



Integrated Marketing Communication Strategy at the South Sulawesi Culture and Tourism Service to Increase Tourist Visits in the New Normal Era

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ABSTRACT

One form of alternative tourism that is based on nature conservation and empowerment of local communities is village tourism, where the tourism development process carried out is based on exploring the potential of existing resources in the village along with empowering local communities. On this basis, the Indonesian government has begun to intensify the development of tourist villages since the last decade to address alternative tourism activities. The existence of efforts to develop tourist villages is also motivated by the government's desire to empower and improve the economy of village communities where there are still many villages that have the status of underdeveloped villages. This research approach uses a qualitative descriptive approach. This is because this research procedure produces descriptive data in the form of written or spoken words from people and observable behavior. There is a suitability or link between integrated marketing communication strategies and the increase in the number of tourist visits to South Sulawesi after the Covid-19 pandemic. Steps to restore the number of tourist visits to South Sulawesi through organizing tourism events, direct marketing and targeted publications, are the leading steps for the South Sulawesi culture and tourism department to attract tourists to South Sulawesi. Synergy and collaboration from all tourism stakeholders starting from the government, media, business world, universities and communities/society are the keys to the revival of tourism in South Sulawesi.

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INTRODUCTION

Tourism is one of the sectors most impacted by the Covid-19 pandemic during 2020-2021. Indonesian tourism, especially in South Sulawesi, has been in suspended animation due to the pandemic for almost 2 years. After the end of this pandemic, which was marked by the revocation of PPKM status throughout Indonesia by President Jokowi on December 30 2022. Currently, with the end of the Covid 19 pandemic, the tourism sector is starting to recover and revive. All regions in Indonesia are starting to compete to create strategies to attract tourists to their regions. Moreover, with the change in the trend of out door tourism or eco tourism, this situation is also caused by the emergence of tourist boredom in visiting artificial tourist areas and ultimately giving birth to an interest in tourism which has become a new concept of tourism known as rural tourism (Village Tourism) (Mustabsirah, 2015).

Tourism is not only a place to introduce a country's identity to the world, but has become an industry that is able to encourage economic progress. In its development, tourism has experienced a lot of expansion and has diversified into various forms, so that the tourism sector, apart from developing into a creative services industry sector, has also become an economic sector that is experiencing the fastest growth among other economic sectors in the world (Sukirman, 2017). Globally, it is estimated that in 2020 there will be 1.6 billion people carrying out tourism activities throughout the world with a total economic valuation reaching USD 2,000 billion (Hermantoro in Rizkianto and Topowijono, 2018).

In line with the development of tourism globally, tourism in Indonesia has been able to contribute to the national economy, at least based on 2017 data, it was recorded at IDR 172 trillion or 11.3% of Indonesia's GDP contributed from the tourism sector (Alamsjah in Trianggono et al, 2018). Judging from the form of tourism, the development of tourism in Indonesia currently shows a tendency to shift the form of tourism from previously mass tourism to alternative tourism. One of the reasons for this is a change in views, especially among tourists who are mature, experienced and educated (mature market) regarding the importance of tourism based on environmental conservation and empowerment of local communities (Rizkianto and Topowijono, 2018). The basis for this reason is as a form of support for nature conservation as well as a criticism of mass tourism which has so far been considered more inclined towards profit making than issues of sustainability and environmental sustainability.

South Sulawesi is one of the provinces that really supports the cultural tourism attraction factor in the form of art originating from Bugis, Makassar & Toraja culture, has several quite good natural tourist attractions, traditional arts and culinary delights. Tourism development is currently increasing with the opening of new tourist attractions.

This development occurs in line with the increasing number of tourists visiting tourist attractions in South Sulawesi, so that the government, through the Department of Tourism and Culture, is increasingly developing tourist attractions that follow market demand and mobilize community participation to create an environment and atmosphere that is conducive to the growth and development of tourism activities in the area. tourism destination. Therefore, a strategy is needed to develop tourism potential, especially after the pandemic hit Indonesia.

As one of the provinces that really supports the cultural tourism attraction factor in the form of art originating from Bugis, Makassar & Toraja culture, it has several quite good natural tourist attractions, traditional arts and culinary delights. Tourism development is currently increasing with the opening of new tourist attractions. This development occurs in line with the increasing number of tourists visiting tourist attractions in South Sulawesi, so that the government, through the Department of Tourism and Culture, is increasingly developing tourist attractions that follow market demand and mobilize community participation to create an environment and atmosphere that is conducive to the growth and development of tourism activities in the area. tourism destination. Moreover, social media has transformed into a new media that is very strong & effective in promoting various tourist destinations and tourism and creative events in Indonesia so that it is able to attract tourists to visit certain destinations.

The level of visits by foreign tourists (tourists) in South Sulawesi in Semester I/2023, which has equaled the average number of foreign tourists visiting before the Covid-19 pandemic, has also boosted the performance of the tourism industry, especially hotels and travel services. Chairman of the Hotel and Restaurant Association (PHRI) Anggiat Sinaga said, in the first half of this year, the hotel occupancy rate in his area reached an average of 56.1 percent. This figure is better than the same period in 2022 which was only 48.7 percent on average. Apart from the lifting of the Covid-19 pandemic status in Indonesia, Anggiat said that the driving factor for the increase in hotel occupancy rates in South Sulawesi was the increasing number of national and international activities being held in Makassar. For example, in June 2023 there will be an international activity, namely the Multilateral Naval Exercise Komodo (MNEK) in Makassar which will bring in various foreign participants to stay at several hotels in South Sulawesi.

METHODOLOGY

This research approach uses a qualitative descriptive approach. This is because this research procedure produces descriptive data in the form of written or spoken words from people and observable behavior (Moleong 2012:4). The researchers will explain and observe sales data according to what occurs in the field. This approach provides several reasons for obtaining data regarding the use of mass media as an IMC strategy. There are several methods for this qualitative research, including in-depth interviews with informants, conducting observations and documentation. This research was conducted at the South Sulawesi Province Culture and Tourism Office, Jalan Jenderal Sudirman Number 23 Mangkura District. Ujung Pandang, Makassar Sulsel 90114. This research will begin in August - October 2023. Data analysis techniques use the following steps: Data collection, data reduction, data display, verification and drawing conclusions

RESULTS AND DISCUSSION

Advertising

Based on the results of direct interviews and document studies, researchers found that in carrying out marketing activities the Department of Tourism and Culture has carried out tourism marketing through modern advertising. The Department of Culture and Tourism has utilized IT developments to support its duties and functions. This is certainly more effective and efficient in today's global era.

"... Advertising activities continue to be carried out using outdoor media and collaborating with mass media as part of promoting the return of tourists to South Sulawesi." (Kadis, MA, 2023)

Advertising carried out by the Culture and Tourism Office of South Sulawesi Province with the media used is print media, electronic media and social media, which are the media that are considered the most effective. The main key factor in advertising is that the ad must arouse the attention of potential consumers towards the product or service offered by the company/agency.

"...advertising materials must be comprehensive and arouse the attention of potential consumers so that they can determine and make decisions about visiting destinations in South Sulawesi." (Chairman of South Sulawesi Tourism Promotion Agency, AAB, 2023)

The South Sulawesi Province Culture and Tourism Service has been able to involve the actual selection of target markets into definite groups, identifying their needs, efforts to reach the existing market optimally and fulfilling existing market strategies.

"...so far the goals and targets have been mapped based on the market or groups of tourists visiting South Sulawesi." (South Sulawesi tourism figure, DL, 2023).

Through social media, people can communicate and connect with each other wherever they are. From those who don't know you can become those who know. From the results of the interview, the advertising media that is the mainstay of the South Sulawesi Province Culture and Tourism Service is social media compared to electronic media and print media. However, advertising activities carried out by the South Sulawesi Province Tourism and Culture Office are still not massive enough, this is proven by the expressions made by tourists visiting South Sulawesi.

"...as a member of the public, we see that the advertising carried out by the South Sulawesi tourism and culture department has been effective in promoting tourism in South Sulawesi again." (society, USA, 2023).

It is very rare to see advertisements from the South Sulawesi culture and tourism service in print and electronic media. This is supported by a documentation study conducted by researchers where researchers found that there were more advertisements carried out by district and city tourism offices which specifically showed other areas in South Sulawesi, such as Maros, Tana Toraja, and other areas. Although there are still weaknesses in using advertising, especially on social media, as expressed by the informant. Where social media is mostly only used by millennials or young people.

"... there are also weaknesses in using advertising, especially on social media because the information is not official from the website itself." (Media, DY, 2023)



Likewise by using advertising through print media and electronic media, such as brochures, radio, TV. Nowadays, people are no longer very interested in listening to the radio and watching TV, let alone reading brochures because of the increasingly rapid development of science and technology. Every strategic plan that has been programmed needs better and better packaging so that it has value and can attract potential tourists who see it.

In this way, the South Sulawesi Province Department of Culture and Tourism must look at every opportunity that can provide benefits and can be an input for plans to be packaged better. Seeing the threats that occur as expressed by the brochure informant, people have become less interested in reading, as well as radio and TV. So that any shortcomings can be corrected.

"... as a student, the South Sulawesi Provincial Tourism and Culture Office should look at every opportunity that can provide benefits and can be an input for plans so that they can be packaged better." (Student, IM, 2023).



Therefore, the South Sulawesi Province Department of Culture and Tourism must be more careful in creating advertisements, expanding cooperation with media outside the South Sulawesi region. Establish more friendships on social networks, so that South Sulawesi can be known more widely. The solution taken by the South Sulawesi Province Department of Tourism and Culture to overcome weaknesses that are a threat is to set an advertising budget, so that the amount of advertising costs must be more relevant than the potential impact on sales. Be more selective in choosing which ads last and have a better impact.

"...South Sulawesi Provincial Tourism and Culture Office in overcoming the weakness that is a threat is determining the advertising budget, so that the amount of advertising costs must be more relevant than the potential impact on sales." (South Sulawesi tourism figure DL, 2023).

Direct Marketing

Based on the results of direct interviews and document studies, researchers found that in carrying out marketing activities the Department of Culture and Tourism has carried out tourism marketing in a modern way. This was conveyed by the informant as follows:

"...advertising must also be packaged in a modern way so that potential tourists can decide their intentions and visit South Sulawesi." (Kadis, MA, 2023)



The Department of Culture and Tourism has built cooperation and partnerships with ASITA as the front guard in selling tour packages to various destinations in South Sulawesi by optimally utilizing IT.

"... it would be better for the Tourism and Culture department to utilize developments in science and technology (IPTEK) to support its duties and functions." (Chairman of South Sulawesi Tourism Promotion Agency, AAB, 2023)

Direct marketing according to informants is a direct relationship with individual consumers who are carefully targeted to achieve an immediate response and build lasting customer relationships. Then another informant stated that direct marketing consists of direct communication with target individual consumers to obtain an immediate response.

"...we need direct marketing such as direct communication with target individual consumers to obtain immediate responses." (South Sulawesi tourism figure, DL, 2023).

Thus, direct marketers communicate directly with customers, often based on interactive face-to-face meetings. Currently, direct marketing does not only act as a promotional tool to sell products or services, but direct marketing is an effective tool for interacting with customers to build long-term customer relationships.

"...interact with customers to build long-term customer relationships. (South Sulawesi tourism figure, DL, 2023).

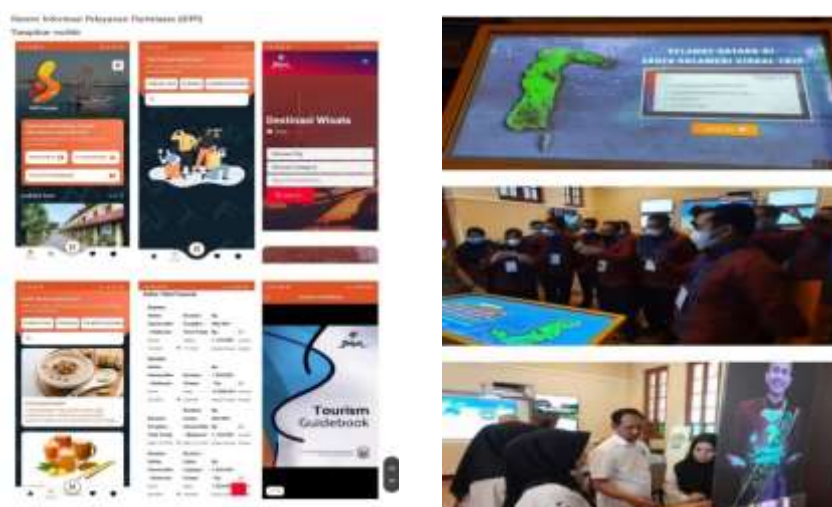
Direct marketing allows sellers to focus efficiently on target markets with offers that are better suited to specific consumer needs. Other trends are also fueling this rapid growth of direct marketing in consumer markets. For example, high transportation costs or high domestic ticket prices, traffic jams, difficulty getting a parking space, lack of time, reduced sales assistance by retailers and queues at checkout counters all encourage people to shop at home.

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Interactive Marketing

Nowadays, interactive content has proven to be very effective for marketing because it can connect users and products on various levels. According to informants, interactive marketing provides a different and creative experience to each customer. This will keep them interested longer, increase attention to a product, and be interested in trying.

"...This will keep them interested longer, increase their attention to a product, and be interested in trying." (Student, IM, 2023).



Many companies and businesses offer interactive marketing content to improve user experience, increase the amount of interactive content to make users happier, and increase the number of consumers. One of the informants decided to offer it to the tourism and culture department of South Sulawesi province.

"... we at the tourism and culture department are increasing the amount of interactive content to make users happier, as well as increasing the number of tourists." (Kadis, MA, 2023)

One of the inputs from informants was the use of interactive marketing, including providing surveys and quizzes. Interactive surveys will allow people to provide assessments or more information about the products or services produced by the company. Quizzes and polls can also be a form of interactive

assessment, and are likely to attract the interest of potential tourists. And other informants actually emphasized making interactive videos.

"...if necessary, use interactive marketing by providing surveys and quizzes so that it can be a form of interactive assessment, and will most likely attract customer interest." (South Sulawesi tourism figure, DL, 2023).

This interactive video makes potential consumers more interested, for example by combining an interactive video with a quiz it will turn passive viewers into more involved in product development. By utilizing interactive marketing, companies can find out how important brand awareness is felt by consumers so that consumers have an interest in buying the company's products.

"...This interactive video makes potential consumers more interested, for example by combining an interactive video with a quiz it will turn passive viewers into more involved in product development." (Media, DY, 2023).

Sales Promotion

The importance of being able to provide good service and experience for tourists is to determine attitudes and consider decisions or policies that need to be taken so that achieving goals does not result in significant obstacles and produces positive opinions without anyone being harmed. Based on interviews with promotional activities carried out by the South Sulawesi Culture and Tourism Service, by providing promotions for tourist visitors by setting entry fees for tourist attractions for visitors that are not expensive, setting the same rates and not differentiating between domestic tourists and foreign tourists. Tourists who visit can increase the value of a product such as good service



Sales promotion departs from the premise that each brand or service has a certain value and price, or a "regular" price, or some specific reference value. Sales promotions are believed to be able to change the price value that has been received by increasing the value and/or lowering the price. (Hermawan, 2012: 129) Having low tariffs can provide benefits so that more visits occur and the economic progress of the community involved. As expressed by informant 3, with rates set at cheap and appropriate rates, visitors do not feel burdened and enjoy their holidays, they can visit other existing tourist attractions.

"...by providing promotions for tourist visitors by setting entry fees for tourist attractions for visitors that are not expensive, setting the same rates and not differentiating between domestic and foreign tourists, this can increase the value of a product such as good service." (Kadis, MA, 2023)

This is also in line with the expressions of informants as visitors who feel happy visiting South Sulawesi because they don't have to pay expensive fees for a holiday and can enjoy every beauty of the tourist attractions. Satisfaction is the key to achieving a goal and provides benefits from increasing tourist visits. Based on the results of research through interviews and documentation studies, sales promotion through determining entrance fees for tourist attractions is the right way. That way, visitors will feel satisfied with the service when visiting South Sulawesi.

"...Satisfaction is the key to achieving a goal and providing benefits from increasing tourist visits." (Media, DY, 2023)

However, there are still obstacles encountered by the South Sulawesi Tourism Office, namely tourist attractions that are still managed individually or managed privately and have not collaborated with the South Sulawesi Province Tourism and Culture Office and even existing travel, which is an obstacle for the Tourism and Culture Office South Sulawesi. Determinations and policies determined personally by the management are not appropriate. Plus, the increase in airplane ticket prices to reach the main destination areas in South Sulawesi is also a problem. The solution implemented by the South Sulawesi Province Department of Tourism and Culture in an effort to overcome these problems is to increase cooperation with related parties such as district and city offices and airlines to be able to provide the best prices and affordable price policies so that in the future this sales promotion will be more organized by South Sulawesi Tourism and Culture

Department.

"... as far as possible, weaknesses are suppressed and more productive in promoting the sales of the products they own." (South Sulawesi tourism figure, DL, 2023).

So that all tourist attractions in South Sulawesi can be managed well. The South Sulawesi Province Tourism and Culture Office is trying to ensure that tourist attractions in South Sulawesi are connected or collaborate with existing travel destinations. Because the tourism promotion target of the South Sulawesi Province Tourism and Culture Office is everyone, both domestic and foreign tourists. For this reason, an organization must plan carefully regarding the implementation of what has been planned.

"... in an effort to overcome weaknesses that are a threat, namely to increase cooperation so that it is more organized by the South Sulawesi Tourism and Culture Office." (society, USA, 2023).

Publicity

Marketing promotion activities that are no less important are publicity that reviews information or news about tourist attractions or tourist destinations with the aim of ensuring that marketing promotions have a deep influence on every tourist who visits and potential tourists who will visit South Sulawesi. From interviews conducted by researchers with informants, it can be seen that publications play a quite important role. Moreover, in the global and digital era, an appropriate review or publication is needed to introduce an object or destination through "story telling" in the media. Like how the culture and tourism department sells the Lolai tourist attraction through story telling which is able to make this tourist attraction famous in a short time.

"It would be better for the tourism and tourism services to be able to form a team that promotes tourist objects or destinations through appropriate and massive publications" (media, DY, 2023)



The use of KOLs (key opinion leaders) in publications in this digital era is a necessity because each KOL will be able to provide insight information for every media user. Even tourist visits to a tourist attraction or tourist destination will be very large if it has been reviewed or discussed by the media or a KOL.



"A tourist destination becomes famous if the promotion is right on target coupled with interesting publications from a KOL"(student, IM, 2023)

Event

The marketing activities carried out must have an impact and make a deep impression on everyone present. The goal is for visitors to remember this pleasant experience for a long time. From the results of interviews conducted by researchers with informants from the Department of Culture and Tourism, as said by informant 1, informant 2, informant 3, the mainstay activities or events held were TIF (TORAJA INTERNATIONAL FESTIVAL) in Toraja, F8 in Makassar City, BEAUTIFUL MALINO in Gowa, SALO KARAJAE FESTIVAL in the city of Pare-Pare.

"...the marketing activities carried out must have an impact and make a deep impression on everyone present so that visitors can remember the pleasant experience for a long time." (Kadis, MA, 2023)



The four tourism activities/events included in the 2023 KEN (Karisma Event Nusantara) are events from the Indonesian Ministry of Tourism and Creative Economy which will be promoted optimally and receive special assistance and attention from the central government & provincial government. Which will attract tourists both domestic and foreign to visit South Sulawesi.

"...showcasing the uniqueness of the South Sulawesi region to attract tourists both domestic and foreign so that cooperation and support is needed not only by the South Sulawesi government, but also support from the Central government." (South Sulawesi tourism figure, DL, 2023).

In this way, the implementation of this tourism event can be used as an opportunity to promote the potential that exists in each region. The selection activity for the sons and daughters of South Sulawesi was also held as an election where the best were chosen and who would later become tourist ambassadors for South Sulawesi. Carrying out other activities such as alley tours, MULOfest, Fort Somba Opu (BSO) festival and other tourism events in collaboration with district and city tourism offices in South Sulawesi.

"Maximize all the potential of South Sulawesi tourism events to stimulate the desire to come to visit South Sulawesi." (South Sulawesi tourism figure, DL, 2023).

Even though various shortcomings are still found in implementing this integrated marketing strategy, South Sulawesi tourism has various advantages which are expected to attract more tourists to South Sulawesi in the future, such as:

The tourism sector is increasingly becoming a mainstay sector for districts and cities to increase PAD so that the promotion or marketing budget for the tourism sector also increases every year.

Regions are competing to create and sell tourist destinations in their regions so that more and more destinations become the choice of potential tourists to South Sulawesi

Coordination and cooperation between tourism stakeholders is getting better so that it is hoped that it will be able to produce unique, cheap and unforgettable tour packages for tourists.

Communities are increasingly involved in tourism development at the village level so that improvements in tourism facilities and infrastructure are a blessing for village communities because they will improve the welfare of villages that have tourist attractions or become tourist villages.

Regulations are becoming easier so that more investment in the tourism sector goes into tourist attractions, thereby increasing the value of these tourist destinations.

CONCLUSION

There is a suitability or link between integrated marketing communication strategies and the increase in the number of tourist visits to South Sulawesi after the Covid-19 pandemic.

Steps to restore the number of tourist visits to South Sulawesi through organizing tourism events, direct marketing and targeted publications, are the leading steps for the South Sulawesi culture and tourism department to attract tourists to South Sulawesi.

Synergy and collaboration from all tourism stakeholders starting from the government, media, business world, universities and communities/society are the keys to the revival of tourism in South Sulawesi.

In this way, the activities carried out by the South Sulawesi Province Tourism and Culture Office have shown how successful marketing communication activities are in increasing tourist visits to South Sulawesi.

RECOMMENDATION

The South Sulawesi Province Department of Culture and Tourism should further develop tourism advertising so that it can attract more tourists from other countries through various media and platforms.

The South Sulawesi Province Department of Culture and Tourism should further expand and strengthen cooperation with stakeholders so that the road map for tourist attractions in South Sulawesi is more coordinated.

The South Sulawesi Province Department of Culture and Tourism completes and even improves the lack of supporting facilities and facilities at tourist attractions.

The South Sulawesi Province Department of Culture and Tourism formed a public relations team. The role of public relations will be more effective in supporting all official activities related to tourism.

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