

The Influence of Social Media and Local Community Tourism Destinations on Derawan island

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Abstract. As an island nation with an unrivalled wealth of underwater nature, Indonesia offers the charm of marine tourism that captivates the attention of tourists local and international. Derawan Island, located in Berau Regency, East Kalimantan, is known by the nickname “Pristine Island” which reflects its preserved beauty. In recent years, the island has become an increasingly popular tourist destination. Its stunning underwater beauty, pristine white beaches, and abundant marine biodiversity, make Derawan Island attractive to divers, nature lovers, and tourists seeking serenity amidst tropical beauty. This study aims to analyse the influence of social media and local community participation on tourists perceptions of marine tourism destinations in Derawan Island. This research uses a quantitative approach with 120 respondents using a questionnaire. After the data was collected, the data was processed using the SPSS application. The results of this study indicate that Social Media and Local Community Participation simultaneously have a positive and significant effect on tourist perceptions of marine tourism destinations on Derawan Island. The Local Community Participation variable has the largest beta among the other independent variables, which means that it is the most dominant variable influencing tourist perception.

Keywords: Tourism, Social Media, Local Community Participation.

1 Introduction

As an island nation with unrivalled underwater natural wealth, Indonesia offers the charm of marine tourism that captivates the attention of tourist local and international. Derawan Island, located in Berau Regency, East Kalimantan, is known by the nickname ‘Pristine Island’ which reflects its preserved beauty. In recent years, the island has become an increasingly popular tourist destination. Its stunning underwater beauty, pristine white beaches, and abundant marine biodiversity make Derawan Island attractive to divers, nature lovers, and tourist seeking serenity amidst tropical beauty.

Derawan Island has an area of 187,86 km² comprising 174,56 km² of water and 13,74 km² of land. Derawan Island is a small island by size criteria, but its stunning natural beauty confirms its position as one of Indonesia’s leading marine tourism destinations. The pristine coral reefs and abundant biodiversity have attracted visitors from all over the world.



Fig. 1. Derawan Island Research Object
Source : Researcher, 2024

The number of tourist visiting Derawan Island has increased significantly every year. This increase in the number of tourist has a considerable impact, economically and environmentally. On the one hand, the increasing number of tourist such as lodging, restaurants, and diving equipment rentals. On the other hand, this increase also raises challenges in maintaining environmental sustainability and the sustainability of the marine ecosystem around Derawan Island.

Table 1. Number of Traveller Visitors Derawan Island

Years	Number of Traveller Visitors	
	Domestic	International
2019	292,692	8,323
2020	127,396	220
2021	141,398	85
2022	397,054	283
2023	420,926	1,666

Source : Radar Media, 2023; Visit Berau, 2022

According to the data obtained, the number of tourist visitors to Derawan Island shows a significant increase every year, reflecting the attractiveness of this island as a leading tourist destination in Indonesia.

Social Media plays an important role in promoting tourism destinations. The use of social media has changed the way tourists seek information, plan trips, and share their experiences. Through platforms such as Instagram, Facebook, Twitter, Tiktok, and Youtube. Travellers can view photos and videos of destinations, read reviews from other visitors, and get recommendations. The influence of social media on travellers' decisions is increasingly significant, as the information shared is often considered more authentic and trustworthy than traditional advertising.

One of the most popular social media platforms is Instagram, which has changed the way people share experiences and information. With visual features such as photos and videos, Instagram allows users to showcase precious moments in an aesthetically pleasing form. Instagram has played an important role in the tourism industry, significantly impacting the way people plan trips and choose destinations. Popular destinations are often highlighted on

Instagram through the posts of travellers, influencers and official accounts. Stunning images and compelling stories about travel experiences can increase the appeal of a place and encourage more people to visit it.

This platform not only serves as a means of promoting tourist destinations, but also as an important reference for potential tourist. Instagram, also plays a role in supporting the local economy. Tourism businesses such as inns, restaurants, and tour providers can utilise Instagram to increase their visibility and attract more customers. Promotion through Instagram is often more effective as it targets a specific and more segmented audience. By understanding the impact and potential of Instagram in tourism, we can be wiser in utilizing this platform to support the growth of a sustainable and responsible tourism industry.

Local community participation also plays an important role in the management of tourist destinations. The involvement of local communities in tourism management and development can create a more welcoming and authentic environment for tourist. Local community participation includes various things, such as the provision of services and facilities, as well as cultural and environmental preservation. The active and positive participation of local communities not only provides economic benefits for them, but can also increase tourist satisfaction and improve their perception of tourist destinations.

Although Derawan Island has been recognized as an amazing marine tourism destination, in-depth research regarding social media and local community participation on tourists' perceptions is still limited. Therefore, this research is important to provide a deeper understanding of the factors that influence tourists' perceptions of marine tourism destinations in Derawan Island.

By understanding social media and local community participation against traveller perceptions, it is now possible to identify strengths and weaknesses in current destination management. This will help formulate recommendations to improve the traveller experience and sustainability of tourism on Derawan Island.

Based on the explanation above, this study aims to analyse the influence of social media and local community participation on tourist perceptions of marine tourism destinations on Derawan Island. By understanding these factors, it is hoped that it can provide useful input for destination managers and related parties to improve the attractiveness and quality of services on Derawan Island.

2 Literature Review

2.1 Tourism

The term 'tourism' comes from the word 'travel' which refers to travel and also includes tourism-related activities. Tourism activities have social, economic, and cultural impacts that result from tourism.

Tourism is defined to include everything related to the temporary movement of a person to a place different from the place of origin, the activities carried out at that destination and the facilities provided to meet their needs [1]. According to Law of the Republic of Indonesia No. 10 of 2009, Tourism is a service that provides financial support for tourism also includes, natural resources, flora, and fauna, as well as the historical, artistic and cultural heritage of the Indonesian nation. Resources and capital allocated to tourism development are essential to meet the needs of society, as stated in the Preamble of Pancasila Year 1945 and the Constitution of the Republic of Indonesia.

According to [2] Tourism involves several main components such as tourist, leisure time, and the use of leisure time both at home and outside the home through travel. In addition, there are

destinations and tourist attractions as well as supporting facilities needed during the trip. Satisfaction is defined as the level of pleasure obtained from travel experiences that match expectations and desires related to the destination [3]. Comments, complaints and suggestions are invaluable ideas for development and innovation.

2.2 Marine Tourism

Marine tourism not only offers the charm of the beauty of the sea and its beaches, but also holds great potential for economic development, environmental conservation, and education. With the unique richness of coastal culture, marine tourism can be an important pillar in the development of Indonesia.

According to [4] maritime Tourism has a unique attraction because these attractions are able to combine various activities on the surface of the sea, such as swimming, fishing, boating, or sailing, wave surfing. In addition, the underwater beauty is the main allure that attracts tourist, especially from abroad to spend their money to explore interesting dive spots, both for diving and snorkeling.

2.3 Social Media

Social media is a digital platform that enables interaction, communication, and information exchange between individuals or groups quickly and widely through the internet network.

According to [5], social media is a platform where consumers and business can exchange information in various formats such as text, images, video, and audio. In the context of tourism, social media plays a crucial role for travel agents. It is an effective tool to promote tourists destinations. Through social media, potential travellers can access more comprehensive information about the promoted destination, aiming to attract their interest [6].

Promotion is a way for companies to present and offer their products to customers [7]. According to [8] Social Media is a tool that allows tourists to interact with tourist destinations directly through the content they create and consume, which can influence their perception of the destination.

2.4 Local Community Participation

The role of the community is very important in determining the sustainability of tourism area development [9]. The participation of local communities in the management and service of tourist destinations is essential to create authentic and satisfying experiences for tourists. Positive interactions with local communities can enrich the traveller experience and shape a better perception of the destination.

Community participation in tourism improvement is needed at all stages of the planned activities [10]. The low level of community participation is influenced by two main factors, namely internal and external factors [11]. The content includes understanding the concept of a tourist village, a tourist village management office, human resources, and the discovery of the village's best products. Currently the availability of funds, community development programmes, and marketing strategies.

2.5 Tourist Perception

Traveller perception is a complex concept that is influenced by a variety of factors, including personal experience, information from the media, and interaction with the destination. Understanding traveller perceptions is key to effectively managing and promoting tourist destinations.

According to [1] Travellers' perception of a destination is strongly influenced by the face

of the destination, which is formed by information received from various sources and personal experiences. Factors such as attractions, facilities, accessibility, and price an important role in shaping these perceptions.

Travellers' perception of destinations are strongly influenced by their pre-visit image. This perception is shaped by geographical, cultural, social, and promotional factors of the destination.

3 Research Methods

This study aims to analyse the effect of Social Media and Local Community Participation on tourist perceptions of marine tourism destination on Derawan Island. To achieve the objectives of this study using an associative approach, which aims to describe the influence of social media and local community participation on tourist perceptions of marine tourism destinations on Derawan Island. The research method that will be carried out uses quantitative methods which will be processed based on numbers in a study. The target population of the research conducted is tourists who have visited the Derawan Island marine tourism destinations in East Kalimantan. In determining the number of samples in a study, the minimum number needed is 96 respondents. In determining the number of samples to be analysed, the researcher determined 120 respondents in order to minimise errors when filling out the research questionnaire. This study uses a sample of tourists who have visited Derawan Island, especially those who have Social Media such as Instagram, Youtube and Tiktok, this study uses purposive sampling method, which is a method of selecting respondents based on certain criteria. The criteria for respondents determined by the research are 1) over 17 years old, because they understand the researcher's questions, 2) tourists who have visited Derawan Island at least once, and 3) tourists who know tourist locations from social networks such as Instagram, Youtube, and Tiktok.

This research uses data sources based on primary data, primary data is collected through online and offline questionnaires. Each item in this study was measured with a five – point Likert scale, 5 points for strongly agree to 1 for strongly disagree.

4 Results and Discussion

4.1. Description of Respondents

This study uses 120 respondents with various characteristics which are detailed in the following Table 2. Based on Table 2, 35.2% or 43 respondents were male. While 35,2% or 77 respondents female.

In this study, there were 77% with 75 respondents aged range 17 – 25 Years old. While the age range 26 – 35 there were 13,8% with 17 respondents and 9% with 11 respondents in the age range > 36 tahun.

Students 55,7% or 66 people. Meanwhile, private 18% or 22 people, self – employed 13,9% or 17 people, housewives 3,3% or 4 people, teachers 0,8% or 1 person and fisherman 0,8% or 1 person.

Based on domicile Balikpapan is the majority in this study 38,5% or 47 people. While Samarinda 32% or 39 people, Kutai Kartanegara Regency 9% or 11 people, Berau Regency 9% or 11 people, East Kutai Regency 7,4% or 9 people, North Penajam Paser Regency 3,3% or 4 people, and West Kutai Regency 0,8% or 1 person.

Based on the characteristics of the number of visits to Derawan Island is 1 time 77% with 92 respondents. This number is very different from respondents who visited Derawan Island 3

time 13% or 16 people, and 2 times 10% or 12 people.

Based on the information media used to find out about Derawan Island, Instagram is 63% percentage of 75 respondents. This number is very different from the respondents' Family 23% or 28 people, and Tiktok 14% or 17 people.

Based on the characteristics above, it can be concluded that tourists who have visited Derawan Island are mostly female 35,2% or 43 people, age range 17 – 25 years old 77% or 75 people, type of work is student 55,7% or 66 people, domiciled in Balikpapan 38,5% or 47 people, once visited Derawan Island 77% or 92 people, and information media used to find out Derawan Island is Instagram 63% or 75 people.

Table 2. Characteristics of Respondents

Variable	Characteristics	Freq.	%
Gender	Male	43	35,2
	Female	77	64,8
Age	17 – 25 Years old	75	77
	26 – 35 Years old	17	13,8
	>36 Years old	11	9
Job Type	Civil Servants	0	0
	Private	22	18
	Self – employed	17	13,9
	Fhiserman	1	0,8
	Housewives	9	7,4
	Teachers	1	0,8
	Students	66	55,7
Domicile	Samarinda	39	32
	Balikpapan	47	38,5
	Bontang	0	0
	Kutai Timur Regency	9	7,4
	Kutai Barat Regency	1	0,8
	Kutai Kartanegara Regency	11	9
	Berau Regency	11	9
	Penajam Paser Utara Regency	4	3,3
	Mahakam Ulu Regency	0	0

Sources : Data Processed, 2024

4.2. Validity and Reliability Test

It is necessary to test the validity and reliability of the data that has been collected in order to ensure that the data obtained is valid or reliable, the results of validity and reliability testing are shown in Table 3.

Table 3. Validity and Reliability Test Results

<i>Construct / item</i>	<i>Loading**</i>	<i>CA</i>
Social Media		0.884
X1.1	0.664	
X1.2	0.605	
X1.3	0.642	
X1.4	0.608	
X1.5	0.761	
X1.6	0.608	
X1.7	0.499	
X1.8	0.812	
X1.9	0.674	
X1.10	0.499	
X1.11	0.812	
X1.12	0.736	
Local Community Participation		0.951
X2.1	0.652	
X2.2	0.788	
X2.3	0.839	
X2.4	0.788	
X2.5	0.840	
X2.6	0.840	
X2.7	0.840	
X2.8	0.664	
X2.9	0.839	
X2.10	0.761	
X2.11	0.839	
X2.12	0.681	
X2.13	0.723	
X2.14	0.839	
Tourist Perception		0.945
Y.1	0.779	
Y.2	0.706	
Y.3	0.779	
Y.4	0.775	
Y.5	0.779	
Y.6	0.534	
Y.7	0.775	
Y.8	0.703	
Y.9	0.713	
Y.10	0.775	
Y.11	0.814	
Y.12	0.775	
Y.13	0.814	
Y.14	0.751	
Y.15	0.814	
Y.16	0.732	

Source : Data Processed, 2024

At this stage, measuring the validity and reliability tests is done by reviewing the Outer Loading and Cronbach Alpha. It can be seen from Table 3, it can be seen that the validity test has a value of $r_{\text{count}} > 0,179$ r_{table} and the reliability test coefficient value $> 0,60$.

So it can be concluded that all variables in this study have a high level of reliability, and it can be concluded that the instruments in this study Social Media, Local Community Participation are valid.

4.3. Classical Assumption Test

Normality Test. The Kolmogrov – Smirnov Statitcal technique is used to conduct a normality test. To be able to find out whether there search data has followed a normal distribution, it is necessary to conduct a test, the normality test. Research data can be said to be normal if the significance value $> 0,05$.

Table 4. Normality Test Results

Sample	<i>Kolmogrov – Smirnov</i> Value	Sig.	Desc.
120	0.089	0.051	Normal

Source : Data Processed, 2024

Based on the data results above, the significance value is 0,051. So that the value of 0,051 $> 0,05$ can be said that the research conducted is normally distributed.

Multicollinearity Test. The multicollinearity test technique is to pay attention to the Tolerance value and Variance Inflation Factor (VIF) in the regression model, if the Tolerance value $> 0,10$ and $VIF < 10$ then a regression model does not have multicollinearity.

Table 5. Multicollinearity Test Results

Variable	Tolerance Value	VIF Value	Desc.
Social Media (X1)	0.320	3.124	Free Multicollinearity
Local Community Participation (X2)	0.320	3.124	Free Multicollinearity

Source : Data Processed, 2024

Based on the results of the data above, it can be seen that the variables of Social Media, Local Community Participation Tolerance $> 0,10$ and $VIF < 10$. So it can be concluded that this study does not have multicollinearity.

Heterocedasticity Test. Heteroscedasticity tes technique, to test whether there is variance and inequality between one analysis to another in a regression.

Table 6. Heterocedasticity Test Results

			Standardized Coefficients	t	Sig.
			Beta		
(Contant)	9.184	2.172		4.228	0.000
X1	-0.043	0.090	-0.086	-0.541	0.589
X2	-0.063	0.056	-0.179	-1.131	0.260

Source : Data Processed, 2024

Based on the data results above, it can be seen that the variables of Social Media, Local Community Participation have a significance value > 0,05. So it can be concluded that this study does not have symptoms of heteroscedasticity.

4.4. Multiple Linear Regression Analysis

Regression Equation. To be able determine the effect of more than independent variable on the dependent variable using multiple linear regression techniques.

Table 7. Regression Equation Results

Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Beta		
(Contant)	2.545	3.266		0.779	0.438
Social Media	0.327	0.12	0.199	2.731	0.007
Local Community Participation	0.836	0.084	0.724	9.955	0.000
a. Dependent Variable : Tourist Perceptions					

Source : Data Processed, 2024

Based on the table above, the results of the research model are obtained, namely :

$$Y = 2.545 + 0,327 X1 + 0,836 X2 + e$$

The constant value produces a number 2,545, which means that Tourist Perception of the destination will decrease by 2,545 if the independent variable value is 0 (zero).

The coefficient of the Social Media Variable (X1) is 0,327 and the Local Community Participation variable (X2) is 0,836, then the increase in the independent variable has an impact on increasing tourist perceptions of marine tourism destinations on Derawan Island.

The correlation coefficient test aims to measure the strength of the relationship between two variables.

Table 8. Correlation Coefficient Test (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	0.895	0.802	0.798	5.097	1.92
a. Predictors : (Constant), X2, X1					
b. Dependent Variable : Y					

Source : Data Processed, 2024

Based on the table above, the correlation coefficient number (R) is obtained at 0.895 which means that there is a strong relationship between the two dependent variables and the independent variable.

Coefficient of Determination Test (R^2). Coefficient of Determination (R^2) is done to measure how far the capability of the regression model explains the variation of the dependent variable. A low adjusted R^2 value can be said that the capability of the independent variables in explaining the variation of the dependent variable is limited.

Based on table 8 above, that the coefficient of determination (R^2) value is 0,798 which means that the influence of the independent variable on the dependent variable is 79,8%, while the remaining 20,2% is influenced by other factors not included in this study.

4.5. Hypothesis Testing

T Test (Parcial Test). The T Test was conducted to see the overall effect of the independent variables individually on the dependent variable. The test was conducted using a significance level of 0,05 ($\alpha = 5\%$). If the significance $< 0,05$ or $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted and so on.

Table 9. T Test Results

Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Beta		
(Contant)	2.545	3.266		0.779	0.438
Social Media	0.327	0.12	0.199	2.731	0.007
Local Community Participation	0.836	0.084	0.724	9.955	0.000

Source : Data Processed, 2024

Hypothesis testing indicators use a significance level of 0,05 ($\alpha = 5\%$) and comparison of t_{count} values $> t_{table}$ (1.9806) or the significance level $< 0,05$ then hypothesis is accepted.

Based on the table above, the significance value in the social media variable is $0,007 < 0,05$ and $t_{count} 2.731 > 1.9806$, the local community participation variable is $0,000 < 0,05$ and $t_{count} 9.955 > 1.9806$. it means that H_a is accepted and H_o is rejected, so it can be concluded that the social media variable, local community participation has a partially significant effect on tourist perceptions of marine tourism destinations on Derawan Island.

F Test (Simultaneously Test). The F Test was conducted to determine whether the independent variables have an influence on the dependent variable simultaneously. The tes is carried out using the significance level of 0,05 ($\alpha = 5\%$). If significance $< 0,05$ or $f_{count} > f_{table}$ then H_o is rejected or H_a is accepted and so on.

Table 10. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1228.77	2	6144.38	236.47	0.000
Residual	3040.02	117	25.983		
Total	15328.80	119			
a. Dependent Variable : Tourist Perceptions					
b. Predictors : (Contants), Local Community Participation (X2), Social Media (X1)					

Source : Data Processed, 2024

Hypothesis testing indicators using the significance level of 0,05 ($\alpha = 5\%$) and comparison of $f_{count} > f_{table}$ (3.20) or significance level of $< 0,05$ then the hypothesis is accepted.

Based on the table above, the significance value in the tourist perception variable is obtained as follows of $0,000 < 0,05$ and f_{count} of $234,47 > 3,20$. Then it can be interpreted that H_a is accepted and H_o is rejected, so it can be concluded that social media variables, local community participation have a significant effect simultaneously on tourist perceptions of marine tourism destinations on Derawan Island.

Dominan Test. The Dominance Test is conducted to determine which variable is dominant among the independent variables of social media and local community participation on the dependent variable of tourist perception.

Based on table 9 above, it shows that the Local Community Participation variable has a beta coefficient of 0,724 or 77,4%, Social Media variable has a betacoefficient of 0,199 or 19,9%. So it can be concluded thatthe Local Community Participation variable has the largest beta coefficient among other independent variables, so it can be concluded that the Local Community Participation variable is the most dominant variable affecting Tourist Perception.

4.6. Simultaneous Effect of Independent Variable on the Dependent Variable

Based on the results of the f test analysis, it can be seen that the variables of Social Media (X1) and Local Community Participation (X2) have a significant influence on Tourist Perceptions (Y) of marine tourism destinations on Derawan Island, this is evidenced by the results obtained from calculations using the SPSS application with a significant value of $0,000 < 0,05$ and f_{count} of $234,47 > 3,20$. So it can be concluded that the variables of Social Media (X1),

Local Community Participation (X2) simultaneously have a positive and significant effect on Tourist Perceptions (Y) of marine tourism destinations on Derawan Island.

Dominan Test. The Dominance Test is conducted to determine which variable is dominant among the independent variables of social media and local community participation on the dependent variable of tourist perception.

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4.7. Simultaneous Effect of Independent Variable on the Dependent Variable

Based on the results of the f test analysis, it can be seen that the variables of Social Media (X1) and Local Community Participation (X2) have a significant influence on Tourist Perceptions (Y) of marine tourism destinations on Derawan Island, this is evidenced by the results obtained from calculations using the SPSS application with a significant value of $0,000 < 0,05$ and $f_{\text{count}} \text{ of } 234,47 > 3,20$. So it can be concluded that the variables of Social Media (X1), Local Community Participation (X2) simultaneously have a positive and significant effect on Tourist Perceptions (Y) of marine tourism destinations on Derawan Island.

4.8. Partial Influence of Independent Variables on the Dependent Variable

Based on the t test results, it can be seen that the independent variable has a significant positive effect on the dependent variable. This can be seen from the results of the t test Social Media (X1) obtained a t_{count} value of 7,731 and a t_{table} value of 1,9806, Local Community Participations (X2) obtained a t_{count} value of 9,955 and a t_{table} value of 1,9806. It can be concluded that the variables of Social Media (X1), Local Community Participation (X2) have a partial positive effect on the Tourist Perceptions variable (Y), and it can be stated that H_0 is rejected and H_a is accepted.

5 Conclusion

This study aims to analyse the influence of social media and local community participation on tourist perceptions of marine tourism destinations on Derawan Island. The problem arises is the lack of public facilities, especially rubbish bins which affects tourists experience at the destination. This condition reflects that although Derawan Island has a strong marine tourism attraction, some aspects of infrastructure such as waste management have not been fulfilled properly.

The results show that social media, local community participation simultaneously have a positive and significant effect on the perceptions of tourists who see positive reviews on social media are likely to have a good view of the destination, especially when this is reinforced by the active participation of local communities in managing and maintaining destinations cleanliness. Therefore, efforts to increase community participation and optimise the use of social media as a promotional tool significantly increase tourists positive perceptions despite the lack of public such as trash bins.

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