

TOURISM PROMOTION STRATEGY OF THE DINAS KEPEMUDAAN OLAHRAGA DAN PARIWISATA OF PONTIANAK CITY IN INCREASING TOURIST VISITS

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Abstract

This research focuses on the development strategy of tourist visits to Pontianak City from 2016 to 2020. The research is aimed at finding out how the promotion strategy of the Tourism Sector increases tourist visits at the Pontianak City DISPORAPAR in 2019. This research uses descriptive qualitative methods with observation, interview, and documentation techniques. The results of the study that the Tourism Promotion Strategy in increasing tourist visits went through three stages. Planning is carried out through setting a promotional budget, determining the target market analysis, promotion goals, and message planning. Tahap implementation activities by carrying out promotional activities, using promotional media, and tourism events. While the evaluation stage is an evaluation meeting, a report on the performance of responsibility for one period.

Keywords: *Promotion Strategy, Tourism, Tourist.*

Abstrak

Penelitian ini fokus pada strategi perkembangan kunjungan wisatawan ke Kota Pontianak dari tahun 2016 sampai dengan 2020. Tujuannya untuk mengetahui strategi promosi Bidang Pariwisata dalam meningkatkan Wisatawan pada DISPORAPAR Kota Pontianak Tahun 2019. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik observasi, wawancara dan dokumentasi. Hasil penelitian bahwa Strategi Promosi Bidang Pariwisata dalam meningkatkan kunjungan wisatawan melalui tiga tahapan. Tahapan perencanaan dilakukan melalui penetapan anggaran promosi, menentukan target analisis pasar, tujuan promosi dan perencanaan pesan. Tahap kegiatan pelaksanaan dengan melaksanakan kegiatan promosi, menggunakan media promosi, dan event kepariwisataan. Sedangkan tahapan evaluasi yaitu rapat evaluasi, laporan kinerja pertanggung jawaban selama satu periode.

Kata Kunci: *Strategi Promosi, Pariwisata, Wisatawan.*



Lisensi

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A. INTRODUCTION

The tourism sector is an alternative income for the amount of regional income as well as for the country's foreign exchange, even for developed countries, tourism is serious about being developed. Accordance with the Law of the Republic of Indonesia No. 9 of 1990 states that Tourism has an important role to expand and level the time to strive for employment, encouraging regional development, increasing national income to improve the welfare and prosperity of the people, and cultivating a sense of love for the homeland, enrich national culture and strengthen development- to strengthen the identity of the nation and strengthen the friendship between nations.¹

In line with the development of the world of tourism today has been able get many tourist travel agencies. The task of the tourist travel agency is to increase the visit of tourists to various tourist destinations, both foreign and domestic tourism. The increasing number of parties involved in the business of travel agencies will support the progress of tourism in Indonesia.

The Tourism Sector of the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak city is the implementing element of the Regional Government in the field of tourism and has the task of organizing the household affairs of the Regional Government in the field of tourism. The task of the Tourism Sector of the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City is to try to increase tourist attractions which are expected to increase the number of tourist visits so that the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City can contribute Regional Original Income (PAD) according to the target charged by the Pontianak City Government. Of course, a real step is needed in establishing mutual understanding and trust with, various parties in introducing tourism potential and attracting tourists to visit Pontianak City.

Pontianak City as an Equatorial City that has a Tourism Icon, namely the Equatorial Monument, must pay more attention to promotional strategies,

¹ Undang-Undang tentang KePariwisata 18 Oktober 1990. Jakarta oleh Presiden Republik Indonesia tahun 1990.

activities, and promotional media that need to be improved so that tourists can be interested in visiting and enjoying tourism in Pontianak City. Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City, namely the Tourism Sector, must pay more attention to and prioritize these problems.

Providing education to tourists to preserve and maintain the cleanliness of tourist attractions, is also important to be used as evaluation material for the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City. To provide comfort and image, both for Domestic and Foreign Tourists who are and will visit.

Tourist attractions should provide comfort with adequate facilities, to attract the attention of tourists to introduce culture, environment, and tourism and instill the identity of an area. Conditions that must also be realized to attract tourists to visit an area or tourist attractions as promotional interests are often referred to as the seven *Sapta Pesona*, namely, seven elements must be possessed by tourist attractions of security, order, cleanliness, welfare of beauty, hospitality, and memories.²

This research focuses on the Tourism Sector Promotion Strategy in increasing tourist visits to the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City in 2019. The reason why researchers chose 2019 as the scope of research time is that in that year, the Tourism Sector of the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City has several updates to promotional programs whose reach is felt to be wider than in 2020 and 2021. The emergence of the Covid-19 Virus causes limited activities outside the home and is not allowed to carry out activities that bring crowds and crowds, besides that the activities carried out must also be carried out by implementing applicable health protocols.

Based on data on the development of tourist visits to Pontianak City from 2016 to 2020, which every year has increased significantly. It's just that, in the

² Kusnadi. 2018. Info Publik 7 Unsur *Sapta Pesona Yang Menjadi Daya Tarik Pariwisata*. Diakses 20 februari 2021 dari: <https://infopublik.id/read/252875/inilah-7-unsur-sapta-pesona-yang-menjadi-daya-tarik-Pariwisata.html>

pandemic masses, the number of tourists has decreased drastically. Especially for the past five years with the number of visits by Domestic and Foreign Tourists who attended in 2016 as many as 969,617 tourists, 2017 as many as 989,591 tourists, 2018 as many as 1,125,037 tourists, 2019 as many as 1,189,751 tourists, and 2020 as many as 78,066 tourists.³

The high level of tourist visits to Pontianak City is certainly due to the good and appropriate promotion strategy carried out by the Tourism Sector at the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City. Judging from the high number of tourist visits to Pontianak City from 2016 to 2020. So it is very important and interesting to conduct an in-depth study and discussion, especially regarding how the promotion strategy carried out by the Tourism Sector in increasing tourist visits at the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City in 2019. As a benchmark and evaluation material for related parties, especially the Tourism Sector of the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City in increasing the interest of tourists to come and end up in Pontianak City.

B. LITERATURE REVIEW

Ibrahim stated that the previous studies in this context were all the results of research or publications related to the research plan to be carried out. Neither the linkages are clear (strong that all aspects of the study), or simply similar (not very clear). Both the relationship in terms of the material (content) of the study, as well as from the geographical side and methodology of the study.⁴

Based on the studies and the results of the reviews carried out by researchers, there are several similar studies and have a connection with the substance of this study, it can be mentioned, among others; research by Salihin ini IAIN Pontianak "Strategi Promosi Sail Selat Karimata pada Dinas Pemuda

³ Satu Data Kota Pontianak. Diakses 25 Februari 2021 dari: <https://data.pontianakkota.go.id/organization/dinas-kepemudaan-olahraga-dan-pariwisata>.

⁴ Ibrahim. 2015. *Metode Penelitian Kuantitatif. Panduan Penelitian Beserta Contoh Proposal Kualitatif*. Bandung: Alfabeta, 41.

Olahraga dan Pariwisata Kabupaten Kayong Utara”.⁵ Research by Chntya Bateria Avinda, I Nyoman Sudiarta, and Ni Made Oka Kartini entitled “Strategi Promosi Banyuwangi Sebagai Destinasi Wisata (studi kasus pada dinas kebudayaan dan Pariwisata)”.⁶ And the research conducted by Amalia Rosyadi Putri and Ellyda Retpitasiari entitled “Strategi Komunikasi KPID Jawa Timur Dalam Mencegah Penyebaran Virus Corona”.⁷

Based on the results of the Library search conducted above, there is still no research that is the same or similar to the research on Promotion Strategy carried out, especially by the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak city in attracting tourist visits.

C. METODE PENELITIAN

The type of research used by researchers is a qualitative approach with descriptive analysis methods. The location of the study will be carried out at the office of the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City which is located in the Malay Land Continent, South Pontianak District, Pontianak City, West Kalimantan. The data sources that the researchers used in this study include primary data sources and secondary data on tourism promotion strategies carried out by the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak city.

Among the data collection techniques used in this study were observation, interviews, documentation, and *focus group discussions* (FGD). The technical data analysis used is the collection of data, reduction, display, verification, and analysis which then draws data conclusions related to the scope of the tourism promotion strategy carried out by the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City.

⁵ Salihin. 2019. *Strategi Promosi Sail Selat Karimata pada Dinas Pemuda Olahraga dan Kariwisata Kabupaten Kayong Utara*. Program Studi Komunikasi dan Penyiran Islam FUAD IAIN Pontianak. Skripsi Pontianak.

⁶ Avinda, Chintya Betari. I Nyoman Sudiarta, dan Ni Made Oka Kartini. 2016. *Strategi Promosi Banyuwangi Sebagai Destinasi Wisata (Studi Kasus Pada Dinas Kebudayaan Dan Pariwisata)*. Industri Perjalanan Pariwisata Universitas Udayana. Jurnal Pariwisata. Bali.

⁷ Amalia Rosyadi Putri dan Ellyda Retpitasiari, *Strategi Komunikasi Kpid Jawa Timur Dalam Mencegah Penyebaran Virus Corona*, Komunike, Volume XII, No. 2 (Desember2020), 146-166.

D. RESULT AND DISCUSSION

Tourism Promotion Strategy Planning

Promotion Strategy consists of a process of planning, implementation, and evaluation then supported by controlling communication to organizational goals.⁸ The Tourism Sector at the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City at the planning stage carried out various coordinations from the Marketing sector to the Tourism Sector and vice versa, conducting a market analysis that was useful to find out how tourists visited and market conditions.

According to Zulkifli as the Head of Tourism at the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City, it is stated that their party always coordinates together with the marketing and promotion and tourism destination development sector. This is because the head of his field is directly in charge of the sector, so it is very easy to coordinate, through direct coordination, briefing discussions, and also through coaching, either through face-to-face direct communication or online.

Through cooperation with the Dinas Kepemudaan Olahraga dan Pariwisata of the Regency and the Dinas Kepemudaan Olahraga dan Pariwisata of the relevant provinces that exist required in providing information related to existing destinations. This determines how to form a promotion strategy that will be applied appropriately and efficiently.

At this stage, it can be seen from the activities followed by the Pontianak City Disporapar, namely the Pameran Pariwisata *Borneo Extravaganza Bali* 2019 Activity, from these activities researchers can see the planning process carried out by the Pontianak City Disporapar, namely as follows.

1. Determining a Promotion Budget

Kolter and Armstrong are determined by the promotion. There are four common methods used to set a promotional budget,⁹ among others, *the*

⁸ Yusran Doni Tahir, Burhanuddin Kiyai, Salmin Dengo, *Strategi Promosi Pariwisata Bunga Di Kota Tomohon*, Tahir, Jurnal Administrasi Publik, Vol 7, No 102 (2021), 70-77.

⁹ Muflih, Ashru Nur, and Yeni Rosilawati. "Strategi Komunikasi Pemasaran Gembira Loka Zoo Melalui Media Sosial dalam Meningkatkan Jumlah Pengunjung di Masa Pandemi tahun 2020." *Prosiding UMY Grace* 2.1 (2021).

affordable method, the competitive-parity method, and the objective and task method. According to Hendra Feilani as the Head of Tourism Marketing of Pontianak City Disporapar, in determining the budget for the Tourism Sector itself chooses to prioritize activities that have a wider scope to attract tourists, the budget funds obtained by the Tourism Sector itself are obtained through APBD funds. The determination of budgets cannot be separated from the main task of the marketing field which emphasizes more on branding and advertising for Pontianak City which is felt to be spending quite a lot of budget funds. Every year we have regional income in the Tourism sector so the higher the number of tourists who visit Pontianak City, of course, the higher the regional data collection.

Table 1: Local Income of the tourism sector in Pontianak City

No	Year	Realization of Tax Revenue (IDR)	Information
1	2016	94.118.710.200	
2	2017	101.332.216.435	
3	2018	115.821.187.964	
4	2019	121.045.993.682	
5	2020	68.403.189.051	Berkurang 43.49%

Source: *Pontianak City Regional Finance Agency in 2020*

2. Determining the Target Market Analysis

By targeting the market in Indonesia with a focus on improving the quality of destinations, such as making the Equatorial Monument the object.

Data from the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City, from 2016 to 2020 in the following table, that data on the development of tourist visits to the city, the majority of tourists every year experienced an increase that can be said to be quite high until 2019, in contrast to 2020 the number of tourists who came to Pontianak decreased, this was caused by the

covid-19 outbreak which made the deployment and travel of tourism limited by the central government to prevent unwanted things.

Table 2: Development of Tourist Visits to Pontianak City

No	Year	Domestic Tourist	Foreign Tourists	Amount	Average Length of Stay
1	2016	939.149	30.468	969.617	1,78 days
2	2017	957.059	32.532	989.591	1,57 days
3	2018	1.077.356	47.681	1.125.037	1,80 days
4	2019	1.155.291	34.461	1.189.752	1,67 days
5	2020	695.068	12.998	708.066	1,70 days

Source: *Pontianak City Disporapar Data from 2016 to 2020*

Seeing this data, the Tourism Sector at the Tourism Office of the Youth Sports and Tourism Office of Pontianak City, carried out promotional activities for tourists who attended by providing education and information. As a promotional strategy in determining the target market analysis to attract the attention of tourists carried out by the Tourism Sector of Pontianak City Disporapar as well, providing souvenirs in the form of a charter so that Domestic and Foreign Tourists who visit the Equator Monument feel happy with the hope that these tourists will return to visit Pontianak City, namely the destination of the Equator Monument.

3. Determining Promotion Goals

Maulida argues that there are four promotional objectives carried out,¹⁰ that is, behavior modification, telling, persuading, and reminding. Through *the length of stay*, tourists, especially foreign tourists, can support the development

¹⁰ Maulida, Alfiatul. "Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Keputusan Pembelian Pada Zafi Studio Di Mangaran Situbondo." *Growth* 19.2 (2022): 170-185.

of the economy in Pontianak City, in 2019 the long time tourists stayed only reached 52.53%.

The Tourism Sector at the Dinas Pariwisata Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City in carrying out promotional activities in various regions, the goal is that is expected to be able to introduce the Pontianak City Tourism sector to Domestic and Foreign Tourists. Through it, the future contributes to the level of tourist visits through the development of tourists which of course becomes a reference in the evaluation of the promotional strategies that have been implemented.

As said by Hendra Feilani as the Head of Tourism Marketing of Disporapar Pontianak City that the purpose of what we have done so far in its promotional activities must be that tourists can get to know the culture and tourism in Pontianak City. In addition, it is hoped that tourists who attend, whether they are from outside the Province or even abroad, can stay longer and spend their money shopping in the city of Pontianak. Because thus it will affect the economic sector for tourism industry players in Pontianak City.

4. Message Designing

Auliasari et al, explained that the message that is built must not only have attractiveness but the message presented must ideally be guided by the AIDA model (Attention, Interest, Desire, Action)¹¹.

To realize this, the Tourism Sector of Pontianak City Disporapar itself, forms and conveys an image of comfort for prospective tourists and tourists who are in Pontianak City through the main message, namely "Wonderful Indonesia". Through the delivery of a message that depicts beauty and comfort, it is hoped that it can be introduced through various destinations, tourism products, and tourism events in Pontianak City, as well as creating seven elements of Sapta Pesona to make an impression on visitors and always want to come back to visit Pontianak.

¹¹ Auliasari, Karina, Mariza Kertaningtyas, and Diah Willis. "Penerapan Model AIDA pada Pembuatan Konten Digital Marketing Kreasi Kayu IMMUX." *Suluah Bendang: Jurnal Ilmiah Pengabdian Kepada Masyarakat* 21.3 (2021): 341-349.

Dalam developed a message conveyed to the community, the disporapar created the identity of 7 Sapta Pesona, namely safe, orderly, clean, cool, beautiful, and friendly, the memories of Pontianak City with a comfortable heart are also felt by tourists with evidence of visits that continue to increase every year.

Promotion Strategy for Tourism

The process of implementation or implementation is the display of how the form of activities that have been planned ranges from approximately 12 months.¹² In addition to the above opinion as stated by Intosh mentioning Tourism is a form of 106 activities in the form of services,¹³ such as services and industry Tourism (*tour and travel*), transportation, accommodation, food, and beverages, as well as various types of shops (*Traditional Market and Modern Market*), entertainment, and health services.

In addition to using several media in promotional activities, the implementation of the tourism promotion strategy in the Pontianak City Disporapar also participated in several promotional activities.

The processes carried out include: *First*, Tourism Promotion Activities. In the promotional activities of the Pontianak City Disporapar Tourism Sector, one of them is the Jakarta Travel Fair (JTF) in collaboration with the Jakarta Disporapar which is national.

The Tourism Sector of Disporapar participated in a tourist exhibition event outside the Province, namely, the Borneo Extravaganza exhibition which was held at Galleria Mall Bali from October 4 to 6, 2019 to introduce the Culture and Tourism in Pontianak City to the World.

Second, Tourism Promotion Media. In the use of promotional media for the Tourism Sector, Pontianak City Disporapar prefers to use conventional and

¹² Ali, Sakillah Ayu Sabillah Haqiqi. "Implementasi Strategi promosi Digital Marketing dan penggunaan E-menu Pada Warung Indah Lanang Banyuwangi." *ConCEPT-Conference on Community Engagement Project*. Vol. 1. No. 1. 2021.

¹³ Muljadi, A.J dan H. Andri Warman, *KePariwisataaan Dan Perjalanan Edisi Revisi*, Jakarta: PT Raja Grafindo Persada, tahun 2016. 8.

modern media. Through the use of media, Disporapar Technology Pontianak City has several modern media as a tool in carrying out promotional activities for tourist destinations and tourism activities in Pontianak City.

Zulkifli as the Head of tourism of Pontianak City Disporapar, argues that so far all media have tried, involving *stakeholders*, some modern and conventional media are owned by the Pontianak City Sports and Tourism Youth Service. In the use of modern media itself, the Tourism Sector of Pontianak City Disporapar has several options such as advertisement, *publishing through Instagram, Twitter, and Facebook media, personal selling, Media TV, etc.*

All promotional media that we use are certainly effective, the effectiveness of the promotional media itself depends on how our target is, so far social media is still one of the promotional media that we feel is the most effective where we can provide all kinds of information ranging from Tourism destinations to the level of tourist visits, besides that the use of social media can be monitored through how many visitors visit our media accounts

In addition, other media are used in the form of Print Media such as magazines and newspapers. Electronic media, namely radio in the form of audio television in the form of audio-visual. Social Media like Instagram and Facebook. *Sales promotions* such as the Tourism Guidebook, the Pontianak City tourism map, the Pontianak City tourism *event calendar*, and *the hotel directory*.

Several tourism events such as Pontianak International *Dragin Boad* and Equatorial Run, Pontianak Creative Carnival, The Charm of Culmination of the Sun, *Festival Cap Go Meh*, and Festival Meriam Karbit are supporting factors in attracting the level of tourist interest.

Third, Tourism Evaluation. The evaluation carried out by the Tourism Sector at the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City is by conducting meetings related to the evaluation of various kinds of promotional activities and at the same time regarding the achievement of the target of tourists who visit every year. The output of the evaluation meeting

conducted was in the form of a Performance Report of Government Agencies available for the Pontianak City government.

Through the achievement of this target, the Tourism Sector can determine how to determine the promotions that will be used in the future in increasing tourist visits in the following years. Hendra Feilani as chairman of Tourism Marketing said that any regular annual evaluation meeting that discusses various existing evaluation materials, such as the output produced in the Government Agency Performance Report, contains measurements of performance, income, budget revenue, and the level of achieving goals, then concludes the success or failure rate of activities that have been set.

Evaluation is important for the Tourism Sector in controlling the visits of tourists who come, besides that the Pontianak City Disporapar needs to pay attention to the promotional media used, access to locations, and infrastructure in tourist attractions in Pontianak City.

5. Tourism Determination

Through the purpose of the promotion strategy, it is closely related to tourism, so it not only carries out promotional activities but also has a focus on tourism.

Table 1: Development of Tourist Visits to Pontianak City

No	Tahun	Wisatawan Nusantara	Wisatawan Manca Negara	Jumlah	Lama Rata2 Menginap
1	2016	939.149	30.468	969.617	1,78 hari
2	2017	957.059	32.532	989.591	1,57 hari
3	2018	1.077.356	47.681	1.125.037	1,80 hari
4	2019	1.155.291	34.461	1.189.752	1,67 hari
5	2020	695.068	12.998	708.066	1,70 hari

6. Tourism Destinations

The majority of tourists come to Pontianak City, with the aim of spending their vacation time. Supported by the recognition of tourists, as

according to foreign tourists from Malaysia, this shows that the majority of domestic and foreign tourists come to visit Pontianak City for vacation.

By Hafizul Rasdi, tourists from Malaysia say that almost all the tourists have visited the Kapuas square park, governor's offices, traditional houses, Kadriah palaces, Jami mosques, equatorial monuments, and palace palaces.

7. Tourism Marketing

The comfort and success of an area into a tourist destination that is often an option to visit continuously is supported by a good and maximum marketing promotion strategy by the tourism sector. Pontianak City has supporting factors that can be included in the tourism marketing category that can attract tourists.

Tourism Marketing, which is carried out Such as tourism physical products that are characteristic, namely gill pattern fabric fabrics, brackets, knitting bags, Malay tanjaks, key chains, mini raplika Of The Equator Monument, and other handicrafts typical of Pontianak City handicrafts that have succeeded in becoming souvenirs at fairly affordable prices for Domestic and Foreign Tourists who are visiting Pontianak City.

In addition to providing recommendations for tourism destinations through the tourist information center, it can also promote routine tourism events through the calendar of events provided and can be an attraction for Domestic and Foreign Tourists.

8. Tourism Communication

Tourism communication in the Tourism Sector collaborates with various parties in developing tourism marketing, such as ASITA, PHRI, HPI, and GenPi. Then also collaborated with various private tourism organizations such as ASITA (*Association of the Indonesian Tours and Travel Agencies*), PHRI (Indonesian Hotel and Restaurant Association), HPI (Indonesian Pramuwisata Association), and GemPi (Generasi Pesona Indonesia) as well as Travel agents and Hotels.

E. CONCLUSION

The Tourism Sector was declared successful in increasing tourist visits both domestically and abroad at the Dinas Kepemudaan Olahraga dan Pariwisata of Pontianak City in 2019, as the promotion strategy was implemented through three stages, namely planning, implementation and evaluation. It is hoped that it can improve the information media used, especially in foreign language contexts, so that the media used can also reach foreign tourists who have limitations in Indonesian, of course, this is in line with the promotional intention of increasing the length of stay to Domestic and Foreign Tourists.

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