

REFERENCES

About Indonesia. (2016). *Indonesia.travel*. Retrieved 1 October 2016, from <http://www.indonesia.travel/en/facts/about-indonesia>

About Us • Instagram. (2016). *Instagram.com*. Retrieved 5 October 2016, from <https://www.instagram.com/about/us/>

AIDA Model. (2015). *Communication Theory*. Retrieved 15 October 2016, from <http://communicationtheory.org/aida-model/>

Badan Pusat Statistik Provinsi Bali. (2015). *Bali BPS*. Retrieved 2 October 2016, from <http://bali.bps.go.id/index.php>

Baer, J. (2015). *53% of Americans Who Follow Brands in Social Are More Loyal To Those Brands. Convince and Convert: Social Media Consulting and Content Marketing Consulting*. Retrieved 8 October 2016, from <http://www.convinceandconvert.com/social-media-research/53-percent-of-americans-who-follow-brands-in-social-are-more-loyal-to-those-brands/>

Bali: History about the Island Of Gods. (2015). *Bali Travel Destinations | Bali Best Places & Day Trips - Bali Glory*. Retrieved 16 October 2016, from <http://www.baliglory.com/2012/10/bali-history-about-island-god.html>

Barry, T.E. & Howard, D.J. (1990) A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, 9, 2, pp. 121–135.

Bell, T. (2013). *Establishing Brand Loyalty through Social Media: TTU Outpost: COMC: TTU. Depts.ttu.edu*. Retrieved 20 October 2016, from <http://www.depts.ttu.edu/comc/research/outpost/blog/brand-loyalty.php>

Best Destinations in Asia - Travellers' Choice Awards - TripAdvisor. (2015). *Tripadvisor.co.nz*. Retrieved 17 October 2016, from <https://www.tripadvisor.co.nz/TravelersChoice-Destinations-cTop-g2>

Biro Perencanaan dan Keuangan Sekretariat Kementerian Pariwisata,.
(2016). *Laporan Akuntabilitas Kinerja Kementerian Pariwisata Tahun 2015* (pp. 57-58). Jakarta: Biro Perencanaan dan Keuangan Sekretariat Kementerian Pariwisata.
Retrieved 17 October 2016, from
<http://www.kemenpar.go.id/userfiles/file/test/LAKIP-KEMENPAR%202015.pdf>

Boyce, C. & Neale, P. (2006). *Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input*. Retrieved 15 November 2016, from
<http://compositionawebb.pbworks.com/f/conducting+in+depth+interviews.pdf>

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116. [http://dx.doi.org/10.1016/s0261-5177\(99\)00095-3](http://dx.doi.org/10.1016/s0261-5177(99)00095-3)

Calero, A. (2016). *6 Tips for Better Facebook Video Ads: Social Media Examiner*. *Socialmediaexaminer.com*. Retrieved 6 October 2016, from
<http://www.socialmediaexaminer.com/6-tips-for-better-facebook-video-ads/>

Claywell, C. (2015). *Advantages and Disadvantages of Social Networking*. *LoveToKnow*. Retrieved from 24 October 2016,
http://socialnetworking.lovetoknow.com/Advantages_and_Disadvantages_of_Social_Networking

Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (2004). *Tourism: Principles and Practices*. England: Prentice Hall.

Creswell, J. W. (1994). *Research design: Qualitative and quantitative approaches*. Thousand Oaks, CA: SAGE Publications.

Digital in 2016 - We Are Social UK. (2016). *We Are Social UK*. Retrieved 21 October 2016, from <http://wearesocial.com/uk/special-reports/digital-in-2016>

Dolma, S. (2010). The Central Role of the Unit of Analysis Concept in Research Design. *Academia.Edu*, 39.

Erdoğmuş, İ. & Çiçek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353-1360.

<http://dx.doi.org/10.1016/j.sbspro.2012.09.1119>

Global Web Index Top 10 Reasons for Using Social Media.

(2015). *Globalwebindex.net*. Retrieved 12 October 2016, from

<https://www.globalwebindex.net/blog/top-10-reasons-for-using-social-media>

Gordhamer, S. (2009). *4 Ways Social Media is Changing Business. Mashable.*

Retrieved 22 October 2016, from <http://mashable.com/2009/09/22/social-media-business/#pIRYdFrnqiqE>

Gulbahar, M. & Yildirim, F. (2015). Marketing Efforts Related to Social Media Channels and Mobile Application Usage in Tourism: Case Study in Istanbul. *Procedia - Social and Behavioral Sciences*, 195, 453-462.

<http://dx.doi.org/10.1016/j.sbspro.2015.06.489>

Helms, H. (2016). *Instagram Launches Business Tools for Brands |*

GrindTV.com. GrindTV.com. Retrieved 23 October 2016, from

<http://www.grindtv.com/transworld-business/news/instagram-launches-business-tools/>

Hettler, U. *Social media marketing* (1st Ed.).

Index Results—The Travel & Tourism Competitiveness. (2015). *Index Ranking*

2015. *Travel and Tourism Competitiveness Report 2015.* Retrieved 25 October 2016,

from [http://reports.weforum.org/travel-and-tourism-competitiveness-report-](http://reports.weforum.org/travel-and-tourism-competitiveness-report-2015/index-results-the-travel-tourism-competitiveness-index-ranking-2015/)

[2015/index-results-the-travel-tourism-competitiveness-index-ranking-2015/](http://reports.weforum.org/travel-and-tourism-competitiveness-report-2015/index-results-the-travel-tourism-competitiveness-index-ranking-2015/)

Kaplan, Andreas M. and Michael Haenlein. "Social Media: Back To The Roots And Back To The Future". *Journal of Systems and Information Technology* 14.2 (2012):

101-104. Web.

Kementerian Pariwisata Republik Indonesia. (2014). *Kemitraan Badan Promosi*

Pariwisata Indonesia Mendukung Pencapaian Indonesia Hebat Serta Target

Kepariwisataan. Retrieved from 25 October 2016,
<http://www.kemenpar.go.id/asp/detil.asp?c=16&id=2775>

Kiráľová, A. & Pavlíčka, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia - Social and Behavioral Sciences*, 175, 358-366.
<http://dx.doi.org/10.1016/j.sbspro.2015.01.1211>

Kojima, T., Kimura, T., Yamaji, M., & Amasaka, K. (2010). Proposal and Development of the Direct Mail Method PMCI-DM For Effectively Attracting Customers. *International Journal of Management & Information Systems (IJMIS)*, 14(5). <http://dx.doi.org/10.19030/ijmis.v14i5.9>

Leedy, P. & Ormrod, J. (2010). *Practical Research Planning and Design* (9th ed.). Merrill.

Lew, A. A. (1987). "A Framework of Tourist Attraction Research." *Annals of Tourism Research*, 14 (4): 553-75.

Miletsky, J. (2010). *Principles of internet marketing* (1st Ed.). Boston, Mass.: Course Technology.

Progress of International Visitor 2010 - 2014. *Kemenpar.go.id*. Retrieved 15 October 2016, from <http://www.kemenpar.go.id/asp/detil.asp?c=119&id=1482>

Rahmat, D. (2013). Pengaruh Media Audio Visual Terhadap Peningkatan Hasil Belajar Pada Pembelajaran Senam Lantai Guling Belakang di SMAN 1 Tangungsari, 33. Retrieved 22 November 2016, from <http://repository.upi.edu>

Saraniemi, S. & Kylanen, M. (2010). Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches. *Journal of Travel Research*, 50(2), 133-143. <http://dx.doi.org/10.1177/0047287510362775>

Sekaran, U. & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach* (6th Ed.).

Sheldon, P. (1997). *Tourism information technology* (1st ed.). Oxford, UK: CAB International.

Smith, K. (2016). *37 Interesting Instagram Stats for 2016 - Brandwatch*. Brandwatch. Retrieved 26 November 2016, from <https://www.brandwatch.com/blog/37-instagram-stats-2016/>

Fontein, D. (2016). *The 2016 Social Media Glossary*. Hootsuite Social Media Management. Retrieved 10 February 2017, from <https://blog.hootsuite.com/social-media-glossary-definitions/>

Statistic of International Visitor. Kemenpar.go.id. Retrieved 1 September 2015, from <http://www.kemenpar.go.id/asp/detil.asp?c=119&id=1482>

Tamindael, O. (2014). *RI tourism reduces poverty, unemployment*. ANTARA News. Retrieved 1 October 2016, from <http://v2.garudamagazine.com/whatson.php?cat=travel&id=382>

The 20 Best Islands in the World. (2016). Condé Nast Traveler. Retrieved 17 October 2016, from <http://www.cntraveler.com/galleries/2014-10-20/top-30-islands-in-the-world-readers-choice-awards-2014/13>

The Bali Bible #thebalibible (@thebalibible) • Instagram photos and videos. Instagram.com. Retrieved 28 October 2016, from <https://www.instagram.com/thebalibible/>

The Bali Bible Blog. The Bali Bible. Retrieved 28 October 2016, from <https://www.thebalibible.com/blog/>

The World Economic Forum. World Economic Forum. Retrieved 21 October 2016, from <https://www.weforum.org/about/world-economic-forum>

Tourism Statistic. (2015). Kemenpar.go.id. Retrieved 21 October 2016, from <http://www.kemenpar.go.id/asp/detil.asp?c=91&id=1478>

Vasandani, C. (2014). I Tweet Therefore I Vote: the Relationship Between Twitter Activity and Offline Political Participation of Youth Voters. Retrieved 28 October 2016, from http://library.sgu.ac.id/index.php?p=show_detail&id=28086&keywords=I+tweet+therefore+I+vote

Williams, C. 2007. Research Methods. *J. Of Business & Economic Research* 5(3): 65-72

Yearbook of Tourism Statistics, Data 2008 – 2012, 2014 Edition / World Tourism Organization. *E-unwto.org*. Retrieved 18 October 2016, from <http://www.e-unwto.org/doi/book/10.18111/9789284415915>

Yu, Y. (2013). Mixed-Style Print Advertising Combining Fashion Photography and Digital Illustrations: Examining the Print Advertising of Consumer Products in Taiwan, 55-58.

Zarella, D. (2010). *The Social Media Marketing Book* (1st Ed.). Retrieved 29 October 2016, from http://danzarella.com/Social_Media_Marketing_Book_ch1_3.pdf

SWISS GERMAN UNIVERSITY