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# IMPLEMENTATION OF DIGITAL CONTENT ABOUT SACRED BALI AS A MEANS OF EDUCATION FOR TOURISTS IN PRESERVING THE CULTURE OF THE ISLAND OF BALI

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## Abstract

The in this study aims to discuss the application of digital content about sacred bali as a means of education for tourists in preserving the culture of bali island. The formulation of the problem in this study is how is the effectiveness of digital content about sacred Bali as a means of education for tourists in preserving Balinese culture and how is the role of tourism industry players in implementing digital content about sacred bali as a means of education for tourists in preserving Balinese culture. the methodology in this study uses data collection through observation, interviews, and literature studies. the sampling technique in determining informants in the interview uses purposive sampling. The data analysis used in this study is a qualitative descriptive analysis which has five stages, the first is data collection, the second is summarizing data, the third is adjusting data, the fourth is explaining data, the fifth is drawing conclusions based on theory. The results of the study show that there are four indicators that make digital content about sacred Bali effective to implement, including Reader Cognition, Sharing Motivation, Persuasion, Life Factors. And there are two actors in the tourism industry who have an important role in implementing digital content of sacred Balinese culture, including travel agents and the second is the local community as the god of the house.

**Keywords:** Sacred, Education, Digital Content

## 1. INTRODUCTION

The development of tourism in Bali has an impact on the lives of the Balinese people. This impact can be seen from the development of a good economy, as well as good environmental management and maintenance of local culture to maintain the existence of tourism in Bali which is famous for cultural tourism. The things that are of concern are not only providing positive impacts but also the negative impacts caused by the existence of tourism in Bali. The most visible negative impact is the harassment of sacred places on the island of Bali. Sacred is an aura of authority and charisma that has spiritual value that is believed by the local community on the island of Bali which is passed down from generation to generation (Djatkiko, 2018). The development of

tourism in Bali has a serious impact on cultural values that have been upheld by ancestors and passed down until now. This impact can be seen from the news to tourists that damages the sacred values of Balinese culture itself. Sacred values are something that is glorified, sanctified, respected, and cannot be tarnished which is guarded by the local community and inherited from generation to generation (Abdillah, 2022). As a result of this, coupled with Bali's unpreparedness in protecting itself from the negative impacts of tourism, several holy places, the Balinese environment, and social values that are used as tourist attractions have been abused. This can be seen from several problems or cases that have occurred in Bali regarding the abuse of sacred values on the island of Bali. The first case was a foreign tourist who occupied Padmasana at Pura Gelap Besakih. Then a foreign citizen (WNA) from Germany who danced naked during a Balinese dance performance at Puri Saraswati Ubud. An additional viral case collected from Detik.com describes that a couple of lovers had sex in front of the gate of a resident's house. The cases above certainly reflect that there is actually ignorance and no appreciation of the existence of sacred values in Balinese culture itself. This certainly deviates from the Hindu community in Bali who generally believe and trust that sacred is holiness and sacred values, charismatic values and dignity values found in every form of culture in the Province of Bali (Djarmiko, 2018).

In 2019, the Bali Provincial Government discussed regulations governing the protection of temples and sacred objects. The aim is to prevent abuse of sacred places, for example by limiting access to temples, where not everyone is allowed to enter all parts of the temple. The regulation was then ratified as Pergub No. 25 of 2020 Facilitating the Protection of Temples, Pratima, and Religious Symbols. In addition to the Pergub, there is Pergub Bali no. 28 of 2020 concerning Bali Tourism Governance and Bali Provincial Regulation No. 5 of 2020 concerning Bali tourism implementation standards. So from the Pergub and Perda issued by the Bali Regional Government regarding efforts to overcome the negative impacts of tourism activities have been carried out. The problem in this study can be seen that the existence of regulations is not well conveyed to tourists who travel to Bali. This is because there is no education for tourists about information about the sacred values in Bali that must be maintained by tourists. Educating about this information can utilize digital media that is currently developing. One of them is by creating content on digital media that informs and educates tourists about the sacred culture owned by the Island of Bali. As is known, the rapid development of information technology makes tourists choose tourist attractions based on the quality of content spread on social media (Sarifiyono, 2023) It can be said that the role of content in digital media is one of the effective creativity in providing information to the public, either through videos or writings that are made and distributed on the internet media (Sugiono, 2020).

The information obtained by tourists is only about the beauty of Balinese culture which is spread in digital content carried out by tourism industry players. The players in the tourism industry, especially in Bali, include the government as policy makers related to tourism development in Bali. Service providers as owners of various forms of accommodation used by tourists during their vacation in Bali. Tourists as consumers who use tourism products on the island of Bali. Finally, the community as hosts who have resources from tourist attractions developed for tourists (Damanik, 2006). The existence of tourism industry players, especially the tourism service provider industry in Bali, can be a liaison in educating tourists about the sacred values in the culture of the island of Bali (Mertha, 2018). This is because service providers such as travel agents and hotels interact directly with tourists. Not only the service provider industry but also the local

community as hosts can certainly be effective and trusted sources in describing the sacred culture in tourist attractions (Yanti, 2021). However, when viewed in various digital media, the content that is spread is only promotional about tourist attractions that can be visited by tourists. There is no content about the sacred values in cultural activities that are used as tourist attractions for tourists.

The urgency of this research is the negative behavior of tourists in areas that are sacred by the community on the island of Bali. This happens because of the lack of information about what can and cannot be done in areas that are sacred by the people of the island of Bali. With the very rapid development of information technology, it is important to create an information container that can reach tourists when traveling to the island of Bali. One of these information containers is by creating digital content about sacred Bali. This study aims to analyze the application of digital content about sacred Bali as a means of education for tourists in preserving the culture of the island of Bali. It is hoped that the existence of digital content about sacred Bali can provide knowledge or educate tourists who travel to the island of Bali to care more and maintain the culture or places that are sacred by the people of the island of Bali. This study discusses the role of digital content about sacred Bali as a means of knowledge for tourists in preserving Balinese culture. The aim is to see the effectiveness of digital media in providing knowledge about sacred Bali to tourists. It is known that digital media is developing very rapidly, but tourists do not know about the values of Balinese culture that are maintained by the Balinese people. This creates ignorance and takes actions that do not respect Balinese culture. So this study creates content that is able to educate tourists effectively so that tourists gain knowledge on how to maintain Balinese cultural values. The next goal is to determine the role of tourism industry players in implementing digital content about sacred Bali as a means of education for tourists in preserving Balinese culture.

## **2. LITERATURE REVIEW**

Social media content is information and entertainment presented on a social media platform such as YouTube, Instagram, Facebook and so on which is created by a person or individual, a company and organization, placement on the social media platform allows for more direct interaction with users, so that in realizing its full effect, social media content must also be carefully oriented to the target group (Huang, 2020). Content on social media platforms must be able to create a strong influence on how the audience interprets views in terms of the advantages and disadvantages of the content of a message on social media itself, especially content that is informative and educates the audience (Gabore, 2020). From the research produced it shows several supporting factors in the influence of social media content as a source of information, including: 1) Ideological assumptions (Ideological assumptions) Ideology is an idea or assumption about a person's beliefs or beliefs. In interpreting content on social media, there are different beliefs or beliefs that cause the audience to make decisions based on personal beliefs about the limitations in using social media and the content they witness. 2) Sourcing of messages (Source of messages) Interpreting content on social media requires knowledge of the concept of mass media, because there is mutual involvement between mass communication and social media itself. The factor of sourcing of messages or source of messages is very close to the element of mass communication, because information produced by content on social media is part of a means of mass communication, of course the message conveyed from a content must be accountable from various aspects such as unreliable message content, messages that are excessive, misleading, hoaxes, sensational

news and unclear validity of the news and so on. 3) Tone of information (Tone of delivery) The tone of information refers to the affective component of the construction and presentation of content from an event or issue seen from the delivery of messages in the content presented, thus causing positive, neutral and negative views in the audience. The tone of news in social media content can influence the audience's interest in using social media, because the tone of news is related to matters regarding the delivery of messages of a content from the side of the summary of the general news framework that is presented as interestingly as possible from an event, such as making interesting coverage in the form of podcasts, interviews with sources, or talk shows with the nature of providing education and information.

The source of information on a social media certainly has significant aspects to provide relevant information between the communicator and the communicant. The aspects of the source of information put forward by (Mastley, 2017) can help this study in knowing how the audience interprets content as a means of information sources. These aspects include: 1) Information behavior (Communication behavior) Communication behavior is related to the communication actor, the source of information can be said to be positive or trustworthy if the message giver on social media applies the elements of mass communication, namely avoiding news or information that is not yet clear about the validity of the news. The audience is also required to be smart in choosing to accept the information obtained, by seeking the validity of information from various media sources or other communicators. 2) Information seeking (Information seeking) The main aspect of information sources is information seeking and how it is displayed, modified, or fulfilled on social media, this aspect prioritizes fulfilling the information seeking needs of the audience that cannot be done by traditional information sources, such as speed in providing information. 3) Information sharing and assessment (Information sharing and information assessment) Information sources and information assessment require the audience to be motivated to share information about the content of the message content generated from social media based on satisfaction with how the audience uses and obtains the desired and useful information. The audience's decision in interpreting the content of messages from social media is an important aspect so that the dissemination of the information presented is useful for the wider audience from a positive perspective.

Communication behavior of digital media users covers various aspects, such as the type of content shared, the communication style used, trends in the use of words and symbols, interactions between users, and other factors that influence communication behavior on the platform. In this study, the model used is the S-O-R model (Stimulus, Organism, Response), the SO-R theory is a response that is a backlash from individuals when receiving stimuli from the media. One can expect or predict a link between the effects of mass media messages and audience reactions. It can also be said that the effects caused are specific reactions to the stimulus response, so that one can expect and predict between the message and the reaction of the communicant (Effendy, 2003).

According to (Sitinjak, 2023) digital content can be said to be successful if it contains five criteria, namely: 1) Reader Cognition, content that is created and disseminated can be understood and attracts the attention of the audience and creates interaction both directly and indirectly. 2) Sharing Motivation, content has values that are in accordance with the target audience. 3) Persuasion, content can invite the target audience to find out the information provided in depth. 4) Life Factors, content can be adjusted to internal and external factors of the target audience.

According to (Prastiwi, 2016), educational tourism is a tourism concept that applies non-formal education about knowledge to tourists who visit a tourist attraction. According to, (Rizaly, 2021) educational Tourism is a tourism concept that has positive value and leads to the concept of edutainment, namely learning accompanied by fun activities. The main purpose of educational tourism is to provide maximum satisfaction as well as new knowledge to visitors who come and can be combined with various other things and serve various interests of tourists. Such as: Satisfying curiosity about other people, their language and culture, stimulating interest in art, music, architecture or folklore, empathy for the natural environment, landscape, flora and fauna, or deepening the appeal of cultural heritage or historical places. According to, (Srikalimah, 2021) educational Tourism is anything related to actions or experiences that have a formative effect on the character, mind or physical abilities of an individual.

### **3. RESEARCH METHODS**

The research approach used in this study is a qualitative approach with a content analysis design. Starting with assumptions and the use of an interpretive or theoretical framework that shapes and influences the study of research problems related to the meaning imposed by individuals or groups on social problems (Creswell, 2014). In other words, qualitative research is conducted to understand a meaning that comes from a particular event based on the views of participants and researchers. Content analysis is the use of qualitative data in the form of text, making assumptions according to the researcher's thought analysis. Then continued with coding, and the results are interpreted in the form of words or stories (Rozali, 2022). From the content analysis steps, researchers will convey information using data from observations and interpreted documentation studies. Data were collected through observation, literature study, in-depth interviews with informants. The selection of informants in this study used purposive sampling. Based on the rule of thumb used for the descriptive research approach with a data collection method in the form of interviews with key informants, the researcher decided to use 30 samples according to the statement from (Sim, et al, 2018) that the minimum number of informants needed for a descriptive research approach with a data collection method in the form of a questionnaire is 30 people. The informants sought in this study were 10 Hindu priests, 10 tour guides, and 10 tourists who had visited temples in Bali. Data Analysis Model Miles (1984) stated that activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated. The size of data saturation is marked by the absence of new data or information. Activities in the analysis include data reduction, data display and conclusion drawing and verification.

### **4. FINDINGS AND DISCUSSION**

#### **4.1 Effectiveness of Digital Content about Sacred Bali as a Means of Education for Tourists in Preserving Balinese Culture**

In discussing this research to see the effectiveness of digital content about sacred Balinese culture, an approach from (Sitinjak, 2023) is used, which can be described as follows:

a. Reader Cognition,

In creating digital content about sacred Balinese culture, it can arouse interest for tourists who see or witness it. What makes tourists interested is by bringing up unique elements that make tourists feel like they are learning something new from routines that tourists have never seen before. Creating sacred digital content in Bali

uses cultural elements that are reflected in the concept of what is allowed to be done in Bali and what is not allowed to be done when traveling to Bali. Knowledge about Balinese culture for tourists is very important to be instilled through creative content published on the internet media (Larasati, 2021). This is because the existence of social media is very helpful for tourism actors in providing information to tourists about the uniqueness of Balinese culture. The culture of the Island of Bali itself has very religious values that are strictly guarded from generation to generation. The use of this digital content provides a deep understanding of the ritual activities that must be respected by tourists visiting the Island of Bali. These ritual activities have a very deep meaning for the sustainability of the lives of the Balinese people. Tourists give a very deep appreciation to the ritual activities in Bali. Such as participating in traditional dance performances, as well as participating in the procession of offerings to God in Hindu teachings. The content is packaged in the form of traditional music and explanations of important information that tourists should know. Based on an interview with a tourist named Tricia (45 years old), she explained that there needs to be a very interesting sacred video to explain Balinese culture and also things that tourists should appreciate as knowledge for tourists when traveling to Bali. This is in line with the findings obtained from Abel (2023) who stated that in selecting content on social media there must be something that stimulates someone to see and watch it happily, one of which is the uniqueness contained in the content that attracts the general public.

b. Sharing Motivation

Digital content about sacred culture in Bali provides a positive perception of the cultural values held by the local community. These values are a reference for tourists in traveling. Because it is a unique view on a tourist trip. This is because tourists have never seen the uniqueness of Balinese culture in any country. In (Arifin's, 2023) research, he explained that the role of digital media in maintaining local Indonesian culture in the era of globalization is able to maintain religious values that can be given to the wider community. This is also the same as the activities or sacred cultural values held by the Island of Bali. This makes tourists appreciate Balinese culture more and enjoy the trip with a unique experience that has never been felt before. The values contained in the sacred Bali information video can be easily shared by tourists. This is because the video was made for two minutes and immediately discussed the points that tourists should know. Based on an interview with a tourist named Riccardo (35 years old), he explained that the sacred video about Balinese culture does contain values that must be appreciated by tourists. Because tourists are guests who come, they must understand the cultural values held by the local community. Based on the theory presented by (Effendy, 2003) that the behavior of the communicant who receives the message information, and is processed through attention, understanding, acceptance. so that the content created containing sacred Balinese values is noticed by tourists, then understood by tourists, and tourists accept the sacred values and follow the applicable rules and share the values with their friends and relatives so that there is a wide dissemination of education about the sacred cultural values of Bali that must be respected and appreciated by tourists.

c. Persuasion

The creation of digital content is able to provide information that invites tourists to appreciate the cultural values contained therein. In the creation of digital content about sacred in Bali, there is more information that makes tourists know and understand the culture owned by the people of Bali. Digital content becomes very effective by making the content seen by tourists very easy to understand and understand according to the needs of tourists. What makes tourists understand digital content about sacred culture in Bali is certainly marked by tourists being able to adapt well to the applicable rules applied by the Balinese community. Like tourists in every temple wearing sarongs and dressing modestly. Complying with the rules of not entering the temple to look inside the temple. In the study (Rahmawan, 2019) it was stated that providing positive content to the community can influence the activities they will do. Such as reading the manual before doing something according to the memory of the positive content. In terms of sacred cultural content, tourists choose to follow the directions given according to the content that tourists see through social media about sacred culture in Bali. Based on an interview with a tourist named Iguine (34) explained that in making a video of sacred Balinese content, there must be an activity to invite people to obey the cultural rules that exist on the island of Bali. The rules are explained as not being too complicated and not detrimental to tourists. Because it is like following a travel guidebook. This must be done because of the many issues about tourists who do not have an understanding of the culture that exists in Bali.

d. Life Factors

In creating sacred digital content of Bali, what must be considered is adjusting to tourist behavior. This must be done in collaboration with travel agents or other tourism industry parties. Tourists who travel to Bali are not only from Australian tourists but from various countries with different languages. Therefore, in distributing sacred digital content of culture in Bali so that it can be understood by each country, of course, it must adjust the language of tourists who will visit Bali. This will certainly make tourists who see sacred cultural content in Bali more quickly understood by tourists. Because not all countries can understand English. Tourists who want to see the culture in Bali become more aware of the concepts passed down from generation to generation. This is also in line with research conducted by (Arifin, 2023) which explains that content that is able to provide education must pay attention to adapting to the living environment of the audience, so that the intent of the content disseminated to the audience can be understood properly. Based on an interview with a tourist named Carlos (37), he stated that many people from Italy cannot speak English, so adjustments are needed to provide an understanding of the sacred cultural content in Bali.

## **4.2 The Role of Tourism Industry Players in Implementing Digital Content about Sacred Bali as a Means of Education for Tourists in Preserving Balinese Culture**

a. The Role of Travel Agents

A tour agency or travel agent is a type of business that operates in the service sector that serves travel needs. Travel agents provide services for individuals or groups who want to travel but do not have the time or knowledge to prepare things related to the trip. Travel agents generally offer various facilities such as

transportation tour packages, accommodation, travel plans, and travel tickets. The existence of a travel agent will certainly make it easier for tourists to travel. The existence of a travel agent is also a factor in the number of tourists visiting a place. In addition to aiming to help travelers in providing facilities, travel agents also help introduce new places that were previously unknown. Travel agents are one of the vanguard industries of tourism that connect and provide information to tourists about the conditions and situations of tourist attractions visited by tourists (Suwena, 2017). Travel agents provide information about sacred places in Bali through tour guides. Tour guides are a key factor in disseminating information to tourists because tour guides operate the tour packages created by the travel agent. The code of ethics for tour guides states that tour guides are required to provide information about all forms of culture in Bali. Based on the results of the interview with the head of the Bali tour guide association, it was explained that the role of travel agents in minimizing the abuse of sacred values on the island of Bali must provide information about Balinese culture before tourists arrive in Bali to provide knowledge about the sacred values in the Bali Island area. Travel agents act as a liaison between tourists and components of tourist attractions, so the role of travel agents is to educate tourists about the sacred values of Balinese culture. This education begins by sending sacred cultural content in Bali before tourists come on vacation to Bali. This is done so that tourists can understand Balinese culture before visiting the island of Bali. It is important to note that tourists who travel to Bali only want to do fun activities and enjoy their free time on the beach and enjoy the uniqueness of the culture in Bali (Taufiq, 2023). Tourists have not received information about the rules relating to what can and cannot be done when traveling to Bali. So the role of travel agents in providing education to tourists by sending sacred digital content of Balinese culture is very important to do.

b. Role of Society

In developing a tourist attraction, the participation or involvement of the local community cannot be ignored. The local community is the first person to know about the conditions of their area rather than people from outside the area. Thus, the participation of the local community is very necessary both in planning, implementation, development to the end, namely work evaluation. The hope for the future is none other than to realize a sense of ownership in the local community itself, so that awareness and responsibility arise to participate in developing tourist attractions. Community participation is not only limited to community participation, but is expected in the next stage, namely community participation in assessing whether the development carried out is in accordance with expectations and can improve the community's economy. Community participation is the main role in the implementation of development. In development, the community plays a role as a subject and object that has a very important position in the sustainability of development. Tourism development touches almost all of the lives of the people around it. Thus, there needs to be full support and active participation from the community, both from the government and the general public. Tourism development and active community participation will benefit the community itself and the region. Tourism development can increase employment opportunities and opportunities to build businesses, improve and grow the culture in the tourism development area (Ratnaningsih, 2015).



In maintaining the culture owned by the community, of course, they must understand the potential of the area of the community itself. One of them is the temple as a tourist attraction in the community environment. The local community plays a role in maintaining the sacred values contained in the temple. What the Balinese people do is to create information at the entrance to the temple tourist attraction regarding the rules that must be obeyed by tourists. The rules contain about maintaining the sanctity of the temple by wearing a sarong. It is not allowed to enter the temple when tourists are menstruating. And the rule is not to dirty the temple area. The development of the digital world certainly provides benefits for local communities in disseminating information about sacred values that have been passed down from generation to generation. Local communities disseminate digital content information about sacred Bali using QR codes. So that tourists can learn in full the sacred values that must be considered and maintained by tourists who come to visit holy places in Bali.

## **5. CONCLUSION**

Based on the results of the discussion on the application of digital content about sacred Bali as a means of education for tourists in preserving the culture of the island of Bali, seen from the formulation of the first problem about the effectiveness of digital content about sacred Bali as a means of education for tourists in preserving Balinese culture. This found four indicators that make digital content about sacred effective, including the first Reader Cognition, namely the content delivered contains cultural elements and has uniqueness about sacred values that can attract audiences such as foreign tourists. The second is Sharing Motivation, namely sacred cultural content in Bali has benefits to be shared with all tourists as knowledge about the sacred values of Balinese culture. The third is Persuasion, namely content about sacred Balinese culture is able to invite tourists to respect the rules contained in Balinese culture that are passed down from generation to generation by the Balinese people. The fourth is Life Factors, namely digital content of sacred Balinese culture that adapts to the travel behavior of tourists, such as the use of language that is adjusted to the country of origin of tourists in traveling and the purpose of traveling such as spiritual tourism.

Based on the results of the study on the role of tourism industry players in implementing digital content about sacred Bali as a means of education for tourists in preserving Balinese culture. Shows that there are two industry players who have important roles. The first is the role of travel agents who are providers of information about sacred Balinese cultural content. Travel agents disseminate information about sacred Balinese cultural content to tourists before tourists arrive on the island of Bali. The second is the local community who have a role in providing information in sacred places that are used as tourist attractions such as providing information boards and providing QR information to share digital content about sacred Bali in the sacred areas of local communities.

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