REFRENCES

- Akhtar, S., Beck, A., & Rimac, I. (2015, October). Hifi: A hierarchical filtering algorithm for caching of online video. In *Proceedings of the 23rd ACM international conference on Multimedia* (pp. 421-430). Retrieved from https://bit.ly/3BuaIbv . On 13th June 2022
- Arkansyah, M., Prasetyo, D., & Amina, N. W. (2021). Utilization of Tik Tok Social Media as A Media for Promotion of Hidden Paradise Tourism in Indonesia. In *Proceedings of the 4th International Conference on Communication & Business (ICCB 2021)*. Retieved from https://bit.ly/3PBVN31. On 28th March 2022.
- Arsyad, Azhar (2011). *Media Pembelajaran*. Jakarta: PT. Raja Grafindo Persada.. Retrieved from https://bit.ly/3Bj1Jd4. On 14th June 2022.
- Bui, H. T., Jones, T. E., Weaver, D. B., & Le, A. (2020). The adaptive resilience of living cultural heritage in a tourism destination. *Journal of Sustainable Tourism*, 28(7), 1022-1040. Retrieved from https://bit.ly/3Bj1Jd4. On 12nd June 2022.
- Bullard, J. (2009). *The AIDA Formula For Copywriting*. In Ezine Articles.
- Cockerham, L. (2016). How to Write a Video Script for Your Corporate Film. Retrieved from https://bit.ly/3PBYhOS. On 28th March 2022.
- Dipodjojo, S. (2000). *Memperkirakan Titimangsa Suatu Naskah*. Rerieved from https://bit.ly/3zpbSlR . On 27th June 2022.
- Hanifa. (2013). *Penulisan Naskah Komunikasi*. Retrieved from https://bit.ly/3OSjseC On June 22nd 2022.
- Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. (2015). Strategic use of social media for small business based on the AIDA model. *Procedia-Social* and Behavioral Sciences. Retrieved from https://bit.ly/2MPJ13G. On 8th April 2022.

- Irvin, L. L. (2010). What Is "Academic" Writing?. Writing spaces: Readings on writing, 1, 3-17. Retrieved from https://bit.ly/3z4R9nq On 23rd june 2022.
- Kusumawati, R. (2008). Developing Interactive Learning Multimedia Of Reading And Writing For When English Rings A Bell For Grade Vii Students Of Smp N 1 Imogiri In The Academic Year Of 2013/2014 (Doctoral Dissertation, Yogyakarta State University). https://bit.ly/3zOrh0m. On 26th June 2022.
- Leisen, B. (2001). Image segmentation: the case of a tourism destination. *Journal of services marketing*. Retrieved from https://bit.ly/3z4Pbn2 . On 14th June 2022.
- Lim, Yumi, Yeasun Chung, and Pamela A. Weaver.(2012) "The impact of social media on destination branding: Consumer-generated videos versus destination marketer-generated videos." *Journal of Vacation Marketing* 18.3: 197-206. Retrieved from https://bit.ly/3ot0Fvo, On 28th March 2022.
- Mak, J. (2003). Tourism and the economy: Understanding the economics of tourism. University of Hawaii Press. Retrieved from https://bit.ly/3BdGcCr. On 17th May 2022.
- Marion, F. M. (1988). A Delphi Analysis Of A Definition Of Sales Promotion. Retrieved from https://bit.ly/3RXxxdo. On 21st May 2022.
- Michaelson, D. and Stcks, D. W. (2011). Standardization in public relations measurement and evalution. Public Jurnal, Vol. 5 No.,1-22.
- Montazeribarforoushi, S., Keshavarzsaleh, A., & Ramsøy, T. Z. (2017). On the hierarchy of choice: An applied neuroscience perspective on the AIDA model. *Cogent Psychology*, *4*(1). Retrieved from https://bit.ly/3z9BuDh
 .On 8th April 2022.

- Nugroho, C. R. W. (2014). Formulasi Hibrida-Sastra-Musik-Visual Karya
 Revolvere Project Dan Proses Publikasinya Melalui Media
 Internet.Rerieved from https://bit.ly/3zOrh0m On 22nd June 2022.
- Novalianingtyas, Triana.(2017). The Effectiveness Of Using Animation Film As The Medium In Teaching Writing Narrative Text Of The Second Grade Students At Mts Aswaja Tunggangri Tulungagung In Academic Year 2016/2017. Retrieved from https://bit.ly/3czXMGx . On 28th March 2022.
- Oshima, A., & Hogue, A. (2008) Writing Academic English Fourth Edition. On 22nd May 2022.
- Roy, S. C., & Roy, M. (2015). Tourism in Bangladesh: Present status and future prospects. *International Journal of Management Science and Business Administration*, 1(8), 53-61. Retrieved from https://bit.ly/3PyWY3u. On 6th june 2022.
- Roy, S. C., & Roy, M. (2015). Tourism in Bangladesh: Present status and future prospects. *International Journal of Management Science and Business Administration*, 1(8), 53-61. Retrieved from https://bit.ly/3OxIsHW. On 29th March 2022...
- Zulkang. (2017) *Digital media and society*. Sage. Retrieved from https://bit.ly/3PyWY3u. On 18th June 2022.
- Warschauer, M. (2010). Invited Commentary: New Tools For Teaching Writing.

 University of California, Irvine. Retrieved from https://bit.ly/3zxZVeW
 , On 28th March 2022.