

DAFTAR PUSTAKA

- Badan Pusat Statistik. (2024). *Kunjungan wisatawan mancanegara pada April 2024 mencapai 1,07 juta kunjungan, naik 23,23 persen Year-on-Year (Y-on-Y)*. Bps.Go.Id. <https://www.bps.go.id/id/pressrelease/2024/05/02/2350/kunjungan-wisatawan-mancanegara-pada-april-2024-mencapai-1-07-juta-kunjungan-naik-23-23-persen-year-on-year-y-on-y-.html>
- Brown, D., & Fiorella, S. (2013). *Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing*. United States of America: Que Publishing.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. London: Pearson Education.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 10(2), 1–32.
- Ellora, D. (2019). *Mengenal Berbagai Jenis Influencer di Media Sosial*. Beautyjournal. <https://www.beautyjournal.id/article/mengenal-influencer-media-sosial>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41.
- ITTA. (2024). *Indonesia Travel & Tourism Awards 2024 Beri Penghargaan Kepada Lebih Dari 50 Brand Di Industri Pariwisata*. Agungseyayu.Com. <https://www.agungseyayu.com/id/article/indonesia-travel-tourism-awards-2024-beri-penghargaan-kepada-lebih-dari-50-brand-di-industri-pariwisata>
- Kemenparekraf. (2023). *Menparekraf: Pencapaian Target Parekraf 2023 Perlu Ditopang dengan Deregulasi*. Wonderfulimages.Kemenparekraf.Go.Id. <https://wonderfulimages.kemenparekraf.go.id/read/1042/menparekraf-pencapaian-target-parekraf-2023-perlu-ditopang-dengan-deregulasi>
- Kompas. (2024). *Tauzia Hotels Resmi Bergabung dengan The Ascott Limited*. Kompas.Com. <https://www.kompas.com/properti/read/2021/10/04/193000721/tauzia-hotels-resmi-bergabung-dengan-the-ascott-limited>
- Kotler, P., & Armstrong, G. (2014). *Principle Of Marketing*, 15th edition. New Jersey: Pearson Pretice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Riyanto, A. D. (2024). *Hootsuite (We are Social): Data Digital Indonesia 2024*.

Andi.Link. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>

Smith, R. (2017). *Buku Pegangan Perbandingan Sosial: Teori dan Penelitian*. Jakarta : Pleno.

Sukawati, C. G. M. P., & Jatra, I. M. (2015). *Pengaruh strategi diferensiasi terhadap upaya membangun keunggulan daya saing berkelanjutan pada Hotel The Royal Pitamaha Ubud*. Udayana University.

Suparwata, I. N., Hadi, S., Satato, Y. R., & Aswan, M. K. (2024). Pengaruh Strategi Pemasaran Digital Terhadap Tingkat Hunian Hotel Semarang. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 7(1), 166–171.

