

REFERENCES

- Ardianto, H., & Martin, S. (2016). *Perancangan video promosi mengenai sejarah di atas rel* (Bachelor thesis, Universitas Kristen Satya Wacana, Salatiga, Indonesia). Retrieved from https://repository.uksw.edu/bitstream/123456789/10465/1/T1_692011041
- Arifin, Z. (2018). *Perancangan video promosi batik samin Jatiwangi sebagai upaya mengenalkan batik kabupaten Blora* (Bachelor thesis, Institut Bisnis dan Informatika, Surabaya, Indonesia). Retrieved from <https://repository.dinamika.ac.id/id/eprint/2849/1/13420100076-2018-complete.pdf>
- Arikunto, S. (2010). *Prosedur penelitian: Suatu pendekatan praktik*. Jakarta, Indonesia: Rineka Cipta.
- Arsyad, A. (2011). *Media pembelajaran*. Jakarta, Indonesia: PT Raja Grafindo Persada.
- Ayu, S. (2019). *6 fungsi naskah dalam sebuah video*. Retrieved from <https://pakarkomunikasi.com/fungsi-naskah-dalam-sebuah-video>
- Barus, U. & Suratno. (2015). *Pemanfaatan candi Bahal sebagai media pembelajaran alam terbuka dalam proses belajar mengajar* [e-book]. Retrieved from <https://books.google.co.id>
- Bisoyi, D., Utpal, B., & Esha, G. (2013). Effective communication of product information: a copy writing methodology. *Journal Of Humanities And Social Science*, 6(4), 1-3. doi: 10.9790/0837-0640103
- Beyreli, L., & Sumeyye, K. (2018). A research on the improvement of persuasive writing skill of sixth grade students in secondary school. *Education and Science*, 43(193), 181-215. doi: 10.15390/EB.2018.7520
- Borg, W. R., & Gall, M. D. (2003). *Educational research: An introduction*. New York: Longman Inc.
- Brown, L. (2021). *Free script writing software*. Retrieved from <https://filmora.wondershare.com/video-editing-tips/free-script-writing-software.html>
- Chappel, T. (2011). *Video production primer* [e-book]. Retrieved from www.american.edu/library/documents/upload/video-production-primer.pdf
- Charlotte, G. (2016). *What is persuasive writing*. London, England: Raintree.

- Cockerham, L. (2016). *How to write a video script for your corporate film*. Retrieved from <https://www.business2community.com/video-marketing/write-video-script-corporate-film-01664351>
- Creswell, J. W. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (4th ed.). Boston, USA: Pearson.
- Das, T. (2021). *How to write a documentary script*. New Delhi, India: Public Service Broadcasting Trust.
- Fauziyyah, Z. (2019). *Pengembangan media video pembelajaran untuk meningkatkan keterampilan menyimak dan berbicara siswa kelas III SD N Merjosari 2 Malang* (Bachelor thesis, Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia). Retrieved from <http://etheses.uin-malang.ac.id/16642/1/15140141>
- Gelael, G. R. (2018). *Perancangan digital video yuzu lemon sebagai media promosi produk mizone* (Bachelor thesis, Institut Seni Indonesia, Yogyakarta, Indonesia). Retrieved from <https://core.ac.uk/reader/160035039>
- Gharibi, S., Danesh, S. Y. S., & Shahrodi, K. (2012). Explain the effectiveness of advertising using the AIDA model. *Interdisciplinary Journal of Contemporary Research in Business*, 4(2), 926-940. Retrieved from <https://www.semanticscholar.org/paper/EXPLAIN-THE-EFFECTIVENESS-OF-ADVERTISING-USING-THE-Gharibi-Danesh/54ed480a28f8795f25187b2fd53873ce3bc329c5>
- Hanquinet, L., & Savage, M. (2012). Educative leisure and the art museum. *Museum and Society*, 10(1), 42-59. Retrieved from <https://journals.le.ac.uk/ojs1/index.php/mas/article/view/194>
- Hanlon, B. & Bret, L. (2011). *Samples and populations*. Department of Statistics: University of Wisconsin Madison.
- Haryana, A. (2020). Economic and welfare impacts of Indonesia's tourism sector. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, 4(3), 300-311. doi: 10.36574/jpp.v4i3.127
- Hellerman, J. (2018). *Free screenwriting software script writing programs*. Retrieved from <https://nofilmschool.com/free-screenwriting-software-script-writing-programs>
- Hepburn, A. (2021). *Stages of scriptwriting*. Retrieved from <https://writebetterscripts.com/the-complete-guide-to-the-screenwriting-process/>

- Hou, Z. (2017). Comparison study of advertising videos of tourism city image based on the content analysis method. *EURASIA Journal of Mathematics Science and Technology Education*, 13(10), 6837-6846. doi: 10.12973/ejmste/78521
- Idrus, M. (2009). *Metode penelitian ilmu sosial pendekatan kualitatif dan kuantitatif*. Jakarta, Indonesia: Erlangga.
- Ivanov, S. H., & Webster, C. (2011). Tourism's contribution to economic growth: A global analysis for the first decade of the millennium. *Tourism Economic*, 19(3), 1-50. doi: 10.2139/ssrn.1962510
- Kansu, A. S. (2015). The use of endorsement as marketing communication strategy by Turkish airlines. *International Journal of Academic Research in Business and Social Sciences*, 3(12), 676-683. doi: 0.6007/IJARBSS/v3-i12/484
- Kementerian Pariwisata. (2019). *Laporan kinerja kementerian pariwisata tahun 2019*. Jakarta, Indonesia: Author.
- Kiralova, A., & Antonin, P. (2014, September 1-4). *Development of social media strategies in tourism destination*. Paper presented at the International Conference of Strategic and Innovative Marketing, Madrid, Spain. Retrieved from <https://www.sciencedirect.com/science/article/pii/S1877042815012719>
- Kotler, P., & Armstrong, G. (2012). *Principles of marketing*. New Jersey, USA: Prentice Hall.
- Krishnan, I. A., Teoh, M. L., Hee, S. C., Selvajothi, R., & Elanttamil, M. (2020). Using rhetorical approach of ethos, pathos, and logos by Malaysian engineering students in persuasive email writings. *Malaysian Journal of Social Sciences and Humanities*, 5(4), 19-33. Retrieved from <https://msocialsciences.com/index.php/mjssh/article/view/386>
- Lussetyowati, T. (2015). Preservation and conservation through cultural heritage tourism: Case study Musi Riverside Palembang. *Journal Procedia-Social and Behavioral Sciences*, 184(1), 401-406. Retrieved from <https://core.ac.uk/display/82558080>
- Mikroskil. (2010). *Potensi TIK untuk pendidikan*. Depok, Indonesia: Universitas Gunadarma.
- Muhajirin. (2010). *Desain produk pengertian dan ruang lingkupnya*. Yogyakarta, Indonesia: Universitas Negeri Yogyakarta.
- Muir, A. (2017). *6 tips for writing effective video scripts*. Retrieved from <https://iabc.bc.ca/blog/6-tips-for-writing-more-effective-video-scripts/>

- Netto, A. C., & Paulo, C. K. (2004). The concept of product design. *International Journal for Transdisciplinary Research in Innovation*, 2(2), 73-80. Retrieved from <http://host-article-assets.s3.amazonaws.com/pmd/586fc513f7636eea018b45a3/fulltext.pdf>
- Nurdiani, N. (2014). Teknik sampling snowball dalam penelitian lapangan. *Jurnal Comtech*, 5(2), 1110-1118. Retrieved from <https://journal.binus.ac.id/index.php/comtech/article/view/2427>
- Patterson, A. (2013). *3 pillars of persuasive writing: Ethos, logos, pathos*. Retrieved from <https://www.writerswrite.co.za/3-pillars-of-persuasive-writing-ethos-logos-pathos/>
- Peter, F. (2012). *Persuasive writing: How to harness the power of words*. Harlow, England: Pearson.
- Ranga, V., & Koul B. N. (2017). *Writing scripts for audio and video programmes* [e-book]. Retrieved from <http://hdl.handle.net/123456789/8366>
- Rachman, B. J., & Suryono, B. S. (2015). Analisis pengaruh desain produk dan promosi terhadap kemantapan keputusan pembelian yang dimediasi oleh citra merk. *Diponegoro Journal of Management*, 4(1), 1-15.
- Rawal, P. (2013). AIDA marketing communication model: Stimulating a purchase decision in the minds of the consumers through a linear progression of steps. *International Journal of Multidisciplinary Research in Social and Management Sciences*, 1(1), 37-44.
- Revida, E. (2020). *Tourism marketing*. Medan, Indonesia: Yayasan Kita Menulis.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36(1), 1-24. doi: 10.1016/j.jhtm.2018.03.005
- Rofiq, A., Zainul, A., & Wilopo. (2012). Pengaruh penerapan AIDA (Attention, Interest, Desire, Action) terhadap keputusan pembelian: survei pada pembeli kartu perdana IM3 di lingkungan mahasiswa fakultas ilmu administrasi universitas Brawijaya. *Jurnal Administrasi Bisnis*, 3(1), 1-10.
- Rosianta, E. & Sabri, M. (2018). The making of promotional video of tourism in Rupat island. *Inovish Journal*, 3(1), 55-72. doi: <https://doi.org/10.35314/inovish.v3i1.290>
- Sani, A., Chen, P. J., Wang, Y., & Hua, N. (2009). Testing the impact of a promotional video on destination image change: Application of China as a tourism destination. *International Journal of Tourism Research*, 12(2), 116-133. doi: 10.1002/jtr.738

- Santoso, H. N., Christy, W., & Rizky, A. (2021). The role of the promotional video “wonderful Indonesia: A visual journey” on brand image and tourist visiting interest to Wakatobi. *Journal of Tourism, Culinary, and Entrepreneurship*, 1(1), 48-60.
- Sharma, S. (2015). Film and documentary script writing process. *International Journal of Advance Research and Innovative Ideas in Education*, 4(1), 7-12.
- Subkhiksu, I. B. K., & Utama, G. B. R. (2018). *Daya tarik wisata museum sejarah dan perkembangannya di Bali*. Yogyakarta, Indonesia: Penerbit Deepublish.
- Sugiyono. (2016). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R & D*. Bandung, Indonesia: Penerbit Alfabeta.
- Sukmadinata, N. S. (2019). *Metode penelitian pendidikan*. Bandung, Indonesia: PT Remaja Rosdakarya.
- Teixeira, J. E. M. (2017). The role of promotional touristic videos in the creation of visit intent to Barcelona. *International Journal of Scientific Management and Tourism*, 3(1), 463-490.
- Vukadinovic, P., Alexsandar, D., & Jovanovic, Z. (2017). Position of tourism in global economy and its impact on GDP, employment, and investments. *Vojno Delo*, 69(4), 263-278. doi: 10.5937/vojodelo1704263V
- Walker, S. (2016). *What is design*. Adelaide, Australia: The Australian Science & Mathematics School.
- Widianita, D. (2009). *Tugas script writer dalam penulisan naskah feature di PH Media Visitama Communication* (Bachelor thesis, Universitas Sebelas Maret, Surakarta, Indonesia). Retrieved from <https://digilib.uns.ac.id/dokumen/detail/10012/Tugas-script-writer-dalam-penulisan-naskah-feature-di-ph-media-visitama-communication-mevicomm-production>
- Witarsa, V. A. (2015). *Eksplorasi alas kaki yang terinspirasi dari Kelom Geulis* (Bachelor thesis, Universitas Pendidikan Indonesia, Bandung, Indonesia). Retrieved from <http://repository.upi.edu/17101/>