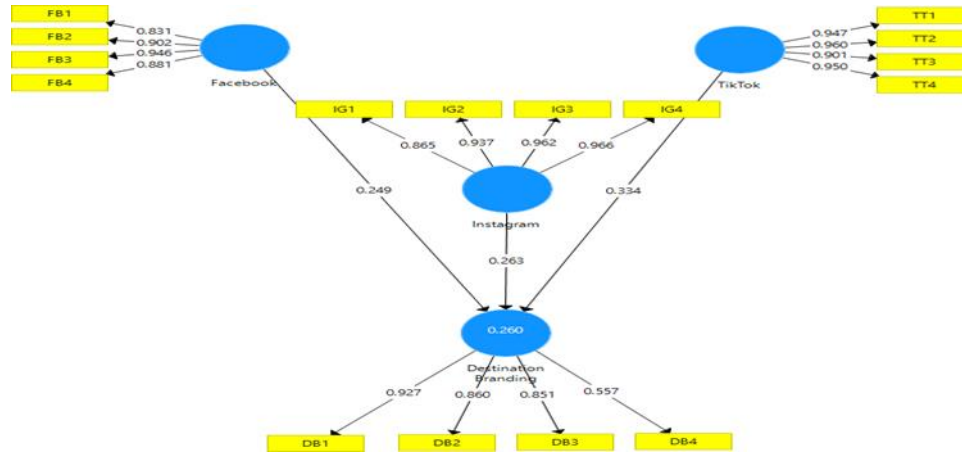


Figure 3. Output Bootstrapping

In Figure 3 Hypothesis testing is carried out between independent and dependent variables using the method bootstrapping on SEMpls to determine the validity and reliability of research data. In this test using T-statistic and value P-values which will later be presented in the form of a t table, to find out valid research data of course for value T-statistic namely >1.96 and P-values <0.05 (Haryono, 2016). The following is the t table of the results of the hypothesis test "The Influence of Social Media on Destination Branding South Sulawesi".

Table 3. Hypothesis Test of the Influence of Social Media on Destination Branding

Variabel	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics ( O/STDEV )	P value	Hipotesis
FB-DB	0.249	0.236	0.174	1.429	0.153	Rejected
IG-DB	0.263	0.287	0.075	3.521	0.000	Accepted
TT-DB	0.334	0.352	0.141	2.373	0.018	Accepted

(Source: Processed by primary data, 2024)

In table 3, hypothesis 1 shows that the statistical findings in facebook has a value of 1.429, which shows that the T-statistics results do not include the value (>1.96) and the P-value is 0.153, which also does not include the value (<0.05). Look at the explanation related to the data in the table which states that Facebook has a positive effect on destination branding, rejected. It can be interpreted that whether you use Facebook or not, destination branding still done with other media and methods.

Hypothesis 2, Instagram (IG) against Destination Branding (DB) is available T - statistics amounting to 3.521, which value shows that the T-statistics results include (>1.96), apart from that the value P-value is also 0.000, which includes the specified value, namely (<0.05). Hypothesis H2, which states that Instagram has a positive effect

on destination branding, is accepted. The results can be understood that the more Instagram users there are in getting information or sharing information about tourist destinations in an area, the higher the influence of Instagram use in comparing tourist destinations.

Hypothesis 3, Tiktok (TT) against Destination Branding (DB) is available T-statistics amounting to 2.373, which value shows that the T-statistics results include ( $>1.96$ ), apart from that, the P-value is also 0.018, which includes the specified value, namely ( $<0.05$ ). Hypothesis H3, which states that TikTok has a positive effect on destination branding, is accepted. The results can be understood that the more TikTok users there are in getting information or sharing information about tourist destinations in an area, the higher the influence of TikTok use in comparing tourist destinations.

The variables Facebook, Instagram, and TikTok were tested experimentally in this study to estimate their influence on destination branding. These findings emphasize the importance of social media in comparing tourist destinations in South Sulawesi.

Hypothesis 1 in this study can be concluded that Facebook has no significant effect on Destination Branding in South Sulawesi, this was proven by several respondents who answered that Facebook does not have cool features like Instagram, especially considering that most public figures do not use this application. Despite the fact that Facebook is one of the most popular social media platforms among internet users, this research contradicts previous research which shows the influence of social media promotions on Facebook is one of the variables that attracts visitors (Dewatara et al., 2014).

Testing hypothesis 2, it can be concluded that the influence of Instagram social media has quite a big influence on destination branding in South Sulawesi, which is shown by the many public figures who promote South Sulawesi tourist attractions when visiting. Furthermore, the characteristics of Instagram are one of the reasons why social media users choose to advertise tourist attractions on Instagram rather than Facebook. Even though Facebook and Instagram are owned by the same company, Instagram is the social media platform that netizens like to view videos and photos of tourist destinations. The findings of this research confirm previous research which found that Instagram as an application used to exchange photos encourages many users who have online businesses to market their goods using Instagram (Wicaksono, 2017).

Test Hypothesis 3, it can be concluded that the influence of TikTok has quite a large influence on destination branding in South Sulawesi, where TikTok is one of the most prominent social media, and TikTok is now ranked seventh with the most users (CNN Indonesia, 2022). The findings of this research confirm previous research which explains that one of the marketing strategies that can be applied on platforms is the use of hashtags; hashtag (#) and following current trends are two reasons why TikTok can be relied on in branding tourist destinations in South Sulawesi with video features that describe things that are trending.

## CONCLUSION

In accordance with the problem formulation in this research, various findings were obtained based on research conducted on 60 respondents. Based on the overall findings of the descriptive analysis, the results of the reliability test for each variable show that all of these variables have a value greater than 0.70. This shows that the reliability test on all variables is satisfactory.

However, the value of regression analysis on Destination Branding in South Sulawesi only 26 percent were influenced by the use of social media, this shows that the findings of the hypothesis test are also influential. This is indicated by the rejection of one of the three existing variables, namely Facebook (X1).

This research only looks at the influence of social media on destination branding in South Sulawesi. So it is recommended for future researchers to continue this research by including other variables that are not included in this research, such as: YouTube,



WhatsApp, regional or central government websites, and other variables which are other aspects that can help tourism marketing. Furthermore, research is being carried out on the areas included in it The 10 Destination Branding Indonesia, so that the results can be used as comparison material.

Management Destination Branding South Sulawesi is encouraged to be more active in increasing tourist presence on social media, such as replying to various comments in the comments column, as well as up to date in developing interesting material to upload. Furthermore, the government can create or hold tourism marketing photo and film competitions with attractive prizes to promote South Sulawesi tourist attractions.

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