

## DAFTAR PUSTAKA

- Afonso, C., Silva, G. M., Gonçalves, H. M., & Duarte, M. (2018). The role of motivations and involvement in wine tourists' intention to return: SEM and fsQCA findings. *Elsevier: Journal of Business Research*.
- Auliya, S. P. (2021). Event Marketing Sebagai Strategi Peningkatan Volume Penjualan Kayn Label. *Fakultas Ekonomi dan Bisnis Universitas Brawijaya*.
- Badan Pusat Statistik. (2023, Juli 28). Retrieved from Badan Pusat Statistik Provinsi Bali: <https://bali.bps.go.id/publication/2023/07/28/cea706324581591108b73c90/statistik-wisatawan-mancanegara-ke-provinsi-bali-2022.html>
- Badan Pusat Statistik Provinsi Bali. (2023, September 1). *Perkembangan Pariwisata Provinsi Bali Juli 2023*. Retrieved from Badan Pusat Statistik Provinsi Bali: <https://bali.bps.go.id/pressrelease/2023/09/01/717794/perkembangan-pariwisata-provinsi-bali-juli-2023.html>
- Basnet, S. D., & Auliya, A. (2022). Strategi Pemasaran Digital Melalui Media Sosial Dalam Penyelenggaraan Event. *Journal of Tourism and Economic*.
- Creswell, J., & Creswell, J. D. (2018). *Research Design Quantitative, Qualitative, and Mixed Methods Approaches*. Los Angeles: SAGE Publications, Inc.
- Estanyol, E. (2022). Traditional Festivals and COVID-19: Event Management and Digitalization in Times of Physical Distancing. *Event Management*.
- Fakhrana, D., & Zulfebriges. (2021). Aktivitas Promosi Badan Pariwisata Daerah Kabupaten Ciamis Melalui Kegiatan Desaku Wisataku. *Journal Riset Manajemen Komunikasi*.
- Goldblatt, J. (2014). *Special Events: Creating and Sustaining a New World for Celebration*. New Jersey: John Wiley & Sons.
- Grewal, D., & Levy, M. (2017). *Marketing*. New York: McGraw-Hill Education.
- Hartono, N. A., Dida, S., & Hafiar, H. (2016). Pelaksanaan Kegiatan Special Event Jakarta Goes Pink Oleh Lovepink Indonesia. *Fakultas Ilmu Komunikasi Universitas Padjadjaran*.
- Kepolisian Negara Republik Indonesia. (n.d.). *Izin Keramaian*. Retrieved from POLRI: Kepolisian Negara Republik Indonesia: <https://polri.go.id/izin-keramaian>
- Menteri Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif (Menparekraf/Kabaparekraf). (2023, Januari 24). *Siaran Pers: Bali Masuk 10 Destinasi Terpopuler Dunia Versi TripAdvisor Ungguli London dan Paris*. Retrieved from Menteri Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif (Menparekraf/Kabaparekraf): <https://www.kemenparekraf.go.id/hasil-pencarian/siaran-pers-bali-masuk-10-destinasi-terpopuler-dunia-versi-tripadvisor-ungguli-london-dan-paris>
- Messner, W. (2015). Measuring Existent Intercultural in Global Teams. *International Journal of Managing Projects in Business*.

- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Essex: Pearson Education Limited.
- Pramayoza, D., & Yuliza, F. (2022). Event Management of Kurenah Ibuah Festival in Payakumbuh as a Domestic Tourism Alternative during the Pandemic: A Study of Community Festival. *International Journal of Applied Sciences in Tourism and Events*.
- Putra, I. S., Arini, N. N., & Raditya, I. T. (2023). The Marketing of Tourism Villages Through Annual Event: Case Study of Penglipuran Village Festival. *Journal of Tourismpreneurship, Culinary, Hospitality, Convention, and Event Management*.
- Putra, I. P., & Kusuma, P. S. (2023). Perencanaan Manajemen Seni Pertunjukan Ubud Village Jazz Festival. *E-Jurnal Institut Seni Indonesia Denpasar*.
- Ryan, D. (2014). *Understand Digital Marketing: Marketing Strategies For Engaging The Digital Generation*. London: Kogan Page Limited.
- Sakti, T. K., & Kutaneegara, P. M. (2023). Dinamika Makna Dwi Windu Ubud Writers & Readers Festival Pasca Bom Bali I. *Jurnal Pengabdian Kepada Masyarakat Agung*.
- Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining Event Marketing as Engagement-Driven Marketing Communications. *Gadiah Mada International Journal of Business*.
- Sutarini, I. A. (2022). Wonderful Indonesia Brand Awareness to Ubud Writers & Readers Festival Visitors. *LACULTOUR: Journal of Language and Cultural Tourism*.
- Throsby, D., Crosby, P., & Zwar, J. (2022). Literary Festivals as Cultural Destinations: The Case of the Ubud Writers and Readers Festival. *SSRN*.
- Tsakila, B. Q., & Lestari, M. T. (2022). Analisis Strategi Event Management Oleh IAAS LC IPB Dalam Event ICC Goes To External . *Indonesian Journal of Digital Public Relations (IJDPR)*.
- Ubud Writers & Reader Festival. (2004). *Ubud Writers & Reader Festival: History*. Retrieved from Ubud Writers & Reader Festival: <https://www.ubudwritersfestival.com/history/#:~:text=The%20Ubud%20Writers%20%26%20Readers%20Festival,together%20on%20a%20world%27s%20stage>.
- Ubud Writers & Readers Festival. (2023). *UWRF23 Festival Report*. Ubud: Yayasan Mudra Swari Saraswati.
- Yin, R. K. (2018). *Case Study Research And Applications: Design And Methods*. Los Angeles: SAGE Publications.
- Yuan, L., Xia, H., & Ye, Q. (2022). The effect of advertising strategies on a short video platform: evidence from TikTok. *Emerald Insight*.
- Wahana, R. D. (2019, November 22). *Apa itu Steering Committee dan Organizing Committee*. Retrieved from Koran Perdjoengan.com: <https://www.koranperdjoengan.com/apa-itu-steering-committee-dan-organizing-committee/>