Yogyakarta Tourism Promotion using User-Generated-Content Feature

Ayu Amalia[1, a)] Erwan Sudiwijaya[2)]
[1] *Communication Science Study program, Universitas Muhammadiyah Yogyakarta*
[a)] ami.khavid@umy.ac.id

[2] *Communication Science Study Program, Universitas Muhammadiyah Yogyakarta*

Article Info

ABSTRACT

The interactivity feature on social media raises crucial aspects in the era of user generated content, where internet users act as producers and consumers of media content. Tourism as an important sector of the Special Region of Yogyakarta. This study described the dynamics of Instagram account user communication in conducting recommendations on natural tourism spots in Yogyakarta, researchers conducted an analysis based on uploaded content typology, corelated with user generated content, also described the process of data analysis using social media analytics tools obtaining data based on specific keywords or trending topics, such as hashtags usage from Instagram account with tourism photography themed, known as @explorejogja. As resulted, there are recommendation type of engagement, followed by invitation to visits tourism destination, and review-like type of engagement, all derived and formulated from @explorejogja's followers. Instagram, as a social media based on visual sharing feature, appropriate utilized as a media to promote tourism potential, especially in Yogyakarta, given the tendency of its engagement is organic, to motivate Instagram users to visit tourism potentials, as is conducted @explorejogja for tourism potential located in the Yogyakarta region.

Keywords: Instagram; Tourism Promotions; User-generated-content; Social Media Analytics

ABSTRAK

Fitur interaktivitas di media sosial memunculkan aspek-aspek penting di era konten yang dibuat pengguna, di mana pengguna internet bertindak sebagai produsen dan konsumen konten media. Pariwisata sebagai sektor penting Daerah Istimewa Yogyakarta. Penelitian ini menggambarkan dinamika komunikasi pengguna akun Instagram dalam melakukan rekomendasi pada tempat-tempat wisata alam di Yogyakarta, peneliti melakukan analisis berdasarkan tipologi konten yang diunggah, berkorelasi dengan konten yang dihasilkan pengguna, juga menggambarkan proses analisis data menggunakan alat analisis media sosial untuk mendapatkan data. berdasarkan kata kunci spesifik atau trending topik, seperti penggunaan tagar dari akun Instagram dengan tema fotografi pariwisata, yang dikenal sebagai @explorejogja. Sebagai akibatnya, ada jenis keterlibatan yang direkomendasikan, diikuti oleh undangan untuk mengunjungi tujuan wisata, dan jenis keterlibatan seperti ulasan, semua berasal dan dirumuskan dari pengikut @ explorejogja. Instagram, sebagai media sosial berdasarkan fitur berbagi visual, layak digunakan sebagai media untuk mempromosikan potensi wisata, terutama di Yogyakarta, mengingat kecenderungan keterlibatannya adalah organik, untuk memotivasi pengguna Instagram untuk mengunjungi potensi wisata, seperti yang dilakukan @explorejogja untuk potensi wisata yang terletak di wilayah Yogyakarta.

Keywords: Instgram; Promosi Pariwisata; *User-generated-content*; Analisis Sosial Media

INTRODUCTION

This research originated from the phenomenon of social media use by young people which had an impact on tourism destination information in Daerah Istimewa Yogyakarta (DIY - Special Region of Yogyakarta) and had gone viral due to the large number of tourist destination visitors who uploaded their tourism activities on their respective social media accounts. The phenomenon that has spread among young Instagram social media users is the trend to become influencers with up to date information. This is in line with the statement of the Chairman of the Indonesian Tour & Travel Agencies Association (ASITA) Yogyakarta Branch, Udhi Sudiyanto, citing a Trip Advisor survey in 2016 that "... the trend in tourism, tourists want to try something new. In Yogyakarta, only Kulonprogo and Gunung Kidul have the tourist objects." (Prodjo, 2016). Udhi Sudiyanto also said that many tourists who went to Yogyakarta took pictures of objects such as the beaches in Gunung Kidul and uploaded them to social media.

Nature tourism is known as one of the popular tourist objects in Yogyakarta. This was proven by the number of visitors who shared their posts in social media which was as much as 49% (Yogyakarta Provincial Tourism Office, 2016). Besides natural tourism, Yogyakarta also has the potentials for ecotourism which is understood as a responsible tourism activity applied to the tourist destinations visited by the International Ecotourism Community.

> "Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education". Education is meant to be inclusive of both staff and guests." (The International Ecotourism Society, 2015).

Ecotourism is not only nature-based tourism, but there are several values that are as important as nature itself, such as environmental preservation, education for tourists and local communities around tourist destinations, as well as efforts to support the welfare of local communities around tourist destinations. Yogyakarta tourism promotion is specifically and administratively conducted by the related authorities which is widely known as Yogyakarta Provincial Tourism Office. The department manages and regulates tourism management in Yogyakarta in a comprehensive and elaborative manner with the cooperation of partner authorities of Yogyakarta Provincial Tourism Office.

At present, the most potential tourist magnet is ecotourism which has a positive impact on ecotourism for the local economy, according to a research by Fatanti & Suyadnya (2015) in Costa Rica which resulted in the findings that ecotourism provides the best job opportunities and increases residents' incomes. According to the Executive Summary Analysis of the Competitiveness of Ecotourism Products by Yogyakarta Provincial Tourism Office in 2016, the ecotourism products are divided into 10 groups, spread throughout Yogyakarta region namely: Merapi, Suroloyo, Kalibiru, Nglanggeran, Dataran Siwa, Pindul, Sri Gethuk, the east and west side of Pantai Selatan. It varies from volcanic and mountainous areas to lowlands and beaches (Yogyakarta Provincial Tourism Office, 2016).

The phenomenon of uploading travel photos on social media accounts has become a common thing. This has led to the emergence of social media influencers (SMI) which represent third-party endorsers who help shape the attitudes of social media users through blogs, tweets, and other social media uses (Freberg et al., 2011). By observing the programmed-tourism promotion conducted before which is in line with the research results by Dwivedi et al., (2011) it can be stated that social media is widely used to promote tourism by the National Tourism Organization, particularly in Indonesia. They are YouTube, Twitter, Facebook, Flickr, Plurk, and Koprol. Starting from 2013, Indonesia initiated a new campaign to promote Indonesian tourism which was called Wonderful Indonesia as a part of the Ministry of Tourism's program (Dwivedi et al., 2011). This is in line with Xu & Pratt (2018) in their research which suggests that the emergence of social media influencers has a positive impact on tourist destinations because if the social media influencers are favoured by consumers, they will provide a positive contribution by encouraging people to visit (tourist sites).

This research aims to formulate the dynamics and patterns of communication between Instagram users to recommend Yogyakarta's natural tourism in @explorejogja Instagram account. This research seeks to describe the data analysis process using social media analytics tools to obtain data based on specific keywords or trending topics, viral topic uploads, and present the data in graphs and statistical figures. These data can be used as a consideration to formulate communication patterns

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between Instagram users on Yogyakarta tourism Instagram accounts. This research is a media study, especially the use of social media to support tourism promotion.

Social media as a new media has special characteristics that distinguish it from conventional media. the main character of social media that breaks down the dichotomy between producers and recipients of information is the interactivity feature, encourages users to produce content which then develops into content sharing activities. This content sharing activity will cause social media users have roles, either as content sources who can also act as social media influencers or social media users who are exposed to content, or have position as influencees.

Social media makes it possible for interactivity to happen between content providers and parties exposed to content. Apart from the interactivity itself, a social media character that is no less prominent is user-generated content which is explained by Lister as a symbiotic relationship in a new media culture that provides opportunities and freedom for internet users to contribute and participate. New technology is described by Jenkins as technology that breaks down the barriers between media consumption and media production wherein the new digital environment encourages media users to expand the flexibility to archive, add notes, customize, and recirculate media products (Lister et al., 2009).

Social media is used by users for other users to maintain the production and consumption chain of content. Basically, content can be the result of user's own creation process, or merely a content that is uploaded by other users that is voluntarily contributed by social media users. UGC provides persuasive communication that can influence sustainable behavior (Han et al., 2018) because UGC only affects the expectations of tourists prior to coming to tourist sites. The expectations will be compared with the perceptions of tourists when visiting (Narangajavana Kaosiri et al., 2019).

User-generated content comes from internet users who voluntarily contribute useful or entertaining data, information, or media, usually on the Web - for example restaurant ratings, wikis and videos. The use of such content has undergone rapid growth in recent years, partly because it is quite inexpensive (users usually provide it at no cost). For content suppliers, the process can be beneficial as it allows them to receive recognition for their contribution (Krumm et al., 2008), the findings from the study adequately describe the relationship between social media users who provide content and social media account managers, especially those who rely on content from users to meet the content needs of the social media accounts they manage. Indirectly, they also explain the crowd sourcing phenomenon described by the findings of the following research. The process of content sharing between social media account users has led to a typology of gathering and managing content (information) by crowdsourcing. Lister et al., (2009) explained that the production and classification of knowledge and data are no longer controlled by external authorities, but are managed freely by the media users themselves, in this case, social media.

Swartz explained that the outcome or impact of this crowdsourcing effort is marked by the activities of social media users limited to content editing, where the content is fully provided by individual social media users (Lister et al., 2009), which are the followers or influencees of the main social media account.

Instagram is used by its users as a medium to participate in the crowdsourcing cycle, as revealed in the research results by Nurudin (2015) that states that social media has become an alternative media that has a position as a means of channeling society, functions when other media are at a deadlock.

The use of social media discussed in this research is the phenomenon of user-generated content on the use of the visual content sharing platform, namely Instagram, which focuses on the use of hashtags on Instagram, which is also a marker for the affiliation of the Explore community. Since nature tourism is the potential for eco-tourism in Yogyakarta, the focus of this research is the Instagram account which makes visual uploads of Yogyakarta natural tourism potentials as its main theme. The photo uploads come from the followers of @explorejogja account which are curated and then regrammed or reposted by the account manager as an appreciation for the contribution of its followers which up to now has 680,794 followers, has 2,025 uploaded content (posts) that use a special tag #explorejogja. From January to April 2019 - the period of the research - at least 4,482,983 content that uses the hashtag #explorejogja was circulating on Instagram.

METHODS

This research is included in descriptive research. As mentioned by Whitney, descriptive method strives to search facts with appropriate interpretation and to study issues in society, the applicable manner in society, and particular situation including the relationships, activities, attitudes, and views as well as the on-going processes and the impacts of a phenomenon (Nazir, 2014).

The objects in this research were the posts in the Instagram account of Yogyakarta tourism, namely the account @ explorejogja in the first quarter in 2019. The research analysis unit which was in the form of recommendation containing information of tourism destination in the Special Region of Yogyakarta by the Instagram social media account users through the personal posts uploaded in the Yogyakarta tourism account.

The data analysis was taken using interactive analysis. Interactive data analysis required that the analysis was not done separately using data collection, but it must be done together. During collecting the data, the researcher moved interactively in 3 analysis components namely data reduction, data presentation, and final conclusion/ verification (Sutopo, 2002).

The research relied on organic data taken from individual internet users, not the results of technological engineering, such as bots, to create conversations based on particular keywords using artificial intelligence technology. The organic data (posts) were collected by an Instagram account containing Yogyakarta tourism content from its followers who voluntarily used particular keywords that were identical to the Yogyakarta tourism Instagram accounts. Therefore, it can be considered that the obtained data were the organic data which are valid.

This research also utilized tools in the form of social media analytics that read and analyzed the data from the posts of the Yogyakarta tourism Instagram account to produce statistical data readings, used as the indicators to formulate the communication patterns among Instagram account users being the followers of Yogyakarta tourism-based Instagram accounts.

The social media analytics used as the tool in this research was Virol ™ (://virol.co/id/live-v2), which is a social media analytics made by (://suite.id/site), a start-up digital. It focuses on developing several softwares for digital marketing purposes, one of which is the software used for research and Instagram account management, namely Virol ™. Virol ™ was chosen because it can be operated on any computing operating systems, such as crowdsource/ freesource-based such as Linux, specific operating systems such as MacOS, or the most popular operating systems used, such as Windows. The aspects displayed in the statistical data processed using Virol ™, cover the following components:

1. Post, are an upload appeared in particular time span which are identical with the engagement measurement.
2. Comments, are an interactivity feature marked with the number of replies by the followers which are identical with the engangement measurement.
3. Likes, are an interactivity feature marked with the number of hearts given by the followers which are identical with the engangement measurement.
4. Impression, which is understood as the number of message exposures toward the audience (viewers) which is identical with the exposure measurement.

RESULT AND DISCUSSION

User-Generated Content as an Indicator 'Conversation' in Social Media

The internet allows various digital platform operating to have characters. It means that any saved data in the internet network will never be gone as stated by Schönberger from Oxford Internet Institute. The digital trace left by the internet users will be only piled up until it is almost invisible. However, it will not be gone which is identically known with the term "internet never forget". It is different from the conversations frequently happened among human in which the information shared cannot be kept in a long term after the conversation ends. On the other hand, the "conversation" in the social media as one of the digital platforms operating by utilizing the internet network, the "conversation" will always be kept and can be accessed again easily. The data are static (permanent) and valid (Mayer-Schönberger, 2011). The phenomena making the data or the "conversations" uploaded in the internet will always be able to be recalled to be analyzed.

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The "conversation" happened in the social media was initially designed for particular circles, like what had been done by Mark Zuckerberg when designing Facebook, previously named as Facemash, which started to operate since 2003. It previously can be accessed limitedly by the Harvard University environment where Zuckerberg was registered as a student. In the following year, Facebook can be accessed by the Ivy League University network covering Columbia University, Stanford, Yale, Boston University, New York University, dan MIT (Phillips, 2007).

The "conversation" in social media can be identified as a tweet serving as the initial post coming from certain account owners. The reply as the response in the microblogging platfor, in Twitter (://twitter.com), is slightly different with the social networking platform known as Facebook (://facebook.com), in which the "conversation" is identical with the status updates as the initiator of the "conversation" and comment as the reply for the status update. The "conversation" in visual content sharing platform, Instagram (://instagram.com), is identical with the posts from the account owners as the initial posts. These posts are followed by the comments of other account owners who are in the circle of friends of the account owners posting the initial post as the replies of the aforementioned initial posts/ contents.

The interactivities in the social media are motivated by the spontaneous characteristics to socialize online (Smith & Gallicano, 2015) and avoid the uncertainty (Hudson et al., 2016). This interaction makes the social media users and brand connected each other in an online community (Dessart et al., 2015). The platform providers will categorize the results of the "conversation" based on particular indicators. The social media platform providers will also be benefited from the fulfilled platform content needs voluntarily provided by the social media account users.

The Phenomena of Big Data, Its Impacts on the Social Media Data Analysis Business

The content sharing activities marked as the "conversation" in social media, particularly Instagram, do not only benefit the Instagram developers and business administrators. However, it also benefits the third party performing the business based on the posts data mining and analysis as well as the data of Instagram usage. This cycle causing the Instagram developers decide to change their business policy precisely taken on December 2018 but effectively applied in Indonesia on March 2019. It allows the third parties (the parties who are neither the users nor the developers of Instagram) such as the data miners, sales/ marketers, and digital agencies trading the data for profit orientation. All of the third parties are no longer be able to access the data of Instagram usage. It is the aspect affecting the process of this research.

The limitations of Instagram post data access, particularly limiting the data transaction, which can no longer be accessed by implementing the API (application programming interface). It is understood as a series of code for the computing programming purposes needed to be able to access web-based digital platform and to do the data analysis of the platform. The limitations of the API implementation, particularly the API of Instagram affecting on inaccessibility of exposure intensity shown by the number of impression and reach. It can show the intensity of content reach of @explorejogja toward its followers indicated by the number of followers receiving particular content and how many times the content number is seen by the other particular followers.

The limitations of API of Instagram usage are formally announced by the Instagram developers (://instagram.com/developer/, 2018) which have been effective since 11 December 2018. Instagram does no longer apply data access such as the Instagram account included in the public content. More effective limitations have been applied in 2020. The content is a basic content such as the profile of personal Instagram users which can be no longer accessed freely by the third parties that is the party included as non-developers and the personal users themselves. It affects this research results reach that is limited to the analysis results of engagement aspect covering the numbers of posts, likes, and comments. Meanwhile, the aspect of exposure covers reach and impressions can no longer be shown. The phenomena also affect the business of data analytics thoroughly since the digital platform developers party is getting to realize more the urgency of user data privacy, and that the users data themselves are also the most valuable commodity for the digital platform business development.

Hashtag Name	Hashtag Popularity	# Posts Found with a given hashtag	% Usage of total post
#explorejogja	4,701,154	258	80%
#morethanselfie	13,546	6	2%
#withgalaxy	604,698	5	2%
#yogyakarta	11,365,915	4	1%

Figure 1. The Statistics of Hashtags Used in the @explorejogja Account Posts
(source: http://instagram.com/explorejogja)

Figure 1 above shows the statistics content for @explorejogja with the most frequent hashtag used is #explorejogja which is identical to the account name @explorejogja. It is meant to classify the posts marked using this hashtag to be affiliated to the @explorejogja account until April 2019. The hashtag sign of #explorejogja has been used 4,701,154 times. 258 posts use #explorejogja and the percentage of usage intensity is 80%. Starting from January 2019 to April 2019, there were 321 posts from the @explorejogja account. The four posts above were the ones with the highest engagement intensity which can be seen from the number of likes and the number of comments for each of these posts with a Yogyakarta geotag. This geotag is popularly used to refer to tourist destinations with a wider coverage area, compared to posts with geotags to certain areas in Yogyakarta which are not as popular as Yogyakarta itself.
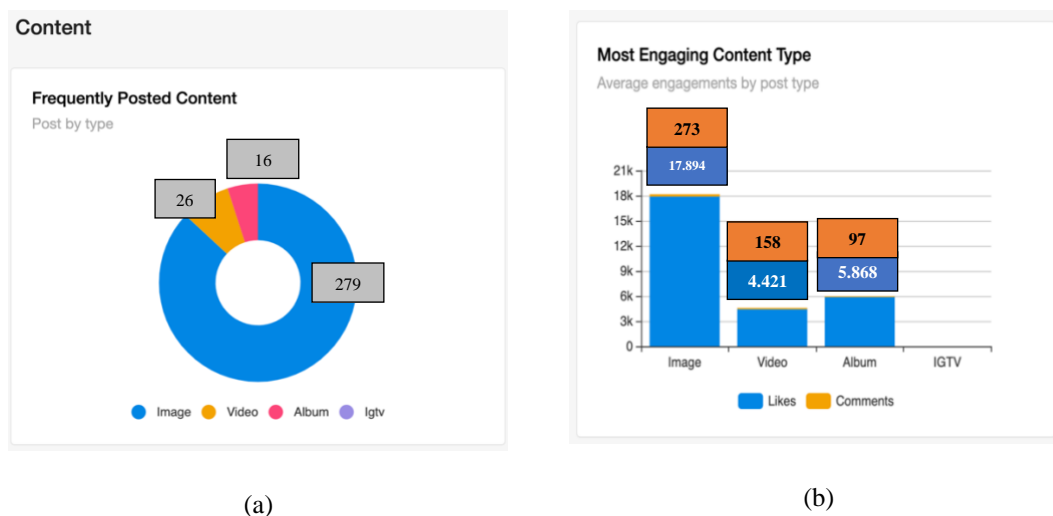

(a)   (b)

Figure 2. (a) The Statistics of The Most Frequent Posts in Content Statistics @explorejogja Account. (b) The Statistics of Content Type of @explorejogja (http://instagram.com/explorejogja)

Figures 2. (a) and (b) are obtained after analyzing using Virol™ on @explorejogja content from January to April 2019. Figure 2. (a) shows that the content most uploaded by @explorejogja is the contents in the form of images/ photos which is as many as 279 contents. The contents with video are 26 contents, while the contents in the form of an album which is the collection of images uploaded in the same posts are 16 albums. Figure 2. (b) shows the content of @explorejogja based on the number of likes and comments as the indicator of the engagement intensity which can be interpreted as the responsiveness level of the followes of @explorejogja account on contents in the form of image having the number of likes which is 17,894 and the number of comments which is as many as 273.
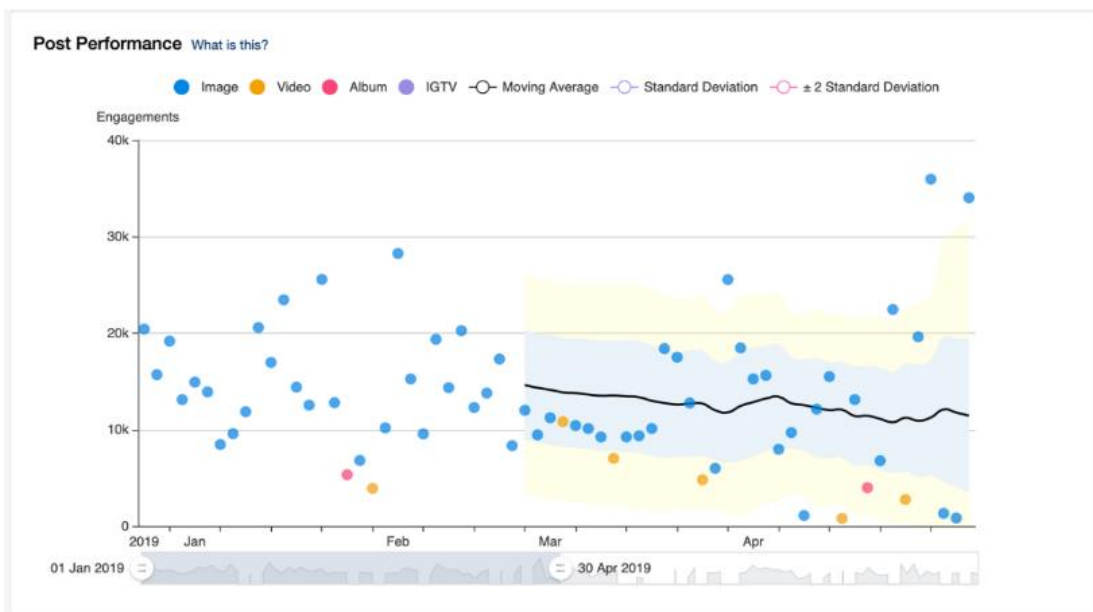
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Figure 3. The Post Performance Statistics of @explorejogja Account (source:
http://instagram.com/explorejogja)

The figure 3 above indicates the post-performance of @explorejogja account, in which the content with the lowest engagement intensity is as many as 839, obtained by accumulating like and comments in the image content uploaded on April 28th, 2019, with engagement rate of 0.12% (categorized in low engagement rate). Meanwhile, the content with the highest engagement intensity is in the image content uploaded on April 26th, 2019, with engagement as many as 35,956 and with engagement rate of 5.28% (categorized into high engagement rate).

The engagement intensity of the post of @explorejogja account will affect on the content distribution range, that can be the indicator of whether or not the content is viral. Thus, it can be concluded that content post, engagement intensity, and interaction among the followers of @explorejogja account are the indicators that are quite influential in determining the intensity of @explorejogja contribution in giving recommendation on tourism potential in Yogyakarta, towards Instagram account users.

The Characteristics of the Response and the Role of Instagram Account Users as the Indicator of Social Media Engagement

The observation and manual mapping carried out by the research team on the post of @explorejogja Instagram account in the first quarter period of 2019, counted from January to April 2019, describes that the comments from the followers of the account covers 3 (three) response characters, in the forms of:

1. Travelling recommendation from the followers that have tendencies to become opinion leaders, to share experiences or suggestions to travel in certain tourism objects. It commonly happens along with the increase of the intensity of social media use, especially Instagram as stated by the Association of Indonesia Internet Service Provider (2019) in the Survey Result Report of the Penetration and Indonesia 2018, that the most popular activity was social media access, done by 19.1% of intenet users (APJII, 2019), and the most frequently visited online portal of social media was Instagram as much as 17.8% (APJII, 2019). Thus, there is a tendency among the internet users to be the opinion sources, be the first one to know, and be the first party that does the knowledge transfer. So, the party that becomes the opinion leader will get appreciation, that can be in the form of instant gratification namely like and comments. The effect level of communication initiated by the opinion leader is influenced by the value of the information, the source and the similarity level among the users, content

maker, and social presence (Chung et al., 2015; Herrero et al., 2015; Ukpabi & Karjaluoto, 2018).

2. The information, in the form of persuasive message for fellow users of Instagram account, or even for fellow followers of @explorejogja Instagram account, in order to make them visit the tourist destinations that are attractively displayed by the administrator of @explorejogja Instagram account, is usually marked with 'mentions' or comments that ask the fellow users of Instagram account to join.

The information in the form of review, after visiting certain tourist destinations in Yogyakarta, recommended by @explorejogja account through its posts, has two opposite tendencies, namely comments with positive and negative sentiments. The positive ones are usually positive impressions or good memories written by Instagram account users or the followers of @explorejogja Instagram account in the comment columns. On the contrary, some Instagram account users write comments with negative sentiments, because to got negative impressions or bad experiences that happened when travelling to certain destinations.

The observation carried out in the research period can also classify some roles performed by Instagram account users, or the followers of @explorejogja account. It can be identified from the character of the comments of @explorejogja account posts, as explained already in the previous description, that at least there are 2 (two) important roles carried out by Instagram users in making engagement towards the administrator of @explorejogja account, especially by uploading the comments as the response on @explorejogja account posts, namely the role as opinion leader, or that also can be understood as the travelling recommendation provider. Meanwhile, the second role is as reviewer who shares experience and impression when doing travelling activities in certain destinations in Yogyakarta.

Table 1. Statistics of Engagement of @explorejogja Account Post from January to April 2019 (Source ://instagram.com/explorejoga processed by research team)

Month	Total Engagement	Engagement Rate
January	76.533	11.24%
Februrary	67.869	9.96%
March	55.743	8.18%
April	69.918	10.27%

The total engagement is obtained by accumulating the number of like and comments obtained in one period when the content is uploaded, that is every month, in the first quarter in 2019. The engagement rate is calculated by dividing the total engagement with the total number of followers of @explorejogja account, and then it is multiplied with 100%. Referring to the classification of engagement rate for Instagram account, it can be concluded that the engagement rate obtained by @explorejogja account every month belongs to the level of very high engagement rate, that is over 6%, with the highest engagement rate in January 2019, as much as 11.24%. Meanwhile, the lowest engagement rate is in March 2019, as much as 8.18%.

CONCLUSION

The communication pattern that can be concluded from the interaction among fellow followers of @explorejogja, and Instagram account users in general, is the interaction that is divided into 3 (three) characters, namely: 1) giving recommendation and information about destination potential in Yogyakarta; 2) persuading fellow followers of @explorejogja account or Instagram account users in their circles in order to visit the destination potential in Yogyakarta, and the last one 3) reviewing destination potential in Yogyakarta based on good impression that is positive sentiment on

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@explorejogja account post, or bad experience, that is negative sentimet on @explorejogja account post, in which both of them have subjective characteristic.

Content sharing indicated as 'conversation' in social media, is a character that is attached to the use of social media. Beside indicating the phenomenon of user generated content, the attempt of content sharing also serves some functions, like what is practiced by @explorejogja account, namely, 1) as the attempt to share information regarded as important to the other (social) community member, 2) showing the position or alignment of the people towards an issue or information shared, 3) the content shared is a means to add information or other new data so that the content becomes more complete.

Instagram, as a social media based on visual content sharing, is appropriate to be used as promotion media of tourism potential, especially in Yogyakarta, regarding the engagement character that tends to be organic, and can motivate Instagram account user to visit tourism object potentials, as what @explorejogja does for tourism object potentials located in Yogyakarta.

The next research can benefit from the perspective and exposure aspect mesurement that has not been discussed in this research, regarding the statistic analysis of Instagram upload result will comprehensively be read by doing data reading and analysis at once on engagement aspect shown by the number of likes and comments. Meanwhile, exposure aspect is shown by the number of reach and impression, The use of social media that can be measured statistically can also indicate the success of digital campaign. Thus, the next research can discuss the implementation of a digital campaign by implementing the use of social media, as main media of the campaign, and not used as alternative media.

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