

PREDICTION OF POST AND REPOST CONTENT ON CILETUH GEOPARK INSTAGRAM ACCOUNTS IN THE COVID-19 PANDEMIC

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Abstract : During this pandemic, the ease of use of the Instagram application has made it a medium of information to meet user needs, including for tourism purposes. Indonesia has many tourist destinations with the concept of sustainable tourism, one of which is the Ciletuh Geopark. Geopark Ciletuh has an Instagram account that actively posts various content. Geopark Ciletuh's Instagram account, namely @geopark_ciletuh_sukabumi uses posts and reposts as content sources. Its function is to increase the visibility of tourist destinations. This study uses a qualitative descriptive method to study the predisposition of the content of @geopark_ciletuh_sukabumi to build *engagement* with the audience. The purpose of this study includes a description of the difference in a post and repost content, the tone of followers' comments, and the process of diffusion of tourism ideas to the Ciletuh Geopark. The conclusion from the results of this study is that the post content on the @geopark_ciletuh_sukabumi Instagram account does not reach 100 likes in each post. Reposting content on the @geopark_ciletuh_sukabumi Instagram account has more *engagement* in terms of the number of likes and comments. Meanwhile, the content tone in the comment column is divided into positive tones, neutral tones, and negative tones. The process of diffusion of ideas also depends on the length of time it takes for each individual or group to adopt the idea of traveling to the Ciletuh Geopark which is spread on Instagram accounts.

Keywords: diffusion of innovation, geopark, Instagram, content, tone,

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INTRODUCTION

The use of social media to deliver tourism information, whether neutral or persuasive, has been widely used by tourism managers to move communication targets to change as desired by content creators (Berhanu & Raj, 2020; Kim et al., 2017; Munar & Jacobsen, 2013). These changes can be in the cognitive, affective, or behavioral domains. Communication messages in the tourism sector are packaged in such a way as to achieve the purpose of communication through social

media (COMMED et al., 2018; Huerta-Álvarez et al., 2020; Mason et al., 2019; Nugraheni et al., 2020). Instagram is one of the social media that is widely used to promote tourism. Instagram is used by tourism managers to promote new ideas, that tourism is not just to malls, abroad, or artificial tours, but tours in the earth park. One of them is the Ciletuh Geopark tourism object, which is located in Sukabumi Regency, West Java Province.

Geoparks in Indonesia are regulated by Presidential Regulation Number 9 of 2019 concerning the Development of Earth Parks (Geoparks). In the regulation, it is mentioned that the development of *Geopark* is governance *Geopark* to realize the preservation of Geological Heritage (Geoheritage), Geological diversity (geodiversity), Biodiversity (Biodiversity), and Cultural Diversity (Cultural Diversity) conducted jointly between the Central Government, Local Governments, and Stakeholders through conservation efforts, education, and sustainable community economic development.

This Presidential Regulation aims to manage *Geopark* Development to realize the preservation of Geological Heritage (*Geoheritage*), Biodiversity (*Biodiversity*), and *Cultural Diversity* (*Cultural Diversity*) which is carried out jointly between the Central Government, Regional Government, and Stakeholders through 3 (three) pillars include conservation, education, and sustainable economic development for the community. *Geoparks* are determined based on status levels consisting of National *Geoparks*; and UNESCO *Global Geopark* (Andriany et al., 2016; Sujatna et al., 2021; Wulandari et al., 2019).

The Ciletuh Geopark which was declared to be the Global Geopark Network (GGN) by UNESCO is a matter of pride for Indonesia. Various choices of destinations are available at Geopark Ciletuh, ranging from geological sites, flora, and fauna, to cultural tourism that complements all the destinations in it. Sustainability tourism at the Ciletuh Geopark has presented with conservation activities on land and sea as well as the empowerment of local communities in the management of Ciletuh Geopark tourist destinations. This is what makes Ciletuh Geopark one of the most attractive destinations for tourists to visit.

Based on research on the Role of the Young Generation in Utilizing social media to Promote Ciletuh Geopark (Kadarisman, 2021) indicates that the role of the younger generation in the Ciletuh Geopark area helps in promoting tourism. The use of social media makes it easier to publicize Ciletuh Geopark tourism in audio-visual ways to attract tourists and also provide information on what needs are needed when visiting Ciletuh Geopark. The use of Instagram is also carried out by the Grobogan Tourism Community in promoting regional tourism (Kurniawati, 2017) and is used by the millennial generation in promoting tourism in Banyuwangi (Arviani et al.,

2019). Tourism activities also cannot be separated from the promotion of commercially oriented MSME products, such as the promotion of MSME products at the Coffee Shop in Sleman Regency (Prajarini & Sayogo, 2021) and the promotion of *e-commerce* in research conducted by Tanisang et al., (2019). In addition, Instagram is also used as a means of promotion by managers of the creative fashion industry in the city of Bandung (Gumilar & Kusmayadi, 2017). Instagram social media is also used as a means of promotion in increasing consumer buying interest (Indika & Jovita, 2017).

Based on the results of studies in previous studies, it appears that Instagram is one of the social networks that can be used as a direct marketing medium. Through Instagram, products and services are offered by posting photos or short videos so that potential consumers can see the types of goods or services offered. The increasing popularity of Instagram as an application that is used to share photos makes many users who go into online business also promote their products through Instagram (Faradila & Soesanto, 2016). Instagram focuses on posting photos and videos from its users. The uniqueness that makes Instagram different from social media in general. The features in Instagram are followers, upload photos and videos, camera, caption, arroba, geotagging, social networking, like, comment, share, saved, explore, Instagram stories, and shop (Rofiq et al., 2009).

Instagram is used by tourism managers to promote new ideas, that tourism is not just to malls, abroad, artificial man-made tours, but tours in the earth park. In the theory of diffusion of innovation as proposed by Everet M. Rogers (Anuwichanont et al., 2020) it is explained that diffusion is *the process by which an innovation is communicated through certain channels over time among the members of a social system*. Innovation is an idea, practice, or object that is considered or perceived as new by an individual or group of people. The phrase is considered new, maybe only for some people, not for others. This depends on how the individual feels about the idea or practice. The key elements in the diffusion of innovation are innovation, communication channels, timeframe, and social system.

Geopark Ciletuh has an Instagram with the username @geopark_ciletuh_sukabumi which has 7,351 followers, 96 users, and 683 posts. The content owned by the Instagram account @geopark_ciletuh_sukabumi tends to post and repost. Content is a post made on an individual's or organization's social media to share information and moments with the public. The post content listed is in the form of photo and video information which is directly managed by the official Instagram account of Geopark Ciletuh. While the reposted content is in the form of photos or videos that are reposted by the Geopark Ciletuh Instagram account. Based on the background of the problem, the formulation of the problem in this article is as follows: How is

the predisposition of post and repost content on the Geopark Ciletuh Instagram account during the Covid-19 pandemic?

Based on the formulation of the problem in this study, the purpose of this study is to describe the following 3 aspects:

1. Differences in a post and repost content on the Geopark Ciletuh Instagram account.
2. The tone of followers' comments on the Ciletuh Geopark Instagram account in the period
3. The process of diffusion of tourist ideas to Ciletuh Geopark is recorded in the comment column on the Ciletuh Geopark Instagram account.

METHOD

This study used the descriptive qualitative method. Qualitative research is research that can be used to investigate, describe, and explain the features of social influence that cannot be explained or described through other approaches (Sugiono, 2017). The object in this study is the content on the Instagram account @geopark_ciletuh_sukabumi for the period January-May 2021. In this study, primary data was obtained from observations regarding posts and comments on Instagram Geopark Ciletuh. Secondary data was obtained from books, previous research, articles related to the problem being studied.

RESULT AND DISCUSSION

Ciletuh Geopark is a tourist attraction that can be visited by tourists today. Ciletuh Geopark or Ciletuh old rock natural park tourism area is located in Sukabumi district, West Java Province, in the Pelabuhan Ratu area, Sukabumi, West Java. The location of the Ciletuh Geopark is surrounded by a stretch of alluvial land with unique rocks and wrapped with beautiful views. To introduce tourist attractions, Geopark Ciletuh has switched to digital, one of which is using Instagram to share content using Instagram features, namely: captions, hashtags, photos, videos, likes, and comments, with the account name @geopark_ciletuh_sukabumi.

Instagram account @geopark_ciletuh_sukabumi has 730 posts to date. The content was available on the @geopark_ciletuh_sukabumi Instagram account, namely, post and repost. Posts and repost content posts that are displayed in the form of photos and videos that have been posted by users present the top photos and videos with the number of likes and comments. Researchers found that in the January-May 2021 period, during the Covid-19 pandemic, there were 44 posts and 107 reposts.

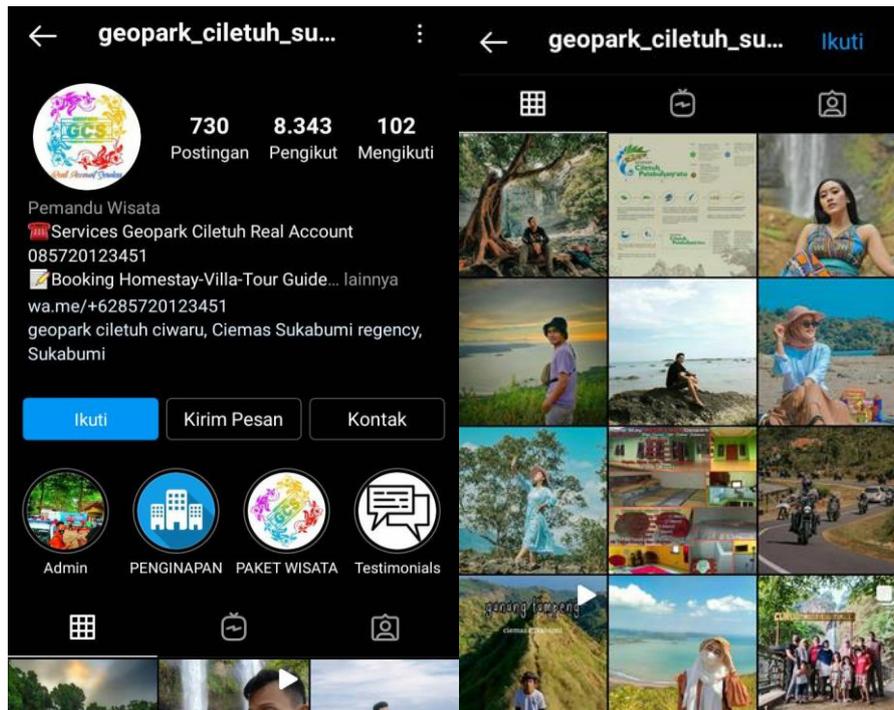


Image 1. Instagram view @geopark_ciletuh_sukabumi

Post Content on Instagram Geopark Ciletuh

In managing an Instagram account, there needs to be consistency in creating content. Instagram users create posts to get *engagement* from followers or other account users. Posts that have more *likes*, *comments*, and *shares* in the fastest time will get views more often than those with minimal engagement. However, some posts on the Instagram account @geopark_ciletuh_sukabumi have a small number of *likes* and *comments*.



Image 2. Content Post Instagram @geopark_ciletuh_sukabumi

Considering that related to the Covid-19 pandemic, which causes audiences to access social media more often than usual, it seems that Instagram account owners pay less attention to setting the ideal time for uploading post content. The inaccuracy of posting times can cause at least *likes* or *comments* from followers because other information is overwritten.

Repost Content on Instagram Geopark Ciletuh

Reposting content on the @geopark_ciletuh_sukabumi Instagram account has more *engagement* in terms of the number of likes and comments. The author observes that reposting content carried out by Instagram account owners has several criteria, namely displaying photos and videos with clearer edits so that it attracts followers to give *likes* and *comments*.

Figure 3. Content Repost Instagram Account @geopark_ciletuh_sukabumi

Based on observations, the consistent content run by the @geopark_ciletuh_sukabumi Instagram account is reposting, by reposting. This reposts content sends or shares photos and videos of visiting tourists with interesting captions at Geopark Ciletuh and re-shared by the Instagram account @geopark_ciletuh_sukabumi with interesting hashtags that support the reposted content.

In addition to the interaction between followers and the Instagram account @geopark_ciletuh_sukabumi on repost content, the *mentioned* activity was also found in the comment column. The mentioned activity is to invite a visit to the Ciletuh Geopark or just to provide information on tourist attraction spots from a post or repost content by Geopark Ciletuh Instagram. As found in the reposted content of the Instagram account @nadiamaulida_, the comments column found

several interactions with followers: novitasary1209 “@azizkhadafie”, egganmegan “Cuss yuk @ayamsisambelijeruk”, ahmad.kabayan “@sherllynovitasari I love you..Kuy”.

Content Tone in the Comment Column on Instagram Geopark Ciletuh

In the comments column on Instagram Geopark Ciletuh, there is a tendency for positive comments to be grouped into five issues. The first is the issue of water conditions at the Ciletuh Geopark, which was uploaded by ambu_indri on January 2, 2021: "Now the water is clear, huh...?". The second is the issue of the beauty of the Ciletuh Geopark which was uploaded in January 2021 by harikalhuda who wrote: "It feels refreshing." The dita.ms account wrote: "Well this is a cool waterfall, right", the zlarief7 account wrote: "Nice!". Three other accounts wrote positive comments, such as: "Amazing!", "Boh steady jon", and "Like a jurassic park". Likewise, on January 12, 2021, 4 accounts made positive comments, such as: "Cool", "Waterfall charm", "Cool", and "Krenn uyyu". Meanwhile, in February 2021, 5 accounts also wrote positive comments on posts that describe the beauty of Geopark Ciletuh, such as: "It's very beautiful, min", "Mntapp", "Ajibbbss...", "Beautiful", and "Magnificent". In addition, the rpmisy18 account wrote comments up to two times, on April 3, 2021, namely: "So cool" and "Beautiful". On April 12, 2021, the arr-rochim account wrote its assessment of the beauty of the Ciletuh Geopark: "Cool". "The view is really beautiful and cool", as written by sayheylovers on April 14, 2021.

The third issue with a positive predisposition is regarding the desire to return to enjoying the beauty of Geopark Ciletuh, which can be seen from the Nabilra account comments, which wrote: "We will come back next time!" and "Thanks ya i'll be back!" as kristianboskov's account wrote on April 30, 2021.

Positive comments were also written by 2 accounts in the comment column, there were issues regarding the Ciletuh Geopark road access. The cu2n.abhe876 account and the jejerly account, wrote: "Awang waterfall is getting more and more charming... the last time I went there down to this location was still holding the rope 🤔" and "Wow, I haven't been there for a long time, I used to go there when it first opened, the road was still land along with the rice fields, now it's good euy :)". These comments show the feelings of love and joy for account owners who travel to the Ciletuh Geopark which is considered to have changed the road access for the better. This trip is a wonderful experience for visitors.

Table 1. Positive Tone in the Comment Column on Instagram Geopark Ciletuh

No.	Issues with a Positive Tone in the Comments Kolom
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1.	Water Conditions in Ciletuh Geopark
2.	Desire to Return to Enjoy the Beauty of Geopark
3.	Testimonials after Enjoying Ciletuh Geopark
4.	Ciletuh Geopark Road Access

Geopark Ciletuh Instagram content can also be categorized in a neutral comment tone. First on the issue of the requirements and rules of tourism at the Ciletuh Geopark during the Covid-19 pandemic. In January, eight accounts wrote neutral comments regarding the requirements and rules of tourism, namely: "Min, is there any blocking for directions to the geopark", "Min want to ask... do you have to show a rapid test letter or not if you go to the geopark for tourists from outside the area?", "Min use rapid ga", "Min..want to ask.. how much is the rapid test there per person", "Do you have PSBB g", "Go to Ciletuh now, do you have a quick rest? Please provide the information", "Min planning on the 9th, I want to go there, is there a rapid check there?", and "Geopark is subject to PSBB or not, min?". On February 3 accounts asked about the availability of geopark tourism, as written in the comments column asking for these conditions: "It's not closed, is it, min?", "Ciletuh tourism is not closed, is it min?", and "Info dong min, go to Sukabumi on the moon Is this mandatory antigen or not?". Until May 4, 2021, there was still 1 account, namely rdalawi, who questioned the condition of tourism at the Ciletuh Geopark during the pandemic, as he wrote: "When traveling to Sukabumi there is a checkpoint ga raid". Interestingly, at the time of Eid al-Fitr, 3 accounts questioned the setting of opening or closing hours for the Ciletuh Geopark, as written in the comments column: "This Eid. Can you still travel at the Ciletuh Geopark, Min?" and "Info dong min.. to ciletuh, is there any blocking after Lebaran dr Bogor". This comment indicates that following the government's policy of opening tourist attractions during Eid al-Fitr, increasing their interest in tourism to the Ciletuh Geopark.

The second issue in the comments on the Geopark Ciletuh Instagram account, written by ambu_indri and m44d_fadie7, on January 22, 2021, regarding tourist spots in Geopark Ciletuh that followers want to know. As for the comments he wrote as follows: "Min... what tourist spots are there on this island, tea...? but the name of the island is.. meni ararasin sucks na..", and "I want to fish here, min..". Seeing this comment, followers have an interest in traveling to the Ciletuh Geopark, visiting the island, and fishing. Followers need sufficient information about tourist spots at Geopark Ciletuh.

Information on road access to Ciletuh Geopark is an important aspect that followers want to know. From January to May 2021, 20 accounts wrote in the comments column asking for the way to the Ciletuh Geopark. Some of the photos posted or

reposted by the Ciletuh Geopark account admin received comments asking about the location position. As written by the rizaloneng23 account: "This is the direction from which min", or the meyyfebryan account that writes; "Where exactly is this?", as written by the aguss_saputro account: "Where is the location, min?". If you look at the comments of one of the accounts, namely: "Friday otw Saturday night arrived in Ciletuh. Although there is insulation many roads to Rome 😊", indicating that the followers are eager to visit the Geopark Ciletuh so that there is an attempt to find a way to get to the location, although at the time of followers visit, are being made insulation for a pandemic situation.

The fourth issue is related to the weather at Geopark Ciletuh. Followers who are interested in visiting tourist spots at Geopark Ciletuh, first ask about the weather conditions. In February 3 accounts commented, while in March, only 1 account commented. The followers' comments are as follows: "It's raining in Bekasi, is it raining there? I want to go there, I'm afraid of the rain", "God willing, I'll be there tomorrow, hopefully, the weather is good :)", "Min want to ask, how is it there? Isn't it raining? Do you want to plan to go there in a few days", and "Is it raining there?". Weather information is considered important by followers so that they are prepared if it rains or waits for clear weather to visit Ciletuh Geopark.

Table 2. Neutral Tone in the Comment Column on Instagram Geopark Ciletuh

No.	Issues with Neutral Tones in the Comments
1.	Tourism Requirements and Rules at Ciletuh Geopark during the Covid-19 Pandemic
2.	Tourist Spots in Ciletuh Geopark
3.	Access Road to Ciletuh Geopark
4.	Weather in Ciletuh Geopark

The management of the Ciletuh Geopark area is still in the process of developing and structuring. Based on the results of observations of post and repost content, there are negative comments from followers. If it is categorized as a negative tone, it is related to eight issues. The first issue is related to the flood conditions at Geopark Ciletuh written by the Fajaredo_28 account: "Yesterday it rained for 3 days so it was flooded". Second, issues related to illegal levies, as written by the azhar_saepul account: "There are many extortionists now". The third is regarding Instagram content which is considered untidy by followers: "The editing is messy, min", as written by syahrullah.arul. Similarly, what andriyana_raging_phoenix wrote: "The editing is excessive, the water color isn't like that"

The fourth issue relates to the conditions of access to the Ciletuh Geopark written in the comments column by three accounts, as follows: "Improve the access.. the roads are all rocky, min", "When I got there the first PSBB was implemented and it was also during the dry season . Quite a track from the parking lot to the waterfall", and "It used to be scary when I wanted to take a photo and my heart felt like it was going to fall out, because there was a word danger written on it".

Comments related to the issue of cleanliness in the Ciletuh Geopark area were uploaded on February 4, 2021, by the mira_hazizah account , which wrote: " Q just got back from there, all coming from my sister's house in ci waru immediately stopped by the ciletuh geopark but unfortunately the beach is full of pieces of garbage The tree has been installed, but it's still beautiful, I'm with the kids & family all day long... I hope I can go on a trip for Lebaran and go there again to the end of the tile... So I can't wait... Yuhuuuu " However, the natural waste found on the shoreline did not discourage followers from returning to visit. This is different from the comments written by the shelyningtyaz account , on May 10, 2021, which expressed his disappointment with the garbage in tourist areas. As he wrote: There's a lot of trash.. Sorry, min, if you can provide a public trash can.. I was far from Jakarta on the way, I was fascinated by the scenery, but until the beach there was a lot of trash". This unnatural garbage seems to annoy followers.

In addition to the positive tone regarding the Ciletuh Geopark scenery, there are also negative comments, as written by followers in the comments column on March 17, 2021, which reads: "@ardiansyah.roehay woy why did we come here to get it, huh". The last is the issue of Geopark travel rules during the pandemic. In May 2021, there were negative comments from two accounts, which read: "Saturday night Sunday departing from Cileungsi at 8 pm, already imagining the road want know the geopark beach, uh when I got to the road (the one with the cleaver monument) around 2 pm I know blocked off. The officers there said the Geopark was not open, but here the admin said it was open. Wait until morning, at 4 o'clock the officers were chased away and ordered to turn back the struggle all the way is in vain." and "Amen. Yesterday, I arrived at the geopark, but I was told to turn around, it's a long way from Se- Eul ". In addition, there are also issues related to the price of lodging which is considered expensive by followers. As written by mat_jebir, which reads: "It's very expensive... 550 rb per person... just join PSBB." This disappointment is illustrated where followers choose not to visit Ciletuh Geopark tourism.

Table 3. Negative Tone in the Comment Column on Instagram Geopark Ciletuh

No.	Issues with a Negative Tone in the Comments Kolom
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1.	Flood Conditions at Ciletuh Geopark
2.	Extortion at Ciletuh Geopark
3.	Geopark Ciletuh Instagram Content Posts
4.	Geopark Access Condition
5.	Lodging Conditions at Geopark Ciletuh
6.	Cleanliness of the Ciletuh Geopark area
7.	Disappointment at the View at Ciletuh Geopark
8.	Ciletuh Geopark Tourism Rules during the Covid-19 Pandemic

The Process of Diffusion of Travel Ideas to Ciletuh Geopark in the Comment Column of Ciletuh Geopark Account

Innovation is an idea, practice, or object that is considered or perceived as new by an individual or group of people. The phrase is considered new, maybe only for some people, not for others. This depends on how the individual feels about the idea or practice. As stated by Everet M. Rogers (Schiffman and Wissenblit, 2015), that the main elements in the diffusion of innovation are: innovation, communication channels, time, and social system. In this study, the diffusion of innovation is the process of absorbing Ciletuh Geopark tourism ideas to change Instagram followers continuously, from time to time regarding earth tourism to a group of members or followers of the social system.

The innovation adoption process is always tied to the element of the diffusion of tourism ideas to the Ciletuh Geopark in the innovation adoption process, which is explained as follows:

1. Innovation: The existence of the Ciletuh Geopark account provides information about earth park tourism, which is not as popular as other tours. Ciletuh Geopark Tourism is a world-protected tourist destination. This can be seen from the achievement as an earth park that is included in the UNESCO list. Its existence needs to be treated, but on the other hand, it also needs to be encouraged to be able to improve the economy of the community around the Ciletuh Geopark area. The spread of tourism ideas in the Taman Bumi area is considered to be new and breaks through the existing norms, which so far prefer to travel abroad or just go for a walk at the mall. With the pandemic conditions, spreading the idea of tourism to the open with beautiful views will provide new experiences, especially for Generation Z, to better understand the gift of natural wealth that Indonesia has.

2. Communication channel: The existence of the Ciletuh Geopark Instagram account is a good communication channel to provide information and persuade *followers* or *viewers* who see posts or repost content regarding the condition of Ciletuh Geopark. In addition to providing tourism information, it also describes conditions of concern such as waste and flooding, which can encourage tourists' awareness to jointly protect the environment.
3. Timeframe: Adoption of the idea of traveling to the Ciletuh Geopark requires a different time for each individual or group. Groups that are accustomed to traveling to the outdoors, tend to adapt more quickly, by planning tours or intending to come back. While individuals who are not used to outdoor tourism, adoption of the idea will last a long time because individuals need to ensure safety and prepare themselves to travel to reach geopark tourist spots.
4. Social system: If you observe the conversation in the comments column, you can see that several accounts make comments on a post or repost content. This behavior indicates that there are followers who do have the same network of friends. This condition can accelerate the adoption of ideas, for example, to visit one of the spots in the geopark. Instagram which is one of the social media is an internet medium that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds (Nasrullah (2015)). Comments on the Ciletuh Geopark account only show some individual behavior or behavior. groups, where followers are tied to one network or several networks of friends.

CONCLUSION

In this article, the following conclusions are obtained:

1. The post content on the Geopark Ciletuh Instagram account does not reach 100 likes in each post. Interaction in this content is minimal. Possibility of posting content that is not following the conditions of followers or viewers during a pandemic.
2. Reposting content on the Geopark Ciletuh Instagram account has more *engagement* in terms of the number of likes and comments. Repost content displays photos and videos with clearer edits so that it attracts followers to give *likes* and *comments*.
3. Tone Content in the comment column on Instagram Geopark Ciletuh is classified into 3, namely positive tone, neutral tone, and negative tone. The positive tone in Instagram content relates to water conditions at the Ciletuh Geopark, the desire to return to enjoying the beauty of the geopark, testimonials after enjoying the geopark, and road access. A neutral tone relates to tourism

requirements and rules during the COVID-19 pandemic, tourist spots at Ciletuh Geopark, road access to geoparks, and the weather. Meanwhile, the negative tone relates to issues of flood conditions, illegal levies, technical Instagram content posting, geopark access conditions, lodging conditions, cleanliness of the geopark area, disappointment with the scenery in the geopark, and travel rules during the covid-19 pandemic.

4. The process of diffusion and adoption of tourism ideas to Ciletuh Geopark as sustainable tourism depends on the length of time it takes for each individual or group to adopt ideas spread on Instagram accounts. The ability to adapt ideas will eventually form a group system and will gradually reach a larger social system both virtually and physically.

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