

The Role of SISPARNAS and Social Media Activities in Tourism Promotion and Economic Impact: A Systematic Review of Yogyakarta's Tourism Sector

El papel de SISPARNAS y las actividades en redes sociales en la promoción del turismo y su impacto económico: una revisión sistemática del sector turístico de Yogyakarta

AI SYAH ASTINADIA SIREGAR

Management Study Program, Faculty of Economics and Business, Universitas Putra Bangsa, Indonesia

E-mail : aisyah_siregar@feb.universitasputrabangsa.ac.id

Orcid: <https://orcid.org/0009-0004-1870-0731>

Recibido/Received: . Aceptado/Accepted: .

Cómo citar/How to cite: Siregar, Aisyah Astinadia (2026). The Role of SISPARNAS and Social Media Activities in Tourism Promotion and Economic Impact: A Systematic Review of Yogyakarta's Tourism Sector. *Sociología y Tecnociencia*, 16(2), 152-168. DOI: <https://doi.org/10.24197/dfec4q11>

Artículo de acceso abierto distribuido bajo una [Licencia Creative Commons Atribución 4.0 Internacional \(CC-BY 4.0\)](#). / Open access article under a [Creative Commons Attribution 4.0 International License \(CC-BY 4.0\)](#).

Resumen: El turismo es una actividad cada vez más popular en la comunidad en general y se ha convertido en parte del estilo de vida moderno. Esta investigación tiene como objetivo comprender el papel del Sistema Nacional de Información Turística (SISPARNAS) y las actividades en redes sociales en el aumento de la efectividad de la promoción turística y su impacto en la competitividad de la industria turística y la economía local en Yogyakarta. El método de esta investigación se llevó a cabo mediante una revisión sistemática de la literatura siguiendo el enfoque PRISMA, utilizando la base de datos Scopus. Las palabras clave utilizadas en la búsqueda fueron: "redes sociales", "turismo" y "Yogyakarta". La búsqueda arrojó un total de 21 artículos y, tras el proceso de selección mediante criterios de inclusión y exclusión, se seleccionaron seis artículos como objeto de estudio. Los resultados del análisis muestran que la colaboración entre SISPARNAS y las redes sociales contribuye significativamente al marketing de destinos e impacta positivamente en la economía local al aumentar el número de turistas y los gastos relacionados con el sector turístico. Las redes sociales y SISPARNAS han tenido un impacto considerable en la

economía local de Yogyakarta, especialmente en los sectores de turismo y pequeñas y medianas empresas (PYMES). La colaboración entre SISPARNAS y las redes sociales ha contribuido de manera importante a la promoción de destinos turísticos y ha generado un impacto positivo en la economía local.

Palabras clave: Turismo, Sisparnas, Redes Sociales, Yogyakarta, Información

Abstract: Tourism is an increasingly popular activity in the broader community and has become part of the modern lifestyle. Research This aims To understand The role of the National Tourism Information System (SISPARNAS) and social media activities in increasing the effectiveness of tourism promotion and its impact on the competitiveness of the tourism industry and the economy. Local in Yogyakarta. Methods in the research This is done using a systematic literature review while adhering to the PRISMA method through the Scopus database. The keywords used in the search are "social media," "tourism," and "Yogyakarta. " Search resulted in a total of 21 articles, and after the screening process through criteria inclusion and exclusion, obtained as many as six selected articles as subject study. The analysis results show that collaboration between SISPARNAS and social media contributes significantly to marketing destinations and impacts the local economy by improving tourists and related expenses with sector tourists. Social media and SISPARNAS has significantly impacted the local economy in Yogyakarta, especially in the tourism and small and medium enterprises (SMEs) sectors. The collaboration between SISPARNAS and social media has contributed significantly to destination marketing. It has positively impacted the local economy by increasing the number of tourists and related spending with sector tourists.

Keywords: Tourism, Sisparnas, Social Media, Yogyakarta, Information

1. INTRODUCTION

Activity tourism is a frequent activity in all the societies in the world during a holiday period. The more development over time and progress technology, activities, and tourist experiences progress, the more things can be proven with the increasing number of tourists visiting an area. The increase that occurred will become an activity for entertaining oneself and impacting the public in an area (Siregar, 2024). Phenomenon: This phenomenon indicates that tourism is no longer considered a secondary activity but has become an integral part of modern society's lifestyle. Many regions worldwide are competing in the race to develop sector tourism, except Indonesia.

Indonesia is known as an archipelagic country with various types of potential. Goods, from aspects of nature and culture to wisdom, make potential object tourism that can interest domestic and foreign tourists in foreign countries. Every region in Indonesia has uniqueness, from natural beauty like beaches and mountains to legacy, history, and traditional culture currently preserved. This diversity gives Indonesia a competitive advantage in the tourism sector at both regional and global levels (Rahma, 2020).

Of the many areas of objective tourism in Indonesia, Yogyakarta is one province on the island of Java, Indonesia, which has a strategic position as one of the destinations that tourists favor. This city is known as the center of culture and

education, and it has famous tourist attractions such as Borobudur Temple, Prambanan Temple, Yogyakarta Palace, and Malioboro. In addition, the power pulls culinary, art performances, and crafts locals, the more interesting and enjoyable travelers, with experienced tourists who are entertaining and educational. The characteristics offered make Yogyakarta a choice for domestic tourists and attract interest travelers overseas (Wibowo, Santosa, Susilo, & Purwanto, 2021).

The condition shows that with the progress sector, tourists can push the development of an area and balance the economic area (Asworowati, 2017). A consistent and sustainable development strategy is needed to maintain an area as a tourist destination. The Indonesian government developed the System Information National Tourism Management System (SISPARNAS) to support the development and promotion of targeted tourism based on data. National Tourism Information Management System (SISPARNAS) is a system of information created by the Ministry of Tourism and Creative Economy of the Republic of Indonesia to collect, manage, and present data and information related to sector tourists in a way national (Wibowo & Adzilla, 2022). SISPARNAS has become a data center that supports planning, decision-making policy, evaluation, and monitoring in the tourism development sector in Indonesia. The systems are accurate, up-to-date, and easy to use by various parties, including government regions, tourism industry players, tourists, and the public in general. So what is expected is a system That can support the promotion of tourism in an area and monitor and evaluate sector tourists (Septiana et al., 2023). This system is vital in strengthening sustainable tourism governance and promotion strategies in a region like Yogyakarta.

Even though SISPARNAS has been designed with Good system information integrated to support the promotion of tourism in an area, social media like Instagram, TikTok, YouTube, and Facebook are now crucial as a better alternative that is flexible and efficient and can reach tourists more. In this digital era, almost everyone in the public owns access to and accounts on social media. Social media is a tool for communication or entertainment and a source of fast and easy information (Heinonen, 2011). One of the lots of information searching for through this digital platform is related to potential tourism in an area. With the existence of social media, tourists can easily find recommended destinations, enjoyable tours with reviews, and exemplary visitors, and so can interesting travelers for come (Wulandari et al., 2024). Therefore, social media is a very effective means of supporting the promotion and development of sector tourism in various regions.

This study aims to examine the role of the National Tourism Information System (SISPARNAS) and social media activities in enhancing tourism promotion effectiveness and their impact on the local economy in Yogyakarta. Through a systematic literature review, this study analyzes previous research on the contribution of information systems and digital media to tourism development.

2. RESEARCH METHODS AND MATERIALS RESULT

This study employed a Systematic Literature Review (SLR) approach following the PRISMA guidelines. The database that plays a role in finding article studies is Scopus. The author searched for related studies on the role of SISPARNAS and social media in tourism in Yogyakarta using the keywords "social media," "tourism," and "Yogyakarta" search, resulting in a total of 21 articles, and next, using criteria inclusions and exclusions that have been determined (Table 1) and then use the method of detailed data extraction outlined under this. Non-English publications, review articles, and studies lacking empirical findings were excluded from the selection process. Following the application of the predefined inclusion and exclusion criteria, six journal articles were deemed eligible and selected for analysis. The final selection process is presented in Figure 1.

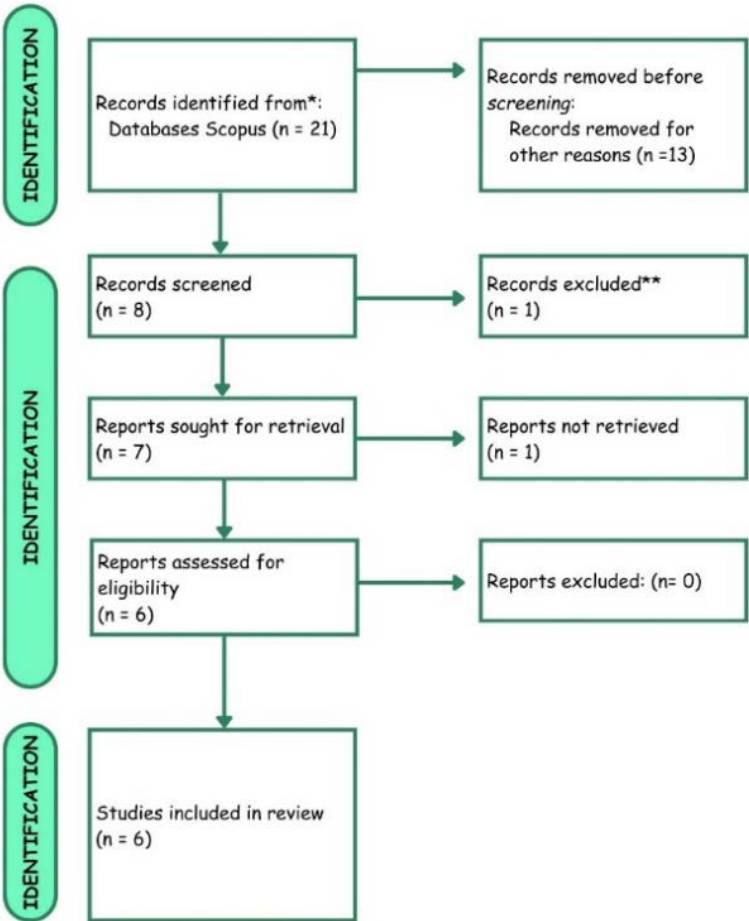


Figure 1. Number of articles published by year.

To analyze previous studies, the authors formulated four research questions that served as the basis for the review and analysis process:

Q1: What is the role of the National Tourism Information System (SISPARNAS) in increasing the effectiveness of tourism promotion?

Q2: How do social media activities increase the effectiveness of tourism promotion?

Q3: What is the impact of social media on the competitiveness of the tourism industry?

Q4: What is the impact of social media on the local economy in Yogyakarta?

Table 1. Inclusion and Exclusion Criteria

Inclusion	Exclusion
Must be written in English	The target of a foreign language is not English
Must be empirical studies	Literature review-type studies or book reviews
Must investigate the use of social media by tourists in Yogyakarta	Not the use of social media by tourists

3. RESULT

3.1 Data distribution

A study about the use of social media in the tourist sector started in 2017 and is currently being conducted. Along with the development of technology at the moment, the use of social media to find objects interesting tour visitors the more Lots used. Easy access to social media makes it a choice for travelers and the public to find location objects and enjoyable tours. So, all people in the world can easily access information on the tour you want to be targeted through various social media platforms. The spread articles that have been analyzed can seen in the picture.

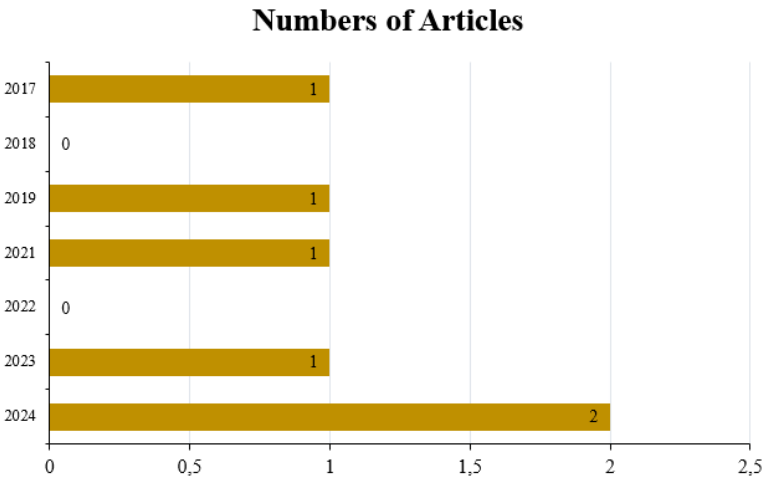


Figure 2. Number of articles published by year.

3.2 Research design

After analyzing existing articles, it was found that part of considerable research (50%) was conducted qualitatively. This approach was chosen because it allows the researcher to dig deeper into the role and benefits of social media in support of activity promotion and how social media activities can also support development sector tourism in a region. The qualitative approach was selected because it enables researchers to gain a deeper understanding of the social, cultural, and contextual dynamics that shape interactions among local communities, tourism stakeholders, and tourists in the use of social media for tourism promotion.

(Wolor et al., 2023) employed a qualitative case study approach to gain an in-depth understanding of how the Bawuran Tourism Village community in Yogyakarta addressed challenges during the COVID-19 pandemic while improving the local economy. This method enabled the researchers to explore specific phenomena within a particular context and examine how local communities utilized social media, tourism development strategies, and e-commerce to support economic resilience.

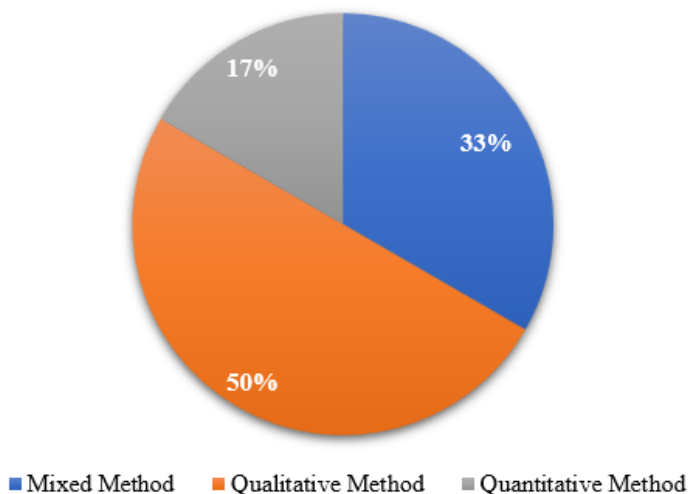


Figure 3. Research method distribution.

In addition to qualitative research methods, the analyzed articles also employ quantitative and mixed methods. Quantitative methods account for 17% of the studies and focus on collecting and analyzing numerical data to describe the relationship between social media and tourism development in a region. Meanwhile, mixed methods are used in 33% of the analyzed articles, combining both qualitative and quantitative approaches to provide a more comprehensive and in-depth analysis of the findings. This approach is beneficial as it integrates both methods to generate deeper insights from the studies.

Table 2. Summary of the selected literature

Author (Year)	Year	Research Methods	Social Media	The Role of Social Media	The impact of social media
Noviarita et al. (2024)	2024	Mixed Method	YouTube, Instagram, Facebook, and Tiktok	as a tool to promote tourism potential and support tourism sustainability.	Increase the number of visitors, Expand the tourism market, Encourage tourism sustainability, Increase the promotion of tourism potential
Adawiah (2024)	2024	Mixed Method	social media, in general	global digital marketing tool, tourism information dissemination media	Increasing international appeal, Forming positive tourist perceptions, Disseminating tourism information widely
Wolor et al. (2023)	2023	Qualitative Method	social media, in general	As a marketing tool to attract tourists	Increasing the attractiveness of tourist villages, Increasing village economic growth, Expanding the marketing reach of local products
Wibowo et al. (2021)	2021	Quantitative Method	Flickr, Twitter	alternative direct data collection, analyzing the spatial and temporal distribution of tourists	Identifying tourist visit patterns and tourist activity centers, Showing the impact of the COVID-19 pandemic on the decline in tourist activities, Revealing lesser-known tourist locations directly
Oktaviani et al. (2019)	2019	Qualitative Method	social media, in general	contribute to developing marketing strategies, and disseminate information to potential consumers.	Increasing the popularity of the restaurant, encouraging an increase in the number of consumers, and introducing the modern angkringan concept.
Cornellia et al. (2017)	2017	Qualitative Method	Facebook, Twitter, Instagram, Path, YouTube	marketing and promotional tools to attract visitors, increase the museum's visibility and introduce cultural tourism attractions to tourists.	Attract customers, strengthen relationships with previous visitors, and maintain loyalty through interactions on social media.

3.3 Social media

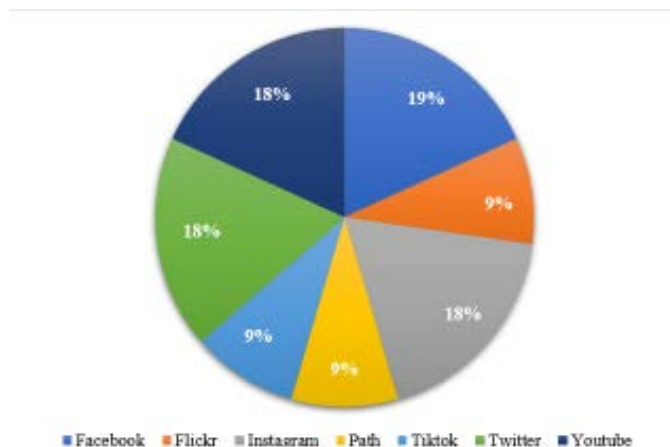


Figure 4. Social Media.

Based on the results, an analysis was conducted, and it was found that some of the most frequently used social media platforms visited by users, among others, are YouTube, Instagram, TikTok, Facebook, Twitter, Flickr, and Path. Each platform has unique and interesting attention-user characteristics with various features and content provided. The diversity of social media shows that the public tends to use the appropriate platform for their needs and preferences in entertainment, information sharing, and promotion. This can be seen more clearly in Figure 4, which illustrates the distribution use of social media in article research that has been analyzed.

4. DISCUSSION

4.1. The role of the National Tourism Information System (SISPARNAS) in increasing the effectiveness of tourism promotion

Activity tourism refers to individuals or groups traveling from one place to another to explore natural environments with the aim of experiencing a change in atmosphere or undertaking a journey. Tourism is one of the everyday activities carried out by society (Rahman & Muktialie, 2014). The existence of tourism attractions in an area has a positive impact on village development in social, economic, and environmental aspects. Socially, tourism activities enable tourists to participate in local community activities, strengthen cultural identity, and improve the quality of life of local people. Economically, the tourism sector can create new job opportunities, increase community income, and encourage the growth of local businesses. Environmentally, sustainable tourism management can raise public awareness of the importance of nature conservation and promote an environmentally

friendly attitude, thereby encouraging tourists to revisit the destination (Fafurida et al., 2023). Therefore, the government needs to plan sustainable development and promotion so that the tourism sector can keep developing, attract more tourists, and provide sustainable impacts for the economy and the public's welfare.

One of the Indonesian government's efforts to support building sector tourism throughout Indonesia is the development of System Information National Tourism (SISPARNAS). SISPARNAS has a strategic role in increasing effectiveness in promoting and strengthening the development sector of tourism in Indonesia. With the utilization of progress technology and very rapid information, SISPARNAS can become a means of information existence to know how much Lots Power pulls tourism and how accessibility means supporting tourism that exists throughout Indonesia so that the data is produced from the system. This can support the compilation of appropriate policies and as a means of helping business tourism in a proper area with mandate Constitution Number 10 of 2009 concerning Tourism (Siregar, 2024).

Besides helping plan a strategic region, SISPARNAS facilitates connectedness between sector tourism parties. For example , provide destination data mainstay , business tourism , maps, and infrastructure supporters . This platform aims to allow candidate travelers to get reliable and relevant information related to local tourist areas (Rokhaniyah & Almeida, 2023). Siregar (2024), in his research, explains that the data provided via the System website Information National Tourism (SISPARNAS) provides a comprehensive overview of various aspects of tourism in Indonesia. Especially for the Special Region of Yogyakarta, this platform gives beneficial information related to sector tourism, such as accommodation, food and beverages, and place tourism that becomes power pull main tourists. In addition, the SISPARNAS website also contains data regarding destination tour mainstays in an area, especially Yogyakarta research, which is the most frequently visited by tourists. The information provided is beneficial for manager tourism, actors industry tourists, locals, and tourists because it allows them to get a better picture of destination areas that can explored. With organized and easy data access, this website makes it easier to plan a journey tour and supports the development of destination tourism in the Special Region of Yogyakarta.

For the perpetrator's industry, such as agent travel and management destinations, SISPARNAS can become a promotional media addition that reaches more markets because this website is open to information from people who want to promote potential tourism in the area. So, the easy availability of digital data accessed can speed up adaptation to change trends. Tourism is increasingly growing, and the preferences of global travelers continue to change fast (Septiana et al., 2023).

4.2. The role of social media activities in increasing the effectiveness of tourism promotion

However, the effectiveness of tourism promotion depends not only on the existence of platforms such as SISPARNAS but also on social media activity. Social media has become an outstanding promotion because it can reach an audience in a broad, fast, and interactive way. Through social media platforms, tourist destinations can be known visually and emotionally, often more impactful than conventional use promotion. Content like photo aesthetics, travel videos, testimonials from travelers, and digital reviews conducted by influencers can build an image destination in a more personal and authentic way. Based on research conducted by Chu & Roh (2012), influencers and bloggers on social media platforms can interest travelers in an area. Influencers and bloggers with a high level of expertise, such as understanding profound about destination experience directly and the ability to convey information in a way that is accurate and detailed, can build trust in the eyes of tourists, especially those who seek new information and trust about a destination so that capable, interesting traveler For visit area the.

The analysis results determined that social media plays an essential role in the development sector of tourism in an area. Social media can be used as a tool to promote potential tourism by spreading information related to the advantages of the area, good aspects of culture, cuisine, and views of nature. In addition, social media can also function as an alternative in collecting data directly and partially and temporally analyzing distribution travelers. This will contribute to formulating a better marketing strategy on the needs and characteristics of each area.

In addition, other results found that some of the most frequently used social media platforms are visited by users, especially in search of information on place tourism. These platforms include YouTube, Instagram, TikTok, Facebook, Twitter, Flickr, and Path. The high level of visits to social media shows that digital platforms play an essential role in accessing information and entertainment and promoting destination tourism. Therefore, social media use has become very strategic in increasing the power pull of an area or product typical to a broader audience. In addition, social media gives everyone an equal opportunity to obtain information. With convenience, whoever can share, access, and interact with information needed quickly and efficiently. This provides an opportunity for various circles To introduce potential tourism, products, or even culture local to global travelers.

Yogyakarta is very profitable with engaging visual content from objects tourism, such as Prambanan Temple, Yogyakarta Palace, Malioboro, to destination natural such as Kulon Progo, Gunungkidul, and Bantul. Tourists who upload experiences on social media directly promote place tourism and form Yogyakarta's image as a destination rich in culture, friendly, and creativity. This impact directly improves domestic and international tours and pushes growth sector vectors to support tourism, such as transportation, hospitality, culinary, and industry creativity.

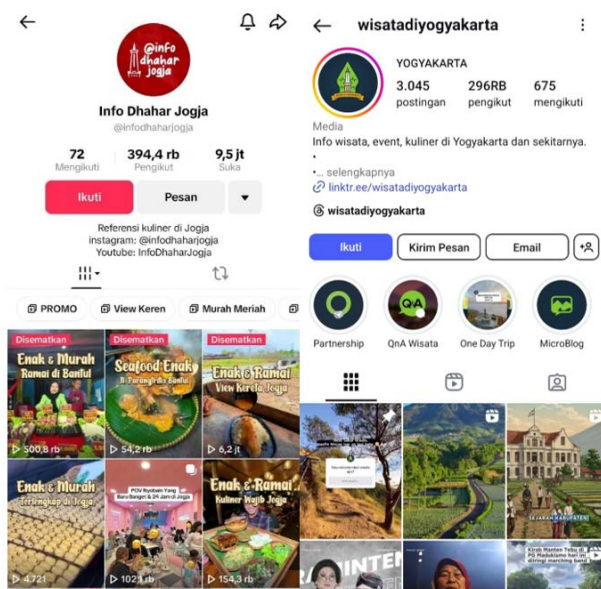


Figure 5. Several Accounts on Social Media Tourism in Yogyakarta

Source: Instagram and Tiktok 2024

Social media platforms like TikTok and Instagram have proven effective in attracting the attention of tourists and have become very influential information sources (Satiti, 2018), as shown in the picture. Visual and dynamic content allows managers to conduct destination tours to display the beauty of nature and culture and experience the uniqueness of an area. Through short videos displayed on Tiktok or pictures on Instagram, users can with easy find information related to destination tourism, activities that can be done, recommendations -for visiting places, and even estimated costs required For visiting a destination (Girsang & Sipayung, 2021). In the picture shown, the audience who saw Enough Many Things indicates that social media effectively introduces destination tours to tourists and has excellent potential for tourists to experience new and inspiring journeys.

As research conducted by Adawiah (2024) explained, social media is essential in promoting tourism in Yogyakarta. Findings from this study show that Yogyakarta uses technology to create interaction and a more personalized tourism experience, emphasizing local sustainability and community welfare. Research shows that social media plays a massive role in distributing tourism information, primarily through influencers influencing tourists' perceptions. This proves that the promotion of tours via social media effectively increases visibility, forms an image destination in the eyes of tourists, and supports tourism development.

Integration between SISPARNAS and social media activities should be the key to synergy in promoting sustainable and inclusive tourism. SISPARNAS provides a valid and complete foundation of information, while social media is a channel for

disseminating this information creatively and interactively. This collaboration can be realized through national digital campaigns, training digital literacy for tourism actors, and developing content-sharing features in tourism information systems. By utilizing these two aspects to the fullest, Indonesia has an excellent opportunity to strengthen tourism competitiveness at the global level while improving the welfare of local communities around tourist destinations.

4.3. The impact of social media on the competitiveness of the tourism industry

Social media has changed the dynamics of competition in the tourism industry in the digital era (Permatasari et al., 2024). Platforms such as Instagram, Facebook, TikTok, YouTube, Twitter, and others have become tools for building a positive image of tourist destinations, especially in the Yogyakarta area. With the widespread use of social media, tourism promotion is no longer entirely dependent on conventional promotional media such as brochures or television advertisements. Instead, it is driven by visual content, testimonials, and travelers' experiences shared widely through social media. Information about tourist destinations, accommodation, culinary attractions, and local culture can now be accessed easily (Oktaviani & Fatchiya, 2019).

Currently, the success and competitiveness of a tourist destination are highly dependent on how active, attractive, and well-known the destination is on social media compared to other destinations. Destinations that effectively utilize social media in engaging and interactive ways have greater opportunities to attract the attention of both domestic and international prospective tourists (Mahfudhotin, Nurfarida, & Hidayat, 2020). Uploads in the form of photos, videos, and reviews on social media are capable of pushing interesting travelers to visit the destination. Content created by tourists about the experience, too, can function as a form of free promotion that is effective and more trusted by candidates travelers compared to advertisement officials (Gebreel & Shuayb, 2022).

In addition, social media also allows destination tourism and actors industry tourists to interact directly with tourists. Responding quickly to tourists' questions, complaints, or testimonials on social media is essential to building a tourist area's reputation. Using the captured data from social media and analyzing the data, the manager destination tour can know the interests and habits of tourists to get the right marketing strategy target and can customized to the needs of every group traveler (Wibowo et al., 2021).

Based on research conducted by (Susanto & Astuti, 2020), social media is a highly influential promotional medium in attracting tourists to revisit tourist destinations in Indonesia. This finding confirms that the use of social media as a tourism promotion tool is effective not only in encouraging initial visits but also in building tourist loyalty and strengthening their intention to revisit a destination. The term "revisit intention" refers to tourists' willingness or likelihood to return to the

same destination after their previous visit, which is often influenced by positive experiences, engaging promotional content, and emotional attachment formed through social media exposure.

Although so, there are still challenges. Destination tours must be capable of guarding a consistent image, managing the crisis that emerged due to review, and competing to produce creative and relevant content amid the amount of information. Small mistakes in handling perceptions on social media can hurt image and power competition in a destination (Jayanti & Prawiro, 2024). Therefore, in the increasingly competitive tourism industry, an active, creative, and strategic presence on social media is one of the primary keys. Therefore, in the increasingly competitive tourism industry, maintaining an active, creative, and strategic presence on social media is one of the key factors for strengthening a destination's position and increasing tourist visits.

4.4. The impact of social media on the local economy in Yogyakarta

Social media has significantly impacted the local economy in Yogyakarta, especially in the tourism and small and medium enterprises (SMEs) sectors. Yogyakarta, one of Indonesia's leading tourist destinations, utilizes social media platforms to promote tourist destinations, culinary, culture, and local products. The presence of social media provides easier and broader access for domestic and international tourists to find information, recommend tourist attractions, and share their experiences.

One of the most direct impacts is the increase in the number of tourists visiting Yogyakarta. Many tourist destinations have gained global attention through attractive visual content on Instagram, TikTok, or YouTube, especially those with unique aesthetic and cultural appeal. For example, tourist attractions such as Borobudur Temple, Malioboro, and villages offering local cultural experiences have become increasingly famous thanks to uploads from tourists sharing photos and videos. With the increase in the number of visitors, the local economy also benefits, as more tourists spend money in the tourism sector—accommodation, transportation, culinary, and souvenirs (Huda, 2020).

Research by (Ayuningtyas, 2019) shows that social media plays an important role in developing marketing strategies in Yogyakarta, particularly for *angkringan* businesses. The main point is that social media promotion is effective in increasing customer numbers and transforming traditional *angkringan* into a more modern and widely recognized business concept. By utilizing digital platforms, *angkringan* entrepreneurs can expand their market reach through innovation and creative content, allowing them to attract consumers from various groups. This ultimately contributes to increased popularity and supports local economic growth in Yogyakarta.

Social media also plays a role in driving the growth of the creative economy sector in Yogyakarta. Many small and medium enterprises (SMEs) utilize social

media as a free promotion for their products, ranging from handicrafts, batik, and traditional foods to accessories and other art objects. With increasingly easy access to the market through social media, SMEs in Yogyakarta can reach customers outside the city, even abroad. This efficient digital promotion provides opportunities for local business actors to grow without investment significant in conventional advertisement (Al-Bahri et al., 2024).

Overall, social media's impact on Yogyakarta's local economy is enormous. Not only does it help promote tourism and increase the attractiveness of tourist destinations, but it also opens up new opportunities for developing the SME sector and the creative economy. With the right digital strategy, Yogyakarta can continue to optimize social media's economic potential and maintain local economic growth's sustainability

5. CONCLUSION

Based on the systematic review conducted, it can be concluded that SISPARNAS and social media activities play a vital role in tourism promotion and the economic impact of the tourism sector in Yogyakarta. SISPARNAS, as a digital platform, provides a space for the community to share information and promotions related to regional tourism potential. This allows for a rapid adaptation process to the growing global tourism trends. Meanwhile, social media has proven effective in increasing destination visibility—tourism, strengthening branding, and attracting domestic and international tourists. Social media activities, such as uploading photos, videos, and reviews from visitors, have great appeal and can influence tourists' decisions to visit Yogyakarta. The collaboration between SISPARNAS and social media has contributed significantly to destination marketing. It has positively impacted the local economy by increasing the number of tourists and related spending with sector tourists.

REFERENCES.

- Adawiah, A. (2024). Enhancing Tourist Perceptions; A Cross-Comparison Of Information And Management Platforms For Tourism Brand Development In Bali And Yogyakarta. *Revista de Gestao Social e Ambiental*, 18(7).
<https://doi.org/10.24857/rgsa.v18n7-109>
- Al-Bahri, I. F., Renata, F., Aprillia, D. D., Sajidha, A., Fitriyana, W. T., Makmun, M. S., Buana, A. S., Muzaki, M. A., & Lestarinigrum, A. (2024). Strategy for using social media as a means of digital business promotion for UMKM Bolu Al-Rindu Ringinanom kidney Kediri city. *Dimar: Jurnal Pengabdian Masyarakat*, 1(1), 18–25.

- Asworowati, R. (2017). *Pengaruh Sektor Pariwisata Terhadap Perekonomian Studi Kasus Di Bali, DIY, NTB dan Sumut*.
- Ayuningtyas, F. (2019). The power of word of mouth to establish brand positioning (a case study of the house of raminten as a modern style of Angkringan traditional in Yogyakarta, Indonesia). *Pertanika Journal of Social Sciences and Humanities*, 27(2), 1325–1337.
- Chu, W., & Roh, M. J. (2012). The Effect of Consumers' Value Motives on the Perception of Blog Reviews Credibility: the Moderation Effect of Tie Strength. *Asia Marketing Journal*, 13(4), 159–189.
- Cornellia, A. H., Putra, H. S. A., Priyambodo, T. K., & Widyaningsih, Y. A. (2017). Social media based proposed model for museum marketing strategy in Yogyakarta. *Advanced Science Letters*, 23(11), 10636–10639. <https://doi.org/10.1166/asl.2017.10119>
- Fafurida, F., Purwaningsih, Y., Mulyanto, M., & Suryanto, S. (2023). Tourism Village Development : Measuring the Effectiveness of the Success of Village Development. *Economies*, 11(5), 133.
- Gebreel, O. S. S., & Shuayb, A. (2022). Contribution of social media platforms in tourism promotion. *International Journal of Social Science, Education, Communication and Economics*, 1(2), 189–198.
- Girsang, D., & Sipayung, N. L. (2021). Peran Instagram terhadap minat berkunjung wisatawan ke objek wisata bukit indah simarjarunjung Kabupaten Simalungun (pasca pandemi covid-19). *Jurnal Darma Agung*, 29(3), 416–428.
- Heinonen, K. (2011). Consumer activity in social media : Managerial approaches to consumers ' social media behavior. *Journal of Consumer Behaviour*, 10(6), 356–364. <https://doi.org/10.1002/cb.376>
- Huda, R. (2020). Pengembangan Ekonomi Lokal Melalui Sektor Pariwisata di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga. *Aspirasi: Jurnal Masalah-Masalah Sosial*, 11(2), 157–170.
- Jayanti, E., & Prawiro, J. (2024). Analisis Peran Media Sosial Terhadap Wisata Di Agrowisata Gunung Mas Bogor. *Jurnal Pariwisata Dan Perhotelan*, 2(1), 15.

- Mahfudhotin, S., Nurfarida, I. N., & Hidayat, C. W. (2020). Analisis Pengaruh Citra Destinasi, Lokasi Dan Media Sosial Terhadap Minat Berkunjung Kembali Di Objek Wisata Kampoeng Heritage Kajoetangan Malang. *Jurnal Riset Mahasiswa Manajemen*, 8(2).
- Noviarita, H., Kurniawan, M., & Normasyhuri, K. (2024). Developing Sustainable Muslim-Friendly Tourism Village Model Through Digital Tourism: Perspective of Shari'ah Economy. *Al- 'Adalah*, 21(1), 77–100.
<https://doi.org/10.24042/adalah.v21i1.21220>
- Oktaviani, W. F., & Fatchiya, A. (2019). Efektivitas penggunaan media sosial sebagai media promosi wisata Umbul Pongkok, Kabupaten Klaten. *Jurnal Komunikasi Pembangunan*, 17(1), 13–27.
- Permatasari, Y., Sultan, M. I., Akbar, M., & Amir, A. S. (2024). Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Pariwisata Malino di Kabupaten Gowa, Sulawesi Selatan. *Dialektika: Jurnal Ekonomi Dan Ilmu Sosial*, 9(1), 175–188.
- Rahma, A. A. (2020). Potensi Sumber Daya Alam dalam Mengembangkan Sektor Pariwisata di Indonesia. *Jurnal Nasional Pariwisata*, 12(1), 1–8.
- Rahman, Y., & Mukhtalie, M. (2014). Pengaruh Aktivitas Pariwisata Pantai Taplau Kota Padang Terhadap Ekonomi, Sosial Masyarakat, Dan Lingkungan. *Jurnal Teknik PWK*, 3(4), 979–990.
- Rokhaniyah, H., & Almeida, D. K. (2023). Strategi Diplomasi Publik Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) Dalam Meningkatkan Sektor Pariwisata Halal Di Asia Tenggara. *JURNAL ILMIAH MUQODDIMAH: Jurnal Ilmu Sosial, Politik Dan Humaniora*, 7(2), 344–355.
- Satiti, E. N. (2018). Pengaruh Media Sosial Dan Teknologi Sebagai Strategi Pemasaran Yang Efektif Dalam Menarik Minat Wisatawan Pantai Nglambor Gunung Kidul. *Jurnal Pariwisata Indonesia*, 13(2), 34–43.
- Septiana, A., Setianti, Y., & Setiawan, W. (2023). Destination Branding Process of Bengkalis Regency as a Cultural Tourism Destination by the Board of Tourism , Culture , Youth and Sports. *Jurnal Riset Komunikasi*, 6(1), 12–29.
- Siregar, A. A. (2024). The Role Of Data Management In The National Tourism Information System (SISPARNAS) In The Special Region Of Yogyakarta.

COMMUNITY PRACTITIONER, 21(07), 865–879.

<https://doi.org/10.5281/zenodo.12748996>

Susanto, B., & Astutik, P. (2020). Pengaruh Promosi Media Sosial Dan Daya Tarik Wisata Terhadap Minat Berkunjung Kembali Di Obyek Wisata Edukasi Manyung. *Jurnal Riset Bisnis Dan Ekonomi*, 1(1), 36–46.

Wibowo, C. H. T., & Adzilla, N. (2022). Strategic Directions For Developing Smart Tourism: A Policy Framework By The Ministry Of Tourism And Creative Economy. *Jurnal Sosial Humaniora Terapan*, 6(1), 8.

Wibowo, T. W., Santosa, S. H. M. B., Susilo, B., & Purwanto, T. H. (2021). Revealing tourist hotspots in yogyakarta city based on social media data clustering. *Geojournal of Tourism and Geosites*, 34(1), 218–225.
<https://doi.org/10.30892/gtg.34129-640>

Wolor, C. W., Rababah, M. A., Wibawa, E. A., & Datu Eranza, D. R. (2023). Economic Acceleration after the COVID-19 Pandemic through Improving the Quality of Human Resources in Rural Communities: A Case Study of Bawuran Tourism Village, Indonesia. *Southern African Journal of Social Work and Social Development*, 35(2). <https://doi.org/10.25159/2708-9355/12048>

Wulandari, C., Budiono, P., Erdian, Z., Kurniawan, V. A. T., Sari, F. Y., Apriliani, A. P., Saputra, P. R., Putra, M. A., Aina, E. V., Triana, H., & Jumaiyah. (2024). Skill Building Social Media About Forest Tourism Peningkatan Keahlian Pembuatan Media Sosial Tentang Wisata Hutan. *DINAMISIA: Jurnal Pengabdian Kepada Masyarakat*, 8(4), 1288–1296.