

Instagram Account Management Strategy in Information Dissemination

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Abstract. *The National Capital of the Nusantara (IKN) is one of the government policies that influences all aspects of Indonesia. However, moving the capital city from Jakarta to the Nusantara certainly still requires a promotional strategy to spread information about the capital city of the archipelago. This research aims to find out and describe the promotional strategies carried out by the Indonesian capital through the official Instagram @ikn_id. This research uses descriptive qualitative research methods with data collection techniques in the form of interviews, literature studies and documentation. The key informant used in this research is the admin of the official Instagram @ikn_id. The results obtained in this research are that @ikn_id uses several strategies such as timing strategies in uploading posts. Use hashtags to spread the uploads you make, and create informative content to generate interest from the wider community.*

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INTRODUCTION

Technological developments in Indonesia are marked by the increasingly rapid growth of the internet from year to year. Quoting from data displayed by Databoks (2023), the internet penetration rate in Indonesia was recorded at 78.19% as of 2023, which is an increase from the value in the previous year, namely 77.02%. This figure shows that the total number of people connected to an internet connection is estimated at 215.62 million people out of a total population of 275.77 million people.

With developments in information technology and the internet, the tourism sector in Indonesia can also be maximized. This is marked by the development of digital tourism, which is an effort made by the government to continue to follow the flow of the existing market in accordance with trends that are forming in society. The existence of digital tourism begins with the tendency of people who currently always look for information related to the tourist destination they want to visit first, either via the internet or social media, before they decide to visit that place. The information obtained is usually through various social media such as Instagram, Twitter, Facebook, TikTok, and YouTube, whether officially owned by the tourist destination you are going to or privately owned by other people who have visited that destination (Khotimah & Sulistyowati, 2022).

This also applies to the new National Capital, namely Nusantara. Where Nusantara is the new capital city of Indonesia to replace the city of Jakarta which was officially ratified through the National Capital Law by the DPR RI and the Government on January 18 2022. The strategy carried out by the government in deciding to move the National Capital is to make improvements to the governance manage the capital region and realize the goals of the state in accordance with the preamble to the 1945 Constitution.

As is known, the capital of the archipelago is currently implementing integrated marketing to attract public interest in visiting IKN. Integrated marketing is a marketing communications planning process that introduces the concept of comprehensive planning to evaluate the strategic role of various marketing communications elements, such as public relations, advertising, direct selling, sales promotion, and interactive marketing, to provide knowledge to consumers. In this case, the integrated marketing used really prioritizes how promotions will be carried out for the National Capital (IKN).

In this regard, one of the marketing mix strategies that can be applied in business activities is promotion. Promotion is one of the determining factors for the success of a marketing program, especially nowadays with increasingly tight competition in the business world. Apart from the quality and quality of a product, if consumers have never heard about it and are not sure that the product is useful then they will not buy it (Putra et al., 2020). And promotional activities can be carried out through digital promotional strategies via social media because they currently have good prospects.

According to Kotler & Keller (2016) in Augustinah & Widayati (2019) in the *Dialectics Journal*, they explain that the use of social media can have a positive impact on a product. Using social media with the aim of marketing by providing certain information to potential consumers by promoting their products can increase consumer awareness of the product which ends in increased sales.

Olszewski-Strzyżowski (2022) promotion is a total of marketing activities that are deliberately created to increase demand or interest in visiting tourists. When running a promotion, several things must be considered to maximize the positive impact of the promotion, namely: Advertising, personal selling, publicity, sales promotion, direct marketing with consumers (direct marketing) (Wahab & Widiyanti, 2020).

To maximize this promotion, a tourist destination can utilize Social Media, which is currently the platform most popular with the public. Social media is widely interpreted as a website that can be accessed via the internet and can be used to create a profile and visibility of relationships felt by fellow users. Social media can provide a real and more personal relationship for each individual, group and community even though it is hindered by the distance between users (Wolf et al., 2018).

The role of developments in information and communication technology can be used as an opportunity for libraries as promotional media, one of which is by promoting libraries through social media. Ebrahim (2020) revealed that social media is a media platform that focuses on the existence of users which facilitates them in activities and collaboration. Currently, there are various social media applications that can be downloaded via a smartphone connected to the internet, one of which is Instagram. Instagram is a social media application that facilitates its users to share photos and videos. This Instagram application can be downloaded via iOS, Android or Windows phone systems.

IKN itself chose the social media Instagram as a form of promotion. IKN has an official Instagram, namely @ikn_id, where on Instagram the promotions carried out are not only limited to promotions regarding tourism, but also contain all information related to activities that occur to make it a success. moving the capital of the Indonesian archipelago.

Instagram has become a phenomenon in itself among social media users, especially teenagers. Even though many other social media are often used, Instagram itself is no less popular because Instagram was one of the first social media to move in terms of uploading and sharing photos. Many people use Instagram as a means to do business by uploading photos of the products they want to market with various image effects that can attract buyers. Instagram is a social media that is used to share photos and short videos which can also be shared on Facebook from Instagram. This function is then used by some people to upload photos of Online Shop products with the item classification and price of the product. This means that everyone who is

accessing Instagram will immediately be able to see the products being sold online along with the product classification and price. This will make it easier for consumers to choose the products they like. Because, on Instagram you can also find several products from several online shops at the same time. This is a benefit that consumers can get from the Online Shop.

Quoting from Antara Kaltim, promotion via social media is also maximized by collaborating with Influencers who live in Kalimantan or Jakarta. The tourism office is directly building a collaboration to create viral marketing with the aim of spreading information through influencers' social media regarding tourism in IKN so that the resulting engagement can stimulate the number of visitors to IKN.

In line with several studies that have been carried out by previous researchers, such as that conducted by Effendy et al. (2021) with the title Implementation of Product Promotion Strategies in the Purchase Decision Process Through Digital Marketing During the Covid-19 Pandemic. The research results show that promotional strategies through digital marketing, one of which is social media, have proven to have a positive impact on businesses to increase sales. Because social media can answer consumer problems, especially in the midst of the current Covid-19 pandemic, and digital promotions can reduce company operational costs, making it very profitable for the company. Apart from that, the product will be widely known by the public more quickly.

Likewise, the results of similar research regarding digital promotion via social media conducted by Destyana & Oktavianti (2021) and research by Muali & Nisa (2019) only have different objects, namely social media promotion at Swissbel Resort Belitung Hotel Services and social media promotion. PT Karya Cipta Sakinah also explained that this digital promotion had a positive impact on business by utilizing content strategies both through photos and videos.

Based on the results of the research, researchers want to know what strategies are being implemented by the Indonesian Capital City (IKN) to introduce and provide information regarding development progress in the Indonesian Capital City.

METHODS

The research used is descriptive research. Descriptive research is research that attempts to describe symptoms, events and happenings that are occurring at the present time where the researcher tries to photograph events and happenings that are the center of attention and then describe them as they really are. The research approach used in this research is qualitative research. Data collection in this research was carried out to obtain the information needed to discuss the data used in the research. The data collection step is an important step in the process of producing research results.

RESULTS AND DISCUSSION

Based on interviews that have been conducted, the choice of Instagram is due to its higher use in society. Admin from @ikn_id revealed that:

"There is a very high level of promotion, because most people use social media, including Instagram, TikTok and Facebook. But the highest number of users is Instagram."

"Apart from that, the high use of Instagram in the community can be maximized by the @ikn_id Instagram admins in collaborating with the community on any positive content."

This reason is in line with the fact that Instagram is equipped with features that really support the promotion of tourism that can be done, Instagram is more popular than other social media, the appearance is more attractive, and there are many people, especially the target market, namely civil servants, honorary workers, tourists, travelers, and the general public. extensively. And others who use Instagram in social media.

Apart from that, choosing Instagram as a promotional medium is because Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has

features that can make photos more beautiful, more artistic and better (Iglesias-Sánchez et al., 2020). Admin @ikn_id said that:

"Instagram's photo upload feature can help us as admins of the Indonesian capital in disseminating information about activities related to IKN and collaborating with the private sector"

"We also always try to use all features, except paid features. The features most frequently used are Feed, video, reel, collaboration"

Instagram is not only popular for personal accounts, but also as a popular social media for use by brands or companies. The promotion of the @ikn_id account will not be successful and develop if there are no competent human resources to support promotional activities.

Promotion refers to various activities carried out by a company to communicate the goodness of its products and persuade customers and target consumers to buy the product. So it can be concluded regarding promotion that the basis of promotional activities is company communication with consumers to encourage sales. The content update pattern on the @ikn_id account is carried out by adjusting the timeline that has been prepared. The timeline on the @ikn_id account contains the date for updating specified content, photos and videos, the time for uploading content, and the time for reposting photos or videos from followers selected by the admin.

The amount of content that must be uploaded to the @ikn_id Instagram account is 2 to 3 photos a day at a predetermined time according to the timeline, while videos must be uploaded at least once a week. Apart from adjusting to the timeline that has been prepared, the admin also uploads content spontaneously. Writing captions in the @ikn_id account does not use a special strategy. When writing captions, the most important thing is to use good promotional language. This is expected to create engagement with followers, such as interaction by means of followers responding to each uploaded content.

These Human Resources are those assigned to manage the Instagram account @ikn_id who have their own duties and responsibilities. The aim of having a special manager for the @ikn_id Instagram account is to create an attractive promotional strategy and attract lots of Instagram users. The Instagram account @ikn_id provides various kinds of information about the programs owned by IKN, the investment value that goes into IKN, tourism spots in IKN, IKN development, events at IKN, and even updates regarding the development vision and mission. IKN. Through the Instagram account @ikn_id, the account manager provides information updates in the form of posts aimed at providing information and invitations to the public 2-3 times every day. Especially at 17.00, 18.00, 19.00 to catch the number of visitors watching. IKN admin said that:

"We as admins try to maintain consistency by always posting within posting times: 17.00, 18.00, 19.00 to catch the number of visitors who see it"

Consistency is the oldest trick in the business book that can subconsciously influence a person's expectations. Consistency is divided into two, technically consistent and also consistent in terms of uploads. Technically consistent means building an Instagram brand profile.

When carrying out promotions, an organization needs to determine its marketing goals or targets. Determining the target market is intended so that the delivery of promotions can be directly targeted. This is no exception to tourism owned by IKN which is located in East Kalimantan, which determines targets in marketing via the Instagram account @ikn_id. The promotions carried out by the @ikn_id manager in each post are generally intended for the wider community. The obstacles that are often faced sometimes cause the implementation of promotional activities to be hampered.

Apart from that, these obstacles also have an impact on the public's lack of interest in the capital city of the archipelago. Therefore, these obstacles should be found and overcome so that

the implementation of promotional activities can run well and effectively. Promotional activities carried out by the @ikn_id account are also not free from obstacles or obstacles. The obstacles or constraints experienced vary. The admin revealed that the lack of public interest in IKN was due to the high number of pros and cons that the public had towards the capital city of the archipelago

"Many people still cannot accept the move of the capital city from Jakarta to the archipelago, which makes my task as Instagram admin in shaping the image of IKN even more difficult."

Promotional language that is able to create engagement with followers in question is writing captions by providing interesting facts about the uploaded content, and writing captions in the form of questions which are considered very effective in creating interaction with followers because the comments column will immediately be busy with responses from followers. Promotions carried out by the @ikn_id account are of a reminder nature to maintain the dissemination of information related to IKN to the wider community. From the results of interviews that have been conducted, captions that are considered acceptable by the public are in language that is easy to understand.

"Initially, the captions used used standard language and seemed formal. However, captions like that are less interesting so there are few likes. So we changed it to more casual language, so it's easier for followers to read. Apart from that, we also use hashtags such as #worldforall #nusantar #bukotanusantara #ikn #indonesia"

So, in short, promotion is related to people's efforts to get to know the beauty that exists in East Kalimantan tourism, especially in the archipelago, which is promoted by the @ikn_id account, then understand it, change their attitudes, like it and are convinced to buy. Meanwhile, from the research results obtained, the tourism ministry is trying to remind its target market of the attractiveness that Indonesia has as a holiday or tourist destination.

By applying the five wonders to content uploaded to the @ikn_id account, followers will be reminded that Indonesia not only has natural beauty but also a variety of cultures and modern tourism which can also be used as a tourist destination. Promotions that are persuasive are less popular with people. However, in reality, currently many of the promotions that appear are persuasive in nature. Promotions like this are aimed at encouraging purchases. Often companies do not want to get a response immediately but rather prioritize creating a positive impression. This is intended to have a long-term influence on buyer behavior.

Analysis of promotional strategies on Instagram @ikn_id

A promotion is considered to be very crucial, especially for marketing activities. This is because promotion is one of the business activities carried out by introducing the product or service being offered to the target market so that it can finally be used or experienced by its users.

In promoting its products to consumers, companies can use several promotional tools known as promotional mixes. Promotional mix is a set of tools used by a company to communicate its products to consumers. One of the promotional mixes (marketing mix) according to Kotler & Keller (2016) is Online and Social Media Marketing (Online and Social Media Marketing), namely online activities and programs designed to involve consumers or aim to increase awareness either directly or no, to improve the image or generate sales of products and services.

The quality of a product or service cannot be known or felt by consumers without promotional activities carried out by the company or business actor. These benefits will only be known by a handful of people who really have the desire to buy goods or services without knowing the information they have through promotions. However, this phenomenon very rarely occurs in a market, which shows that promotion is one of the most important things for disseminating information in the form of advantages and benefits that consumers can receive from the products or services offered.

This is also felt by the capital city of the archipelago. As is known, IKN is a policy that has attracted a lot of opposition from various groups. Therefore, many parties do not know the clear

objectives of moving the capital, which was originally located in Jakarta, to the archipelago. Therefore, IKN created a media that could easily disseminate the information held by IKN. The media chosen by IKN is Instagram, which social media has more than 100 million users in Indonesia.



Figure 1. Instagram upload page @ikn_id

The following is an upload page from @ikn_id, where it can be seen that IKN is maximizing the use of Instagram by spreading a lot of information related to information about IKN, both regarding the development process, investment value, and tourism in IKN.

To maximize promotions that can be carried out by IKN, namely by utilizing Instagram by using all the elements of the promotion. Therefore, the right strategy is needed to maximize this promotion. There are 5 promotional mix tools that can be used by IKN, namely advertising, marketing promotions, direct marketing, publicity or public relations and marketing. These five promotional mix tools are a very complex promotional combination if they can be implemented well by IKN to maximize promotions in the tourism sector.

Product promotional content must be presented clearly so that it can attract the attention of the audience/potential buyers. Currently, the only content that attracts a lot of audience interest is photos with clear descriptions of information. Apart from that, the most widely used content currently is Instagram Reel video content. There are certain techniques for creating interesting Instagram content. Not all entrepreneurs are able to create beautiful product images (Nurlaily et al., 2021).

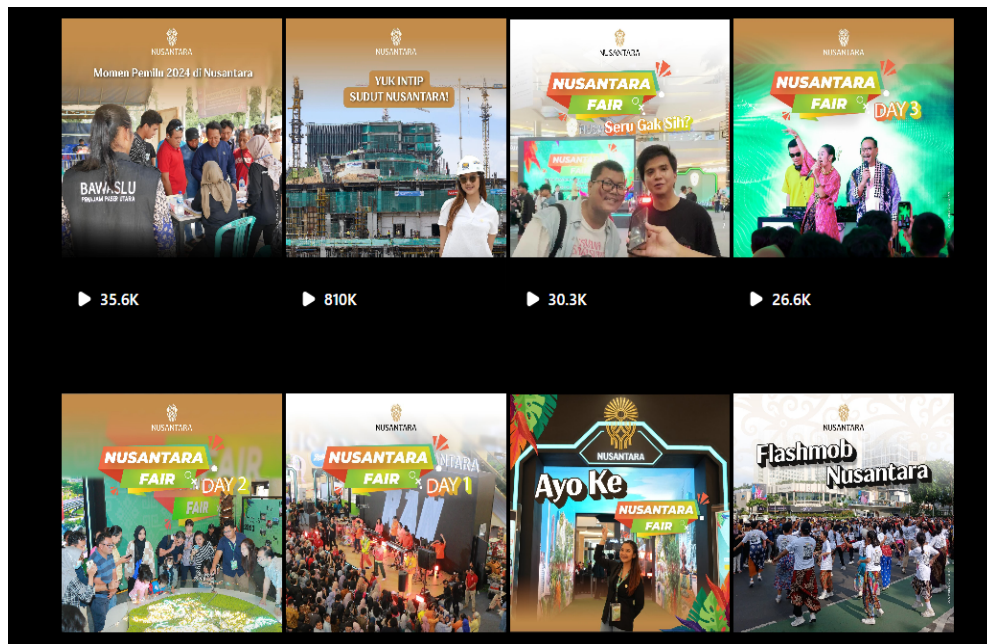


Figure 2. Content on Instagram @ikn_id

Based on the image above, it is known the content owned by the official Instagram account @ikn_id. In this post it is known that @ikn_id routinely creates content related to promotions from IKP. The content is in the form of a video containing footage of activities at IKP. where the video is packaged attractively with additional music and voice over which adds to the informative impression of the video.

IKP publicity via Instagram @ikn_id to form relationships with the audience

Public Relations/Public Relations itself is indirect advertising that uses commercial media without support from the company or information about the company or social media products and is distributed to attract the attention of the audience. For example, newspapers report that someone has won a Bank Mandiri lottery prize and direct marketing is a promotional program using mass media such as catalogues, electronic media, television and radio, story books and novels.

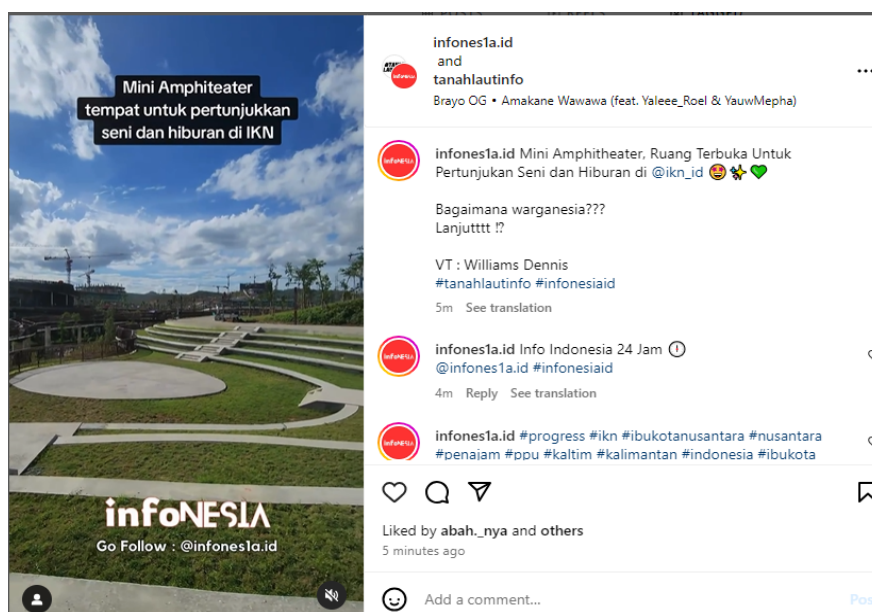


Figure 3. IKP publicity through other accounts

In this case, from the images that have been provided, it is known that the publicity carried out by IKN is not only carried out on the official Instagram @ikn_id but also through other accounts that collaborate with IKN. The collaboration that was carried out finally created content in the form of a promotional video. This video is a short video with a duration of less than one minute. Ideally, videos will be easy to understand even without sound because that's how Instagram works, playing video content automatically without sound. This means that creating interesting content does not always rely on the sound in the video. The content is considered very appropriate to the Instagram concept where videos with a short duration but informative are more likely to be liked by the audience.



Figure 4. IKN publication via Instagram @infopublik_id

Another publicity carried out by IKN is by collaborating with news accounts that already have their own audiences. Where on this page, IKN collaborated with @infopublik.id to spread news about the Nusantara Fair which was created by IKN to promote the move of the nation's capital from Jakarta to the archipelago. Where in the upload there is an image showing the situation of the Nusantara Fair itself and a caption as an explanation of the photo.

From the uploaded image there are several shortcomings. This includes photo editing which is considered less attractive to look at. In deciding to upload promotional content, IKN should be able to provide requests to add polishing processes such as photo editing so that it attracts more attention from the public or potential consumers who see it.

You can also add writing and images to make it easier to provide information related to products and promotions that will be conveyed to potential consumers/the public. The use of this simple application can be done by business actors directly or by a marketing team. If the business does not yet have a marketing team or does not have the ability to use paid social media management services, it is recommended that business actors can manage their own business social media accounts to stay current. current development.

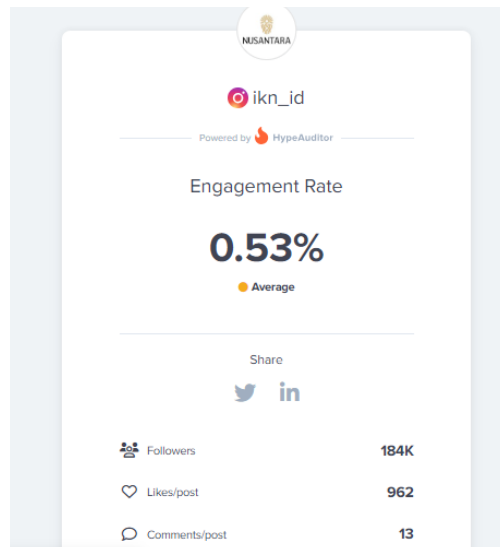


Figure 5. Engagement value from Instagram @ikn_id

The following is the engagement value of Instagram @ikn_id. It can be seen that the engagement value of each of these accounts is very low, namely 0.53% with a number of followers of more than 100 thousand people but the number of post likes is not more than 1000 people. This problem can be used as one of the main focuses of the IKN team to be able to manage publicity better in order to increase its engagement rate.

Social Media Marketing Analysis on Instagram @ikn_id

The following is an analysis of social media owned by @ikn_id using the 4C strategy proposed. The 4Cs of social media marketing according to Heuer (2010) are as follows: Context (context) How a marketer shapes a story, both using language and the content of the message to customers, using a certain format, whether focusing on graphics, colors or attractive features. Contest content on Instagram is good for maximizing engagement. Contest content does not only come from one Brand's account, but also comes from all contest participants. This method is also a good way to stay connected with your audience on Instagram. One type of contest that is very easy and popular on Instagram is "like to win", so people only need to like a brand's post to have a chance to be a winner. The type of prize they will get can be revealed in the photo.

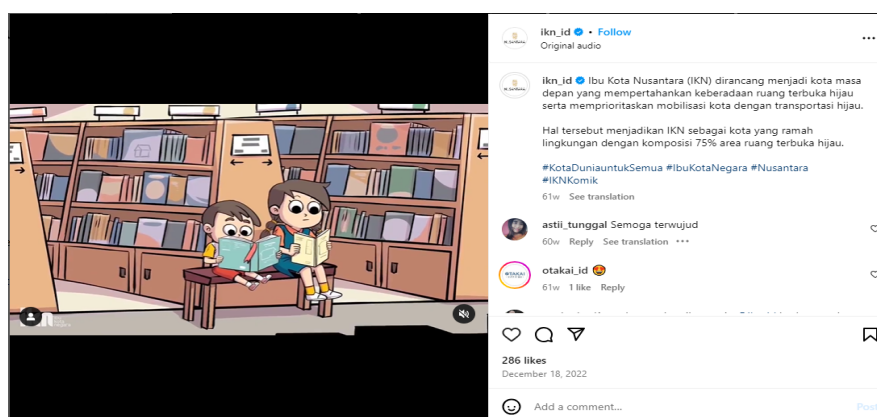


Figure 6. @ikn_id upload containing the context of IKN development

Based on the image above, @ikn_id has a post that uses a cartoon effect in which the video contains a story about the goals and vision and mission of developing IKN and moving the capital city from Jakarta to the archipelago in East Kalimantan. Communication (communication) How marketers create a comfortable impression in every promotion carried out on social media and the message the marketer wants to convey can be conveyed. The way to do this is to convey

product information clearly and easily understood, such as in promotions carried out on Instagram.

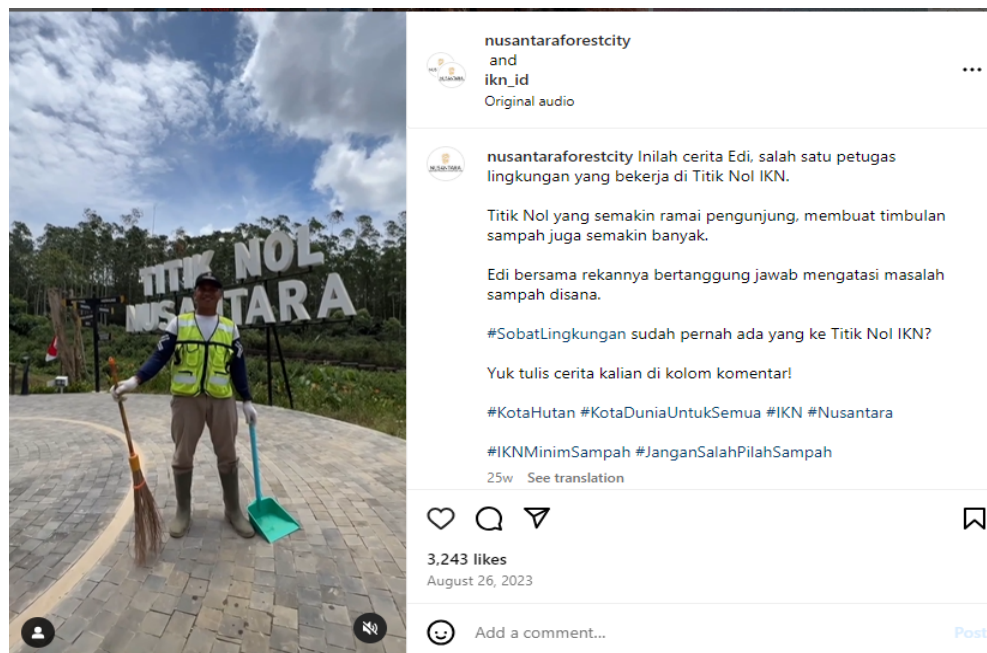


Figure 7. @ikn_id upload containing communication about IKN development

The image above shows how the @ikn_id team communicates with the parties involved in the IKN development process. Where the actor chosen is one of the officers at Tiktik Zero who is one of the official icons of IKN. However, in the content created the image quality is still not good. This process can be done using a simple method in the form of using an application on the gadget being used. Simple applications like Canva can be used to make product photos more attractive. In this application, there are templates that users can choose to customize the desired product photos according to the existing theme. Collaboration Collaboration is how marketers create good cooperation with consumers.

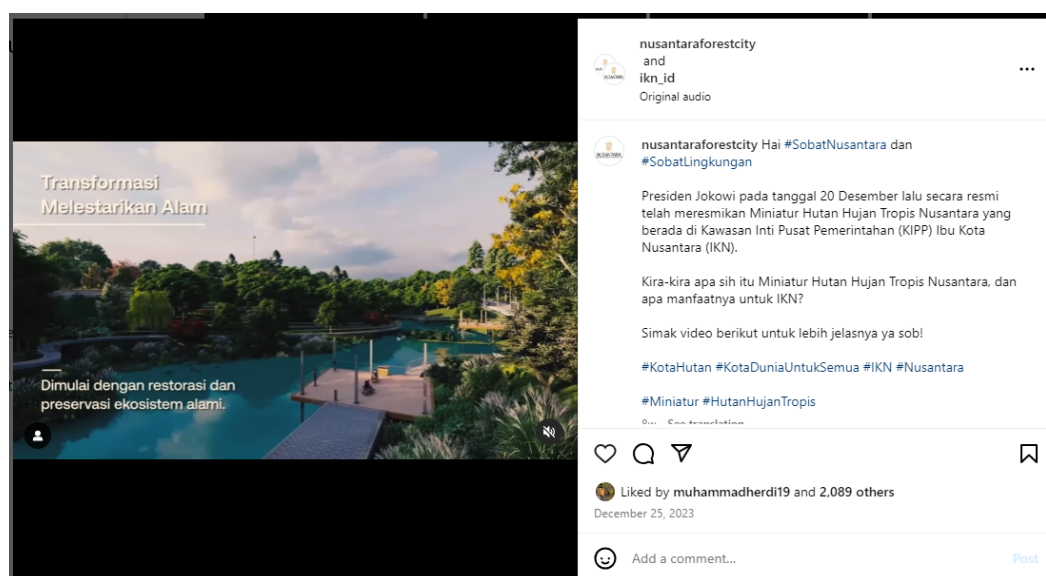


Figure 8. @ikn_id upload containing IKN development collaboration

The image above shows the collaboration that emerged between @nusantaraforestcity and @ikn_id. The cash shown is a video from the Nusantara Tropical Forest to show that the Archipelago is a capital city that still cares about the environment in its development process.

Connection (connection) How to maintain the relationships that have been built so that there is a sustainable relationship with customers. This is done by establishing good communication on social media, from comments or reposts of consumer stories that have been made, this will automatically form a good and sustainable relationship with consumers because consumers feel happy with the good response from marketers.



Figure 9. @ikn_id upload containing IKN development connections

The picture above shows how IKN tries to connect with the surrounding community by creating the Nusantara Fair. Where the Nusantara Fair is an educational activity carried out by the government to introduce culture, tourism and innovations carried out by the government in forming IKN.

The Role of Social Media in the Business World Social media has a role for business including: Social media is an easy way to find out more about your customers. For businesses operating in any industry, one of the keys to success is getting to know customers better. Social media makes this recognition process easier than before. With the supporting tools available for every social media account, you can now know in detail about who the consumers are. By targeting the right consumers, it is hoped that it will provide more benefits than the investment that has been made. Social media helps search for target consumers more effectively. Go-targeting is an effective step when sending messages to target consumers specifically based on location. Social networks such as Facebook and Twitter have supporting tools that help to present appropriate information to consumers. Social media helps find new consumers and expand target markets. Social networks such as Twitter help small businesses find consumers and find potential consumers. If you want to find consumers with a location close to your cell phone, you can search based on the nearest location using Twitter. Next, you will find potential consumers who can be contacted regarding business promotions.

Social Media makes it easy for consumers to provide feedback about your business directly. Social media for business gives you access to positive and negative feedback from consumers, which is valuable information from a consumer's perspective. For example, if you are going to launch a new product and share it via social media, you can instantly find out what consumers think. Another way to find out the consumer's perspective is to study how they use the product. Develop target markets and be one step ahead of competitors. With social media you can get important information from competitors, so you can improve your marketing strategy. In this way, you can analyze what techniques your competitors use and do things better than they do. Social media can help increase website visitors and search engine rankings. One of the biggest benefits of social media for businesses is increasing the number of website visitors. But it's not just visits that can be obtained. If the information they find on the website is useful, they will

'share' it on social media. Even though it is not significant, social media also provides positive signals to search engines, thereby increasing website rankings.

Share information more quickly with social media. Previously, the marketing process experienced problems presenting information to consumers in a short time. Now with social media, conveying information to consumers has become easier and faster. When you want to use social media for business, especially to share information about business, just click the 'share' button on each social media used. Social media helps generate a list of new potential consumers. Social media is able to reach anyone who uses it, regardless of whether they are potential consumers or other businesses that also need business services or products. Get closer to consumers through social media Social media is an appropriate means of creating relationships with consumers. For example, social media helps travel agent businesses to communicate with tourists. Relationships with consumers are built before, during, and after consumers use their services. This kind of communication is very possible through social media rather than just through conventional marketing.

CONCLUSION

Instagram management carried out by the @ikn_id team uses many features that really support the promotions that will be carried out by IKN. Apart from that, Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better. Instagram management carried out by IKN also has high consistency to be able to increase engagement from Instagram @ikn_id with the aim of maximizing publicity and increasing the audience on the account. Instagram @ikn_id also actively carries out promotions such as creating interesting and informative content related to IKN both in terms of tourism, investment and development that is currently taking place at IKN. 1. The management of Instagram @ikn_id is expected to be able to create more interesting content to attract audiences with a younger age range. It is hoped that the design and story ideas used in @ikn_id Instagram posts will follow trends so that they get higher engagement. The management strategy used is expected to create better copywriting to be able to contain a more interesting storyline.

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