

Point of View (POV) Promotion of View and Hearing through Virtual-Based Tourism as a Stimulus for Tourists' Interest in Visiting

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ABSTRACT

Point of view (POV) of virtual-based tourism as the perspective of each individual on virtual-based tourism. Following the era of development, promotional media are very diverse and can be chosen according to needs. One way of promotion is visual promotion through virtual-based tourism in the form of videos that display the conditions of tourist attractions in a visual-auditory display so that viewers can see what is in the tourist attraction. Tourism products are service products that are in great demand by tourists to relieve fatigue from all daily activities. Taman Kebon Rojo Blitar is a tourist attraction that can be an alternative choice for tourism that provides a combination of flora, fauna, and artificial tourism in the form of play areas and culinary delights located around the park. The eye-catching atmosphere of the Taman Kebon Rojo tourist spot is very much needed to make the appearance of the audio-visual video attractive and can be a stimulus for tourists' interest in visiting. The objective of this research is to analyze whether the point of view of the audio-visual promotion through a virtual-based tourist display could provide a stimulus for video viewers to visit the tourist spot directly. The research method used a quantitative method by employing a survey through a questionnaire and showing a video of the Taman Kebon Rojo Blitar tourist spot to respondents. After that, it is calculated by applying multiple linear regression to determine whether the audio-visual promotion in the form of a video could provide a stimulus for tourists' interest in visiting. The results prove that virtual promotion which consists of promotional objectives (X1) and tourism promotional mix (X2) is able to significantly increase tourist interest in visiting (Y) both partially and simultaneously for 58,9%.

Keywords: point of view; view-hear promotion; virtual-based tourism; stimulus; interest in visiting tourists.

INTRODUCTION

Promotion is something that must be done by producers in an effort to attract the consumption process. The more attractive promotion program will make consumers move for consumption. In addition, attractive promotions must also be harmonized with the quality of the products being promoted. This is an effort to provide satisfaction value to consumers. On the other hand, tourism places need promotion strategies. The purpose of promoting tourist attractions is to attract attention, provide information, and influence other parties to choose certain tourist attractions (Rahayu, 2023). Attractive tourist attractions will make tourists interested in visiting. One of the tourism promotion mixes is the social media usage and online content in the form of videos (Sudiyono, 2018). Promotion Virtual-based tourism promotion in the form of video is one of the promotions that can be applied. One of the promotions that can be used, because in view-hearing promotions viewers can find out what is actually in the place. Viewers can find out what is actually in the tourist attractions. This promotion is expected to stimulate interest in visiting video viewers. Virtual-based tourism is an easy and cheap future tour because tourists do not need to visit the place but can see the atmosphere of the tourist attractions through these virtual tours, but sometimes these virtual-based tours can generate interest in visiting from the viewers. Visiting interest is a sense of desire to visit an interesting spot (Najwati, 2023). Factors of tourist interest among other things, service quality, tourism image, tourist attraction, accessibility, tariffs, facilities, and information from tourist attractions (Andina, 2021). Decision making for selecting a tourist attraction is related to several factors, namely cultural factors related to values, norms, habits, prohibitions, myths, symbols, while social factors are related to family, social groups that are followed, personal role and status (Sabri, 2022). Cultural and social factors can be

a supporting factor for tourists in virtual-based tourism.

Taman Kebon Rojo Blitar is a park that presents flora, fauna, artificial tourism in the form of a children's playground and culinary delights around the park. Access to the park is easy because it is located in the middle of Blitar City, precisely near the Mayor's official residence. The beautiful atmosphere and affordable location make the park worthy of being a tourist destination. Therefore, it is worthy of being promoted as an effort to increase tourist interest for visiting. The use of virtual-based tourism as a means of promotion can be chosen to introduce Taman Kebon Rojo to a wider community. Videos that present a visual-auditory display are one of the promotional alternatives that can be selected to promote Taman Kebon Rojo. The videos can show the atmosphere of Taman Kebon Rojo. Efforts to display interesting views and voice narration in videos are a way to display an interesting park atmosphere and to stimulate viewers. Then, they are interested in visiting this tourist place. Taman Kebon Rojo is a park that is worthy of being an alternative tourist destination.

The problem to be studied is whether the point of view of visitors regarding the promotion of viewing and hearing through virtual-based tourist displays in the form of videos can provide stimulus for video viewers to generate interest in visiting the Taman Kebon Rojo Blitar tourist attraction. Thus, the formulation of the research problem is how virtual promotion can influence the interest of tourists visiting Taman Kebon Rojo Blitar. The problem-solving approach is to display a video of the Taman Kebon Rojo Blitar tourist attraction to respondents, namely visitors of Taman Kebon Rojo, then respondents are asked to answer the questionnaire that has been given. Visitors are taken as respondents because visitors have actually known the condition of the park. In short, they can provide a point of view of the actual condition of the park and the suitability of the park to be visited or not, if the video is viewed by video viewers who have never visited. Furthermore, the questionnaire will be processed and analyzed to find out whether the video from the respondent's point of view can stimulate viewers to be interested in visiting Taman Kebon Rojo Blitar.

LITERATURE REVIEW

The state of the art in research is shown from the results of previous research, namely promotion, either through publications such as mass media, event procurement, use of internet facilities, has effected on the interest of tourists to visit (Efrenza, 2023) (Ratu, 2022) (Zakira, 2024) (Awaluddin, 2021), while in the research that have been conducted is a study using the Taman Kebon Rojo Blitar video made by researchers which will then be assessed from the respondent's point of view about the real conditions with those shown in the video regarding whether the video can stimulate visitors to visit the Taman Kebon Rojo tourist attraction. The novelty in this research is the use of audio-visual promotion in the form of videos that will be assessed by visitors who can determine the suitability of tourist attractions to be visited by other video viewers outside the respondents according to the respondent's point of view. The contribution of the respondents' assessment will provide supporting value regarding the suitability of the video in attracting tourist interest.

A significant aspect of the marketing mix is promotion. A marketing mix acquires a coordination of the interaction of four components. It is called the 4Ps, namely product, price, place, and promotion. The direction of this promotion is to introduce the potential that exists in each region. That is why tourism visits, investment, and trade activities can continue to increase for the sake of regional economic progress. In the world of promotion, there is no such thing as stopping. Promotion must be carried out continuously in order to maintain public interest in the products offered, including in the tourism sector. If promotion is stopped, it will be forgotten by the public. Therefore, promotion must continue to be carried out. Tourism promotion is a part of marketing communication in tourism that aims to influence target tourists to visit the promoted tourist area. The specific purpose of promotion is to inform and to persuade. According to Sunaryo (2013:177), tourism promotion occupations are included in the principle communication strategy carried out by tourism organizations (destinations) that influence the tourist market which is the main target of the sale of its tourism products.

Tourism marketing mix is a set of strategies or tourism marketing tactics that support each other and implement customer value propositions, so that tourism marketing strategies are achieved effectively and efficiently which will have an impact on increasing the competitive advantage of tourism destinations. Customer value is what is in the mind or perspective of the customer. Meanwhile, from the perspective of tourism destination marketers, the customer value must be translated into all aspects of the offering which is usually called the tourism marketing mix, or in other words that the tourism marketing mix is a tool in creating customer value. So, the tool to create customer value for tourism destinations is to use the tourism destination marketing mix, therefore in order for

tourism destinations to have superior customer value, tourism destination marketers must be able to create a superior marketing mix (Hidayah, 2021). A superior tourism marketing mix is a tourism marketing mix that can provide unique benefits and feels cheap (lower relative cost) in the eyes of target customers. Unique benefits are benefits provided by tourism destinations that are different from the benefits provided by competitors. Of course, it is not just different, but must be able to provide functional and emotional solutions that exceed competitors and must also be durable or sustainable, namely not to be a tourism destination that provides attractions with different sensations, but cannot last long because it only causes a trial effect and only creates a momentary trend.

Lower relative cost is a sacrifice made by customers feeling cheap, does not feel like spending a lot of energy, does not feel like wasting time in vain and feels like giving a positive psychological effect. This can be done by tourism destinations if they can provide unique benefits to target customers that are better than their competitors (Morison, 2013). If the tourism marketing mix created by the tourism destination manager has superiority over its competitors and can be done sustainably, a positive image and reputation will be created in the market. And if it continues to have a positive image and reputation, trust will arise in the minds of the market towards the destination. The image, reputation and trust can be seen from the strength of the destination brand (destination brand equity). A strong tourism destination brand will provide great expectations in the minds of target customers (Hidayah, 2021). Therefore, do not let the tourism destination brand that is already strong, not be accompanied by the creation of superior customer value on an ongoing basis, because if this is not done, it will create a gap called the brand value gap, namely the gap between a good brand in the eyes of the target customer, but does not match the value given, so that it will cause disappointment that will have a bad impact on the destination. However, if the tourism destination can continuously maintain its customer value and brand strength, then the tourism destination will have a sustainable competitive advantage or commonly called Sustainable Competitive Advantage (SCA).

Interest is also motivation, which is a strong internal stimulus that motivates action, where motivation is influenced by stimulus and positive feelings towards the product. The Ministry of Education and Culture explains that interest is a desire, passion and preferences towards something. Visiting interest is the consumer's eagerness to visit a spot. While tourism interest is an individual's journey activity for recreation and entertainment and it has preparations for the activity. So, visiting interest is a person's motivation to travel with a particular purpose (Gani, 2018). There are several factors that shape buying interest in consumers (Kurniawan, 2017), namely:

- 1) Attitude of others has an alternative to decrease something that someone loves, but it will depend on the duration of negative traits of others towards the alternatives that consumers want and the motivation of consumers in following the wishes of others.
- 2) Unanticipated situational factors can change the consumer's stance depending on the consumer's thinking. Do consumers have the confidence to choose on a purchase or not.

Interest indicators could be explained through the indicators below (Poppy, 2016):

- 1) Transactional interest, which is a person's tendency to purchase a product.
- 2) Referential interest, which is a person's tendency to select a product for others.
- 3) Preferential interest, which is an interest that explores the behavior of an individual who has a primary choice for a product.
- 4) Explorative interest, which is an interest that talks about a person's behavior. It looks for information related to the interest of the product. Besides, it also supports the positive characteristics of the product.

METHOD

The research begins with a literature study and looking for problems to be analyzed. Next, the researcher made a video of Taman Kebon Rojo Blitar. The type of research is quantitative research. The data source uses primary data, namely visitors to Taman Kebon Rojo. Data collection or collection of research data will be carried out in the third month after the literature study, problems, and making the video. The data is collected during August 2024. The sampling technique uses accidental sampling, namely determining the sample based on coincidence, when the research is carried out anyone can be used as a research sample that is considered appropriate as a source of data needed (Abdhal, 2022). The research respondents were visitors as tourists to Taman Kebon Rojo and were 17 years of age and over. There are 247 visitors that are willing to complete the questionnaire.

The research variables consist of independent variables, namely promotion in the form of promotional objectives (Rahayu, 2023) and promotional mix (Sudiyono, 2018), while the interest of tourists to visit is the dependent

variable is (Najwati, 2023) (Andina, 2021). In data collection, respondents will be shown a video about Taman Kebon Rojo and given a questionnaire. Respondents were asked to assess the suitability of the video with the reality received by the respondents so that the research leads to the respondent's point of view and the respondents can assess whether the video can provide a stimulus for video viewers who have never visited to be interested and generate interest in visiting Taman Kebon Rojo Blitar. The results will be processed with SPSS, namely through validity and reliability tests, if the results are valid and reliable, then it will be continued to find the value between variables using regression, if it is not valid and reliable, then data collection will be carried out again. Furthermore, based on the calculation of SPSS by researchers, it is proved whether the point of view of the visual-auditory promotion can provide a stimulus for tourists' interest in visiting Kebon Rojo Blitar.

RESEARCH RESULTS AND DISCUSSION

The results and discussion in this study began with conducting instrument testing. This step was taken to determine the validity of the question items submitted by the researcher to the research respondents. The validity test in this study showed that all question items, namely three items for the promotional objective variable X1, then two statement items for the tourism promotion mix variable X2, the four statements for the interest in visiting tourists Y were calculated below 0.05. All items are worth 0.00 which proves that all lists of statements submitted are valid. Reliability is the next requirement test which can be seen in the following table.

Table 1: Reliability Table Test

Variables	Cronbach's Alpha
Promotional Objectives (X1)	0,851
Tourism Promotional Mix (X2)	0,891
Interest of Tourists in Visiting (Y)	0,817

Source: authors' calculation by SPSS 2024

The results above show that all variables have a Cronbach's Alpha value above 0.6. All variables have a value above 0.8, which means that the instruments in this study that are stated have a reliable value or are quite consistent. So that, it can be used as a tool for data collection in a questionnaire that represents the variables and indicators that have been determined by the researcher in this research. After the instrument is declared valid, to strengthen the validity of the data before being analyzed with regression and influence tests. Then, a classical assumption test must be tested. Those are a normality test, multicollinearity and heteroscedasticity.

Table 2: Kolmogorov-Smirnov Normality Test

	Unstandardized Residual
N	247
Asymp. Sig. (2-tailed)	0,141

Source: authors' calculation by SPSS 2024

Based on the table above, by conducting a normality test, it can be explained that the Asymp. Sig. (2-tailed) value is $0.141 > 0.05$, which means that the data is said to be normally distributed and the next analysis test can be carried out. Normally, the distribution of data shows the value of data activity that runs naturally in settings and minimal intervention from researchers in extracting data from respondents.

Table 3: Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Promotional Objectives (X1)	.535	1.868
Tourism Promotional Mix (X2)	.535	1.868

a. Dependent Variable: Interest of Tourists in Visiting (Y)

Source: authors' calculation by SPSS 2024

The table above explains that the VIF value is not more than 10 which indicates that there is no symptom of multicollinearity, then it is also known that the Tolerance value <1 which confirms the absence of symptoms of multicollinearity in the data of this study. Moreover, for the heteroscedasticity test, there were also no symptoms with the scatter plot sign that the grains were spread out and had no pattern. In addition, the gletser test also showed that all variables had values above 0.05.

Table 4: Multiple Linear Regression Test, T, F, and R2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.103	.760		5.400	.000
Promotional Objectives (X1)	.729	.069	.597	10.644	.000
Tourism Promotional Mix (X2)	.447	.112	.223	3.981	.000
F test	Sig. 0,00 / F table 174.57				
R ² test	R Square 58,9%				

a. Dependent Variable: Interest of Tourists in Visiting (Y)

Source: authors' calculation by SPSS 2024

The Regression equation based on the table above is $Y = 4.103 + 0.729 X1 + 0.447 X2 + e$. The equation has the following explanations:

- In general, if the Promotional Objectives and Tourism Promotional Mix are increased by 1 unit mathematically, it can increase the Interest of Tourists in Visiting by 4.103 units. Supported by data from the F test which shows a sig. value of 0.00 which means that simultaneously Promotional Objectives and Tourism Promotion can affect the Interest of Tourists in Visiting. This fact shows that the purpose of making videos to increase interest in visiting is proven to exist and is supported by complete information about the Kebon Rojo Park as a tourist attraction that can attract the interest of tourists, especially those who have never been to this place. Another factor is the increasing public access to social media which has a major impact on their interest in visiting. It is proven that the existence of videos on social media can provide persuasion to visit supported by clear, concise and precise information. Including the video made in this study, which of course can provide a real picture of the tourist park in Kebon Rojo. Moreover, there are other determining factors that make this place very popular, first there is no entrance ticket that must be paid by visitors. They are free to enter anytime they want. Just by paying for parking, visitors can enjoy the beauty and all the facilities of this park. Second, visitors can see the flora and fauna collections of this park which are quite unique, such as long-lived plants and animal collections such as peacocks, eagles, deer and others. Moreover, for children there are many games provided by the manager. In addition, snacks and food are also widely provided in this park. So, all groups from children to adults will be happy to linger in this park. Third, the completeness of the facilities in this place is quite a lot and can accommodate the desires of visitors. Finally, in general the video made by the researcher is indeed good and is able to represent the conditions in this Blitar Kebon Rojo park.
- The constant X1 is 0.729 which shows that if there is an effort to increase Promotional Objectives by one unit, then the Interest of Tourists in Visiting will increase by 0.729. This is supported by the results of the T test which shows a positive and significant influence between Promotional Objectives and Interest of Tourists in Visiting. The video that was made was indeed intended to be as interesting as possible so that the viewer could feel as if they were really present in this Kebon Rojo park. Then the information provided in this video can represent the existing reality. So, the video that is seen by the viewer can influence them or increase their curiosity to visit this park directly.
- X2 has a constant of 0.447 which explains that if the Tourism Promotional Mix is improved by 1 unit, it will also make up the Interest of Tourists in Visiting by 0.447. This is approved by the results of the T-test between the Tourism Promotional Mix which affects the Interest of Tourists in Visiting with a sig. value of 0.00 and is also positive. The videos displayed can be used for promotions on social media such as TikTok, Instagram, YouTube and others. Furthermore, after being tested, the video is indeed worthy of being used as a promotional media and deserves a good assessment as a recommendation for other prospective visitors.

Based on the SPSS calculation carried out, the two variables that have been calculated do not have a very large influence, namely 58.9%. Although, the overall calculation results show that the video that has been made is able to influence the interest of visiting tourists, especially those who have never visited the Kebon Rojo park in Blitar City. According to the tabulation results, the majority of respondents who filled in were people who live in Blitar. Most of them have often visited Kebon Rojo and are familiar with the contents of this park. This makes it easy for them to understand the contents of the video that has been made by the researcher and is considered to be able to represent the Kebon Rojo park. Of course, promotional videos must be made as well as possible to attract the interest of visiting tourists (Sudiyono, 2018) and can and are worthy of being used as content on social media as a part of virtual promotion. In addition, if the person watching the video is a visitor who has only visited once, a different answer may appear, namely that it can increase curiosity about the presence of objects in the park that are not yet known or can even cause confusion with what is seen, because it is impossible for the video to represent one hundred percent of the contents of this park.

The video used in this study was made with a high-quality camera and supported by a drone video to describe the reality of the Kebon Rojo park in Blitar to attract people to want to come here (Najwati, 2023). However, there is one weakness in this video, namely that there is no voice dubbing or running text that can add detailed information for the viewer and curiosity to visit this park. Again, there will be two opinions that contradict these results. First, the absence of dubbing and running text information is considered to be able to increase curiosity for the viewer, but this opinion certainly comes from people who often come to Kebon Rojo and they understand the contents of this park. On the other hand, if the video viewer is only a first-time visitor or has never been there, they may be confused by the video that is displayed and may result in them not being interested in visiting. These weaknesses can certainly be neutralized by adding reviews to the video or giving a positive rating. Comments on videos used as promotional media and video ratings on social media also have a big influence on seers to visit (Andina, 2021). Moreover, these comments contain reviews of events or facilities and the atmosphere of people who have visited Kebon Rojo. If the reviews in the video are positive and the comments are good, then it will certainly increase the curiosity of seers to come.

The reality in Kebon Rojo Park must be represented by the video made, because that is the main factor that will be considered by seers to come to visit (Sabri, 2022). This park is indeed cheap but of high quality. Visitors only need to pay for parking without the need for tickets, but the amount of this tariff also has different considerations for each respondent. Some consider it cheap and some consider it expensive because it is above the normal tariff. However, most respondents consider it cheap. In addition, the flora and fauna offered are also diverse and the beautiful atmosphere can add to the pleasure of relaxing in this park. The promotional video that has been made has described the facts as much as possible and the majority of respondents stated that this video is worthy to be used as a promotional media on social media. However, it should be remembered that the media in question is YouTube or Instagram because the duration is quite long and the two applications are suitable for use. If used on TikTok, it will be too long and less efficient for viewers, considering that the video on TikTok is only short but full of meaning to promote something. In addition, the completeness of the facilities and its cleanliness also need not be doubted, this Kebon Rojo park is indeed very beautiful, cool and clean as seen in the video that was made.

CONCLUSIONS

According to the research finding and discussion it can be concluded that the point of view of visitors regarding the promotion of viewing and hearing through virtual-based tourist displays in the form of videos can stimulate for video viewers to generate interest in visiting the Taman Kebon Rojo Blitar tourist attraction. The fact is proven by the tests that have already been conducted by the researcher. First Promotional Objectives (X1) has a positive and significant partial effect on Interest of Tourists in Visiting (Y). Second, Tourism Promotional Mix (X2) has a positive and significant partial effect on Interest of Tourists in Visiting (Y). Finally, Promotional Objectives (X1) and Tourism Promotional Mix (X2) have a positive and significant simultaneous effect on Interest of Tourists in Visiting (Y) with a percentage of 58.9%.

There are several recommendations that can be explained especially for further researchers and managers of Kebon Rojo Park, those are:

a. The videos made should not be just one type, but several types that can be compatible with various social media applications, so that the reality of the park can be truly depicted in real terms.

- b. Further researchers are suggested for improving other variables to be studied, such as the image of the tourist spot, park design, park quality, quality of officer service, and others.
- c. Kebon Rojo managers should be more diligent in promoting social media so that it attracts more visitors, in addition there needs to be officers or guides in this area to explain spots in the park, especially rare flora and fauna. In addition, the addition of facilities needs to be considered, especially toilets, breastfeeding rooms, and souvenir centers.

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