

## REFERENCES

- Abdul (2003). *Facebook sebagai media Promosi*. Retrieved on 13 June 2021. From [lib.ui.ac.id/file?file=digital/20160912-RB13A369pePemanfaatan%20facebook.pdf](http://lib.ui.ac.id/file?file=digital/20160912-RB13A369pePemanfaatan%20facebook.pdf)
- Arikunto, S (2006). *Metode Penelitian Kualitatif*. Jakarta: Bumi Aksara. Retrieved on May 25 2021.
- Astri (2014). *Media Sosial*. Retrieved on 13 June 2021. From <http://meltingblue22.blogspot.com/2014/11/media-sosial.html>.
- Atmoko (2012). *Pemanfaatan Media Sosial Sebagai Media Promosi*. Retrieved on 30 June 2021. From [jurnal ig.pdf](#)
- Dailey (2009). *Social Media*. Retrieved on 26 May 2021 from [thesis.binus.ac.id/doc/Bab2Doc/2011-2-01033-MC%20Bab2001.doc](http://thesis.binus.ac.id/doc/Bab2Doc/2011-2-01033-MC%20Bab2001.doc)
- Faris (2014). *Desain media promosi objek wisata Sanggaluri-Purbalingga-Jawa Tengah*. Retrieved on 13 June 2021. From <http://eprints.uny.ac.id/20558/1/Faris%20Puri%20Ipmawan%2007206241031.pdf>
- Hamidi (2004). *Tugas Softskill Formulasi Pengumpulan Data*. Retrieved on May 27, 2021. From <http://catatanmahasiswa165.blogspot.co.id/2016/11/formulasi-pengumpulandata-dalam-metode.html>
- Hanafiah., Aryeni., Rizki, & Khodijah (2014). *Buku Panduan Museum Sultan Mahmud Badaruddin II Palembang*, Palembang : CV Nurys bersaudara.
- Hornby (2001). *Definition Tourism by Expert*. Retrieved on April 24, 2021. From <http://pecidasase.blogspot.co.id/2011/05/definition-of-tourism-by-expert.html>
- Jacobson (2010). *Facebook sebagai media Promosi*. Retrieved on June 13, 2021. From [lib.ui.ac.id/file?file=digital/20160912-RB13A369pePemanfaatan%20facebook.pdf](http://lib.ui.ac.id/file?file=digital/20160912-RB13A369pePemanfaatan%20facebook.pdf)
- Kerlinger (2013). *What is interview method, definitions, and objectives*. Retrieved on 27 May 2021. From <http://www.studylecturenates.com/social-research-methodology/what-isinterview-method-definition-objctives-1>
- Kotler (2002). *Strategi Promosi Penjualan*. Retrieved on 18 May 2021. From <https://lindanoer.wordpress.com/2014/01/08/strategi-promosi-penjualan/>

- Kotler P, & Kevin Keller. (2012). *Marketing Management*, 14th Edition. United States of America : Pearson
- Kusriyanto (2007). *Laporan Tugas Akhir Perancang Media Promosi*. Retrieved on 20 May 2021. From <http://lib.unnes.ac.id/7851/1/10275.pdf>
- Mayasari (2015). *Strategi Promosi Pariwisata Pulau Derawan*. Retrieved December 25, 2021, from [eprints.ums.ac.id: http://eprints.ums.ac.id/39811/1/NASKAH%20PUBLIKASI.pdf](http://eprints.ums.ac.id/39811/1/NASKAH%20PUBLIKASI.pdf)
- Moreau, (2017). *Social Media*. Retrieved on 26 May 2021 from <https://www.lifewire.com/top-social-networking-sitespeople-are-using-3486554>
- Noor (2011). *Metode Penelitian, Skripsi, Tesis, Disertasi, Dan Karya Ilmiah*, Jakarta: Kencana Prenada Media Group.
- Pemerintah Provinsi Sumatera Selatan (2020). *Museum Sultan Mahmud Badaruddin II*. Retrieved on April 02, 2021. From <https://www.sumselprov.go.id/pages/wisatadetail/museum-sultan-mahmud-badaruddin-2?page=pages&subpage=wisatadetail&rec=museum-sultan-mahmud-badaruddin-2>
- Peraturan pemerintah RI No.19 Tahun 1995. *Pengertian, fungsi dan jenis-jenis musuem*. Retrieved on May 13 2021. From <http://belajaritutiadaakhir.blogspot.co.id/2011/08/museum-di-indonesia.html>
- Pratama & Roqi Aziz. (2015). Tujuan Instagram sebagai Media Promosi. Retrieved on 2 June 2021 from <https://prezi.com/aqmqzdttrpehw/pemanfaatan-media-sosial-instagram-sebagai-sarana-pemasaran/>
- Pramono, C (2007). *Optimisasi Media Promosi*. Retrieved on 20 May 2021. From <http://www.cahyopramono.com/2007/08/optimalisasi-media-promosi.html>
- Puntoadi (2011). *Meningkatkan Penjualan Melalui Media Sosial*. Jakarta: Gramedia Pustaka Utama.
- Purnama (2011). *Karakteristik Media Sosial*. Retrieved on 26 May 2021 from <https://www.scribd.com/doc/306320210/Pengertian-Sosial-Media-Menurut-Para-Ahli>
- Reyypare (2010). *Media Promosi*. Retrieved on 20 May 2021. From <http://reyypare.blogspot.co.id/2010/11/media-promosi.html>
- Rikania. (2010, Juli 17). *Potensi Pariwisata*. Retrieved May 01, 2021, from [http://rikaina.multiply.com/Potensi\\_Pariwisata\\_files/44.html](http://rikaina.multiply.com/Potensi_Pariwisata_files/44.html)

- Saladin, & Oesman (2002). *Pengertian Promosi*. Retrieved on 14 May 2021. From <http://marketglobalpromotion.blogspot.co.id/2011/12/pengertian-promosi.html>
- Spillane (1982). *Definition Tourism By Expert*. Retrieved on 11 May 2021. From <http://pecidasase.blogspot.co.id/2011/05/definition-of-tourism-by-expert.html>
- Sugiyono (2013). *Tugas Softskill Formulasi Pengumpulan Data*. Retrieved on 27 May 2021. From <http://catatanmahasiswa165.blogspot.co.id/2016/11/formulasipengumpulan-data-dalam-metode.html>
- The European Commission (2002). *The integration of Activity-based management in the construction of a destination environmental scorecard*. Retrieved on 10 May 2021. From [http://www.aegean.gr/lid/internet/elliniki\\_ekdosi/TEL\\_DIMOSI/KLUWER%20K%20aratzoglou.pdf](http://www.aegean.gr/lid/internet/elliniki_ekdosi/TEL_DIMOSI/KLUWER%20K%20aratzoglou.pdf)
- Tim Penelitian dan Pengembangan Wahana Komputer (2004). *Facebook sebagai media Promosi*. Retrieved on June 13, 2021. From <lib.ui.ac.id/file?file=digital/20160912-RB13A369pe-Pemanfaatan%20facebook.pdf>
- UU No.9 Tahun 1990. *Definition Tourism By Expert*. Retrieved on 11 may 2021. From <https://pecidasase.blogspot.com/2011/05/definition-of-tourism-by-expert.html>
- Xia (2009). *Facebook sebagai media Promosi*. Retrieved on June 13, 2021. From <lib.ui.ac.id/file?file=digital/20160912-RB13A369pePemanfaatan%20facebook.pdf>
- Xuya (2009). *Facebook sebagai media Promosi*. Retrieved on June 13, 2021. From <lib.ui.ac.id/file?file=digital/20160912-RB13A369pePemanfaatan%20facebook.pdf>
- Yoeti (1993). *Pengantar Ilmu Pariwisata*. Bandung. Angkasa