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**TOURISM ADVERTISEMENT SEMIOTIC OF HUNI RAYA GROUP  
INSTAGRAM POST**

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***Abstract***

*This article explores the semiotics of CV's Instagram content. Huni Raya is a medium of advertising travel services that it offers to internet users / to obtain consumers. This research aims to uncover the persuasive meaning of CV Instagram posts. Huni Raya to attract tourist consumers to Bromo. This research included qualitative research using John Fiske's semiotics theory. The analysis unit studied is a persuasive message in a CV Instagram post. Huni Raya, Representative from the point of view of photography results and the meaning that Bromo Tourism is beautiful and beautiful so it is very good for tourists to visit. Data was obtained using observation, interviews, and studies of relevant literature by the formulation of the problem. Based on the data obtained, the results of this study explain the meaning of persuasive messages in CV post ads. Huni Raya shows the beauty and beauty of Bromo is very worthy to be used as a tourist spot. Tourism in Bromo some values make tourists can feel the natural nuances, the beauty of sunrise, tranquility, refreshing the brain. The results of advertising photography on Instagram CV. Huni Raya is good enough and satisfying to attract consumers to Bromo.*

***Keywords:*** *Semiotics, Persuasive Message of Tourism to Bromo, Bromo Beauty*

**Introduction**

CV. Huni Raya Group is a business company engaged in tourism services in east Java. Tourism ads used by CV. Huni Raya Group is more active in Instagram social media because the use of internet media is easier by offering a more comfortable and regular look. In addition to being a social media used by personal and public figures, Instagram is also used as a business feature.

Instagram is widely used by online entrepreneurs both beginners and seniors. Instagram is not just a communication tool as a social media for getting acquainted with other users. The opportunity to use this Instagram is greatly utilized by CV. Huni Raya Group by providing interesting photo content in inviting visitors to come to Mount Bromo tourist attractions. The results of the photo on display are a message that should have the meaning of a hidden message to introduce the beauty and natural beauty of Bromo through photos. The content of photos posted on Instagram will give a certain meaning and meaning to make internet users feel the atmosphere built in the photo.<sup>12</sup>

Messages – messages in photo ads from cv. Huni Raya Group on Instagram is displayed in various angles. The signs start from the arrangement of the image, the angle of the photo taken, the use of colors in the photo, the theme of the atmosphere built in the photo. So that will be a study is the meaning of what is contained from each message that has been conveyed to invite visitors to visit a trip to Bromo Tourism. Based on this background, the author is interested in researching how persuasive ways to give meaning to invite tourists to travel to Bromo through Huni Raya Instagram posts. In general, this study aims to give an idea of how to compile and convey advertisements in Instagram posts to attract tourists to go on tours to Bromo and to express the meanings of semiotics by the semiotics of John Fiske.<sup>3</sup>

## **Library Review**

### **Theory Semiotics John Fiske**

Semiotics is the science of signs that includes communication in bent signs. Communication relations between humans can be done by reading signs as a means of communication, this is done by the sender of the message and the

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<sup>1</sup> Nigar Pandrianto and Gregorius Genep Sukendro, “Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement,” *Jurnal Komunikasi* 10, no. 2 (2018): 167.

<sup>2</sup> Anastasia Dian Rosalina, Yonvitner Yonvitner, and Zulhamsyah Imran, “ANALISIS KEPUASAN PESNORKEL UNTUK PENGELOLAAN WISATA SNORKELING PADA EKOSISTEM TERUMBU KARANG (Studi Kasus Di Taman Nasional Laut Kepulauan Seribu),” *Jurnal Pariwisata* 6, no. 1 (2019): 1–15.

<sup>3</sup> Yasmin Yasmin, Yanti Setianti, and FX. Ari Agung Prastowo, “Representasi Eksploitasi Satwa Dalam Film Rise of the Planets of the Apes,” *ProTVF* 1, no. 2 (2018): 151.

recipient of the message. A sign in semiotics can mean it as communicative and replace something to be imagined or interpreted.<sup>4</sup>

John Fiske is a semiotics communications scientist who developed the art of communication from the University of Wisconsin-Madison. According to John Fiske, the main code in television media is indicated through messages and sign systems. Code is part of the rules of the system of signs, ordinances, and guidelines that are used by certain cultural elements generation after generation and form meaning in that culture. The code from John Fiske states that the events described have been encoded by social codes including:<sup>5</sup>

- a. The level of Reality includes, appearance or appearance, such signs are acceptable to the physical, acceptable to our senses.
- b. Representation level, including camera shooting angle, Writing language, graphics, animation, photo-taking, etc.
- c. Ideological level, in this process events are connected and grouped into agreements - agreements accepted by ideology. Events are grouped and synthesized into major relatedness or creeds that stand out in society.<sup>6</sup>

### **Ads on Social Media**

Social media is present in the audience as a forum for entertainment and communication that is unlimited time and place. The paradigm of audiences and social changes without having to communicate face-to-face, wherever and whenever they can communicate. Social media can also eliminate the social boundaries that have occurred so far, with the existence of social media these limits become lost<sup>7</sup>. Differences in places even from abroad, the time difference from WIB to WIT or vice versa the delivery of messages becomes more effective and can be used by anyone.<sup>8</sup>

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<sup>4</sup> Rini Astuti, "Semiotika Dalam Bidang Manajemen Pemasaran," *Jurnal Manajemen dan Kearifan Lokal Indonesia* 1, no. 2 (2017): 116–123.

<sup>5</sup> Hary Ganjar Budiman, "Representasi Tentara Dan Relasi Sipil-Militer Dalam Serial Patriot," *Patanjala : Jurnal Penelitian Sejarah dan Budaya* 10, no. 1 (2018): 115.

<sup>6</sup> Ibid.

<sup>7</sup> M. Nashoihul Ibad, "Model Pembelajaran Komunikasi Pada Penggunaan Sosial Media Untuk Menanggulangi Penyebaran Berita Hoax Bagi Generasi Muslim Milenial," *Wasilatuna: Jurnal Komunikasi dan Penyiaran Islam* 2, no. 1 (2019): 53–73.

<sup>8</sup> Errika Dwi and Setya Watie, "Komunikasi Dan Media Sosial ( C Ommunications and Social Media )," *The Messenger* III, no. 1 (2011): 69–75.

Freedom of social media in addition to being applied to communicate with others is also the right effective place to promote advertising for free through social media, by doing social media there is no need for advertising costs, no tax costs, no need for a physical store to set up a business store, simply by listing the ease of ordering, contact, and address of delivery origin<sup>9</sup>. This makes it easier for anyone to do buying and selling activities on social media. Social media reverses the fact that happened first to set up a store by turning the number of buyers/consumers who complain a lot of high advertising costs as well. Social media provides a free means if the seller understands to communicate his goods/services can make someone interact purchases with the seller.<sup>10</sup>

### **Research Methods**

The type of research used is Qualitative research. Qualitative research deals with data that do not number, collecting and analyzing data of a narrative nature. Qualitative research methods are used to obtain abundant data, in-depth information about problems or issues to be solved. The semiotic approach method means a model that examines a sign on an object. Where this approach is in addition to interviews with related parties, such as online business ownership, Instagram content designers, and narrative forms or images.

The technique of pengumpulan data uses the observation method where the author makes direct observations of the activities .posts that have been carried out by the business Instagram account including @Pusatwisataromo and @Hunirayagroup belonging to CV. Inhabit The Kingdom. This safety can be a material and reference for the author to be able to conduct research by the concept that has been designed.

An interview is a data collection technique used is with an in-depth interview or interview in depth. In Lexy J. Moleong, an interview is a conversation with specific intent. The conversation was conducted by two parties, namely the

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<sup>9</sup> M. Nashoihul Ibad, "PESAN DAKWAH ISLAM ANALISIS SEMIOTIKA (STUDI KASUS INSTAGRAM @MAHAKARYAANAKBANGSA)," *Wasilatuna: Jurnal Komunikasi dan Penyiaran Islam* 03, no. 02 (2020): 163–181.

<sup>10</sup> Nita Siti Mudawamah, "Perilaku Pengguna Internet : Studi Kasus Pada Mahasiswa Jurusan Perpustakaan Dan Ilmu Informasi Uin Maulana Malik Ibrahim," *Jurnal Kajian Perpustakaan dan Informasi* Vol. 4 No., no. 1 (2020): 107–113, <http://journal2.um.ac.id/index.php/bibliotika/article/download/14762/6000>.

interviewer (interviewer) who asked the question and the interviewee (interviewee) who answered the question.<sup>11</sup>

Documentation of data collection by researching and studying various documents, photos, and literature that exist to identify and solve problems. Literature studies are procedures carried out to collect data related to research problems.<sup>12</sup>

Data Analysis Techniques. This study using technical data analysis began by clarifying posts on the Instagram account @Pusanwisatabromo and @Hunirayagroup belonging to CV. Inhabit Raya by the formulation of research problems. The analysis is done by sorting and separating the text, namely the parts of photos or photography and posts from CV's Instagram. Inhabit The Kingdom. Then, the data were analyzed with John Fiske's semiotic model with John Fiske's Codes of Television theory, namely with the Reality level, representation level, and Ideology level in each post. From each of these levels, researchers use data analysis and interpretation techniques through several stages.<sup>13</sup>

## **Results and Discussion**

The researchers took three pieces of findings to be analyzed semiotics using John Fiske with three levels (Level of Reality, level of Representation, Level of Ideology) known as Codes Of Television. This collection is based on the services displayed to attract tourists traveling to Bromo. Containing persuasive meaning for natural tourism to Bromo, with various tour packages offered there are examples including one-day midnight tour packages, couple tour packages for couples, information on the opening of Mount Bromo National Park after the closure during the *Covid-19* pandemic in Indonesia.

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<sup>11</sup> Yopie Moelyohadi et al., "Pemanfaatan Berbagai Jenis Pupuk Hayati Pada Budidaya Tanaman Jagung ( *Zea Mays* . L ) Efisien Hara Di Lahan Kering Marginal The Use of Various Types of Biofertilizers on Cultivation of Nutrient Efficient Corn Genotypes ( *Zea Mays* . L ) in Marginal Dry Lan," *Jurnal Lahan Suboptimal* 1, no. 1 (2012): 31–39.

<sup>12</sup> Diana Fitri Kusuma and Mohamad Syahriar Sugandi, "Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts," *Jurnal Manajemen Komunikasi* 3, no. 1 (2019): 18.

<sup>13</sup> Amelia Azka Fatima, "DALAM FILM SOEKARNO ( Analisis Semiotika John Fiske ) JURUSAN PENYIARAN ISLAM FAKULTAS DAKWAH INSTITUT AGAMA ISLAM NEGERI ( IAIN ) PURWOKERTO" (2019).



Figure 1. TN Bromo Open

(Document source: Post from Instagram @Hunirayagroup  
<https://www.instagram.com/hunirayagroup/> )



Figure 2. Midnight Package

(Source: Post from Instagram @Hunirayagroup  
<https://www.instagram.com/hunirayagroup/> )



Figure 3. Couples in Bromo  
 (Source: Post from Instagram @Hunirayagroup  
<https://www.instagram.com/hunirayagroup/> )

In the Reality Level, Bromo Beauty is depicted through natural beauty, the uniqueness of tourism objects, and expressions that appear to tourists. Natural beauty is shown by the depiction of Bromo nature on a blue background so it is suitable for use as a background for a good photo session<sup>14</sup>. The nuances of nature are indicated by the dominant blue color making the natural atmosphere of the colors of the clouds and sky. The depiction of the level of reality by tourists appears on the expression of Happy smiling, showing tourists enjoying the natural scenery in Bromo.<sup>15</sup>

The red color on cv's Instagram ad. Huni Raya is found in the font wana used in the post design description. The aspect of reality in the image of the post in the Instagram CV. Inhabit Raya image one shows a red font to be able to focus towards the message you want to go to. The message that says "TN Bromo Tengger Semeru in Reopened". Then followed by the font color below with a description of when the opening time of Bromo tourism is "August 28, 2020". Previously Bromo Tourism was closed due to the Covid-19 pandemic so the government's policy to break the chain of the spread of Covid-19 by carrying out

<sup>14</sup> Siroy Kurniawan, "Sistem Pertandaan Semiotik Pada Iklan Layanan Masyarakat ♦ Stop Hoax ♦ Dalam Media Televisi Indosiar (Analisis Semiotik Jhon Fiske)," *Jurnal Dakwah dan Komunikasi* 4, no. 2 (2019): 121.

<sup>15</sup> Ibid.

Large-Scale Social Restrictions (PSBB) one of which was the policy to close tourist attractions. This was done from the beginning of the Covid-19 news until August 28, 2020. The speaker's speech did a selection of font colors with red reasoned to focus the reader's view on the message they wanted to communicate.

*"The red color used in the Bromo climb design by using red to show a very important information, must, should not be missed."* (Alvin Al-Huda: 2.15)

### **Representative Level**

The representative level in the three designs refers to the use of shooting techniques using Long shot shooting, the purpose to illustrate the natural beauty of Mount Bromo there are mountains and there is Mount Merapi which is still actively visible to emit smoke from the crater of the mountain. Long shot angle to take the wisatwan object along with all the scenery in Bromo. There are depicted tourists in whispering sand, where there is not a single plant that lives other than a stretch of sand. In the selection of settings, pegambilan is carried out in the morning, new sunlight appears, indicating the most suitable time to visit Bromo.<sup>16</sup>

More shooting takes a long shot angle aims to build interaction and interactive Instagram users to see the beauty of Bromo. The resulting image will make the composition of the image have a mood, life to build intimacy with Instagram users. The background of the selection of the place by displaying the beauty and beauty of nature like painting is right to create interesting so that someone after seeing the photo is interested in visiting Mount Bromo Tourism. The source also argued against the setting and arrangement of the image as follows:<sup>17</sup>

*"Let people know Bromo products we love the image of the overall angle of Bromo so we see the corner of the whole Bromo and the most popular place is from Bromo spoiling. It looks like the panorama of Bromonya That's why we, make it from the panorama of Bromo."*

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<sup>16</sup> Adhis Ubaidillah, "Konsep Dasar Komunikasi Untuk Kehidupan," *Al-ibtida'* 4, no. 2 (2016): 30–54.

<sup>17</sup> Adin Fahima Zulfa, "Camera Movement, Camera Angle, Dan Shot Size, Dalam Membangun Jumpscare Film 'The Conjuring II,'" *Computers in Human Behavior* 63, no. May (2019): 9–57, <http://dx.doi.org/10.1016/j.chb.2016.05.008>.



From the description of this resource, a person can be used as a reference to see all the beauty of Bromo more beautifully by displaying all corners in Bromo. As for the advantages of tourist attractions in Bromo contains the aesthetics of sunrise dawn, whispered stretches of sand, can climb to the top of Bromo crater. The type of long shot shoot tends to display the beauty side of the photo environment even ignoring the object of the photo. As in the photo "TN Bromo Buka" and "Midnight Package" who want to display a focused message to enjoy the beauty of Bromo Natural Tourism rather than the tourist attraction itself.<sup>181920</sup>

### **Ideology Level**

The level of ideology in the CV Instagram post. The Great Inhabitation shows the ideology of capitalism and patriarchy. The ideology of capitalism is a view to always make things products or services that are favored by the market. The elements that are built are formed because many people like the masses. The ideology of capitalism will lead to the lifestyle of consumers. The ideology of capitalism creates content that can create new awareness in the minds of consumers so that the interest to buy or use the products and services it offers. Forms – forms of the value obtained from posts on Instagram CV. Huni Raya includes submission to the market, creating imagery, and dominance of popularity values.<sup>2122</sup>

Capitalism that is awakened from posts on Instagram is a product that is widely presented in a luxurious and expensive place. Products offered by CV. This Habitus Raya is like riding a horse, jeep, vehicle rental, hotel, inn, etc. The ideology of capitalism is closely related to Marxism, namely materialism. The concept raised in this ideology is about ideology and false consciousness. Marxism holds that materialism is defined by goods and products all things can be

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<sup>18</sup> Abdi Surya Nugraha Putra, "Pesona Gunung Bromo Sebagai Wisata Unggulan Di Pasuruan, Jawa Timur," *Domestic Case Study* 01 (2019): 1–11.

<sup>19</sup> Omie Rizky Nathan and Tika Mutia, "Problematika Videographer Dalam Meningkatkan Kualitas Cinematography Wedding Di Aghesa Photography," *Riset Mahasiswa Dakwah dan Komunikasi (JRMDK)* 2, no. 1 (2020): 203–216, <http://ejournal.uin-suska.ac.id/index.php/jrmdk/article/view/9129>.

<sup>20</sup> Oki Cahyo Nugroho, "INTERAKSI SIMBOLIK DALAM KOMUNIKASI BUDAYA (Studi Analisis Fasilitas Publik Di Kabupaten Ponorogo)," *Aristo* 3, no. 1 (2016): 1.

<sup>21</sup> Ade Irma Sakina and Dessy Hasanah Siti A., "Menyoroti Budaya Patriarki Di Indonesia," *Share : Social Work Journal* 7, no. 1 (2017): 71.

<sup>22</sup> Citra Nuraini, "Ideologi Kapitalisme Dalam Sampul Fiksi Islami Indonesia," *Arkhaish* 06, no. No.1 (2015): 7–14.

bought with money. Economic factors are the basis of human beings to widen the prestige achievement of their presence. Two factors that affect human life, according to him are economic factors as the basis of reference and all productions that are non-material, thought, philosophy, religion, norms are forms of human consciousness related to the process of human life and history.<sup>23</sup>

### **Instagram CV. Inhabit As Marketing Meaning**

Instagram CV. Huni Raya means an account that promotes the services offered as a tour & travel agent to travel to Bromo. Instagram which is generally used as a personal account or social media in cyberspace means only for personal interests is not commercial, but the meaning of Instagram which is used by @hunirayagroup used the Instagram account as a marketing promotion of the products it offers to its followers. Instagram as a marketing meaning makes its function different from personal Instagram. Everything uploaded in the form of photos or videos on the Instagram account will be used for commercial purposes, so it will only display things that many followers like.<sup>24</sup>

The frequency of uploading photos on an Instagram account as a meaning of distribution will also be different from the use of personal Instagram. As done by @hunirayagroup on his Instagram will upload the latest photos every day, either uploaded on the homepage or in the story. The content of the photo is also a meaningful post as a fish intended to attract the public audience both followers of the @hunirayagroup or not followers who later posts from Instagram will be easily found through hashtags or hashtags. Setting the use of photos and the contents of hashtags that facilitate the discovery of posts from Instagram @hunirayagroup make mass media audiences will easily see the ads it is offering.<sup>25</sup>

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<sup>23</sup> Wulan Purnama Sari, "Kapitalisme Dalam Pariwisata: Analisis Marxist Enjoy Jakarta," *Prosiding Seminar dan Call For Paper 20-21 Oktober 2017, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Sidoarjo, Indonesia* (2017): 9, [www.jakarta-tourism.go.id](http://www.jakarta-tourism.go.id).

<sup>24</sup> Pandrianto and Sukendro, "Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement."

<sup>25</sup> Rosalina, Yonvitner, and Imran, "ANALISIS KEPUASAN PESNORKEL UNTUK PENGELOLAAN WISATA SNORKELING PADA EKOSISTEM TERUMBU KARANG (Studi Kasus Di Taman Nasional Laut Kepulauan Seribu)."

## Conclusion

The reality level on the CV's Instagram post. Huni Raya is shown by the findings of the nuances of sending, the object that is widely photographed is Mount Bromo Tourism to describe the products and services that are being offered by CV. Huni Raya against his followers on Instagram. The representative level of shooting more performs long shot shooting techniques to show all corners of the beauty of Mount Bromo Tourism in one corner of the picture. The level of ideology formed is the ideology of capitalism and patriarchy, considering that the advantages of Bromo Tourism to produce material and patriarchy that views that men become the number one figure in the hierarchy of social life. Instagram @hunirayagroup as Bromo tourism marketing has been appropriate and trusted judging from some positive response visitors by providing comments on services provided good, fast service and the best service. The meaning of the post as an advertisement that contains inviting nature to travel in Bromo comfortably, safely, and peacefully has been fulfilled with the kalayak response found.

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