



E-Booklet as Communication Strategy to Influence Change on Tourist's Behaviour in Bali

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ABSTRACT

DTourist's demand led to an increasingly complex travel trend. as a result, numerous competitors rising to Indonesia tourism sector with various innovations and patterns of tourism communication. E-booklet is one of many products to build the image of quality tourism and Green Tourism in Indonesia. As a promotional medium, the e-booklet became a marketing communication strategy carried out by the Ministry of Tourism and creative arts in collaboration with the private sector since 2018. Together with the Grab Indonesia company, the Ministry of Tourism launched 2 types of e-booklets about Bali tourist destinations in mid-2022 and early 2023. In its implementation, two e-booklets entitled Bali Magz: Eat, explore, and Enjoy Bali and Exploration of the Enchantment of the Island of the Gods have provided comprehensive, visually interesting, and informative information. The nature of the e-booklet, which contains promotions and suggestions, is contained and can help tourists to choose the desired destination. These two e-booklets have been uploaded to the official website of the Ministry of Tourism and Creative Economy. Socialization from the government, ease of access to e-booklets, and understanding of tourists are indicators of the success of booklets in educating tourists. In the future, booklets would be perfected as promotional media to fulfil various elements of booklets and e-booklets. Planning for the preparation of the e-booklet is also needed so that each thing tourists need to know can be accommodated in the next guidebook. In the future, Indonesian Tourism, in general, and Bali, in particular, can achieve maximum success.

Keywords: E-booklet, Tourism Marketing, Indonesia, Bali

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BACKGROUND

The Tourism Sector is a large ecosystem supported by various sub-sectors ranging from accommodation and transportation, to small and medium enterprises. In 2015, Indonesian tourism was ranked fourth after oil and gas, coal and palm oil as the country foreign exchange earner. At that time, foreign exchange earnings from the tourism sector reached US\$ 12.23 billion or equivalent to IDR 169 trillion (Data-box, 2018). In 2019, the number of foreign tourist visits to Indonesia reached 16.11 million trips, an increase of 1.88 percent compared to the number of foreign tourist visits in the same period in 2018, which amounted to 15.81 million trips (BPS, 2020).

The 42nd World Tourism Day on September 27, 2022 carried the theme "Rethinking Tourism" as a momentum for the revival of tourism based on a just economy for the community towards quality and sustainable tourism. The revival of tourism after the Covid-19

pandemic has received support from the World Trade Organization and welcomes a new era that has changed the paradigm of world tourism. Discourse on quality and sustainable tourism had disseminated by the government widely since the early 2020. World tourists are getting smarter. In choosing a tourism destination, travellers would first make observations, and research the environment in that area, how to get there, what new attractions can be witnessed, whether the place is safe for tourists like them, and how about food, facilities and supporting health center.

Tourist's demand led to an increasingly complex travel trend. as a result, numerous competitors rising to Indonesia tourism sector with various innovations and patterns of tourism communication. Neighboring countries such as Singapore and Thailand become significant competitor. Thailand, with its beautiful nature, beaches, cultural heritage, supplement with various references for shopping, cuisine and halal tourism. These

developments have had much success tying in tourists from different countries. Other competitors, such as Singapore, offers city's relaxation and travel experiences. On its official website, Singapore showcases various travel guides for visiting artificial gardens in the center of the town, tours of the Merlion statue, and even Singapore's Changi Airport has been transformed as a reference to new tourist destinations in the country.

One of the development components to improve tourism competitiveness is the pattern of tourism marketing communication. E-booklet is an option of tangible communication and information facilities that tourists can access easily. According to Permatasari (2014), Booklet is a small book mainly used to represent company and product details. Booklet is a printed communication medium which contains promotional, suggestive, Do and Don't guideline to the mass audience. The product aims to inform tourist thus they would understands and obeys the messages

contained in the mass communication media. Through the Ministry of Tourism and Creative Economy (Kemenparekraf), the Indonesian government has various digital booklets, commonly known as e-booklets. Multiple types of information, ranging from e-booklets on priority tourism destinations, adventure destinations, culinary references, Muslim-friendly tours, and the best travel destinations for couples to travel guides with families. Tourists can access these various types of information as widely as possible so that knowledge about Indonesia can be known clearly. The e-booklets are available on the official website www.indonesia.travel.id. Among many uploaded e-booklets, *Bali Magz: Eat, explore, and Enjoy Bali* and *Exploration of the Charm of the Island of the Gods*, offer various destinations and easy access to tourist objects, the natural beauty of Bali, and culinary tourism. This e-booklet collaborates with Grab Indonesia, explaining how tourists can easily travel to Bali using online transportation services. However, along with the massive amount of information through e-booklets provided by the government, it raised various violations by both foreign and local tourists in Bali, an example of how tourists' comprehension to the written and unwritten rules that apply in several regions in Indonesia. At the end of 2022, students from Sleman were unconscious for several hours. It was strongly suspected that these students experienced a mass trance after stepping and spitting on offerings while on a study tour at one of the souvenir centers in Gianyar Bali. The alleged mass possession of students in Bali occurred due to inappropriate behavior that had done by one of the students. Furthermore, the students showed an obvious disrespect to the rituals and customs in Bali. From background explanation with its arising problems caused by the linkage of e-booklets and the emergence of changes in the social interaction of tourists towards these local regulations, the authors found issues that deserve further investigation, namely what is an e-booklet facility as a form of marketing communication strategy and how does it affect tourists' social interaction with local Balinese people.

TOURISM MARKETING STRATEGY THROUGH E-BOOKLET

Through the Ministry of Tourism and Creative Economy, the Indonesian government published various digital booklets, commonly known as e-booklets. The content range about the promotion of tourism potential in Indonesia. An e-booklet entitled 'Bali Magz: Eat, explore, and Enjoy Bali' and the 'Exploration of the Charm of the Island of the Gods' contains various information that can provide clear guidelines for tourists when traveling, including accommodations that can be used to reach several locations in tourist areas. These e-booklets are the object of the author's research to find a connection of tourist behavior in traveling. In Hanifah (2020), the study develops an e-booklet teaching media to improve students' biology learning outcomes in plantae material. this study focus was more on e-booklets as learning media for research subjects, namely high school students. Another survey by Tri Eko (2019) researched French-language e-booklets to improve the tourism sector. Tourism development faces worldwide competition between tourist destinations and attempts to attract more tourists through marketing procedures and policies. Others in Dedi Kurnia (2018) stated that booklet media is a means of communication and information as well as promotion for the needs of tourists visiting West Sumatra Province. This study uses a qualitative descriptive research method to express complex images, examine the words of the research object, detailed reports from informants' views and make observations. Qualitative research is research that is descriptive and tends to use analysis. Process and meaning (informant perspective) are highlighted in qualitative research. The theoretical basis guides the research focus according to the field.^{1,2}

Marketing communication is a combination of two studies, namely communication and marketing. According to Pickton in Prisgunanto (2014), marketing communications are all marketing mix's promotional elements that involve communication between an organization and its target audience through various media that affect marketing performance. Kotler argues

that marketing communication is a way of looking at the whole communication process but comes from the point of view of consumers, not producers. Meanwhile, according to Shimp, as cited in Prisgunanto (2014), marketing communication continuously develops and implements various persuasive communication programs for customers. In addition, marketing communications are inseparable from the marketing communications mix or what can also be called the marketing communication mix (mar-commix).³

Promotion is a marketing activity aimed at communicating, influencing and reminding the target market or company and its products so that they are willing to accept, buy and be loyal to the products offered by related businesses (Tjiptono, 2002). Media promotion has many forms and various. According to Kusriyanto (2007), promotional media comprises booklets, catalogues, posters, Self talker, and folders. These kinds of forms certainly have differences in terms of function and form.

In terms of tourism promotion, booklets are one of the reliable tools. A booklet is a small book whose contents relate to text and pictures. The term booklet is a combination of the words book and leaflet. thus, a simple booklet combines leaflets and books in a small format. The content structure consists of an introduction and a body. It is just that the presentation of the contents is much more concise than the book. Booklets can be 8 x 21 cm in size, with a minimum number of five pages but no more than 8 pages on the cover number (Septiwiharti, 2015). Booklets were chosen as the dissemination media because they can quickly disseminate information. Its physical form is like a brochure, easy to carry anywhere and complete information for executives to read more often and complete information.

In addition, the booklet contains pictures and can entertain the audience when they open it. Visual media can help improve understanding related to visual sensations (Prilisaputri, 2016). According to Arsyad (1996), six print-based design elements must be considered. They are consistency, format, organization, appeal, font size and spacing. Apart

from providing information, according to Permatasari (Gemilang & Christiana, 2015), booklets are a promotional medium with suggestions and prohibitions for mass audiences and in printed form, with the aim that people can understand messages through these media. So that booklets contain important information whose contents must be clear, firm, easy to understand and will be more interesting if accompanied by pictures. With the development of media and technology, booklets can also come with electronic form, often called e-booklets.⁴

MARKETING COMMUNICATION BY THE MINISTRY OF TOURISM AND CREATIVE ECONOMY (KEMENPAREKRAF)

The Ministry of Tourism and Creative Economy carries out its marketing communication strategy by managing a branding called *Pesona Indonesia* which is managed by the Archipelago Marketing Development Division as the main strategy for attracting tourists, especially domestic tourists. *Pesona Indonesia* is a branding from the Indonesian Ministry of Tourism that has existed since 2014. *Pesona Indonesia*'s branding aims to market 10 potential islands to be tourism destinations, prioritized for domestic tourists as well as increase visits through tours activity. raising domestic tourist awareness that Indonesia has its charm, therefore decide to conduct domestic trip rather than international visit. The program of *Pesona Indonesia* is somehow different from *Wonderful Indonesia*. *Wonderful Indonesia* targeted tourism promotion to foreign tourists who, indeed, also have potential for foreign tourist to visit. In communicating the branding of *Pesona Indonesia*, the Ministry of Tourism and Creative Economy uses several media, both conventional media and new media. Conventional media used are printed media, outdoor media, and electronic media. One of the facilities still used by the Ministry of Tourism to market various tourist destinations, culinary, to tourism accommodations is the E-booklet. The e-booklets available on the official website www.indonesia.travel. E-booklet available are various types of booklets, such as



Figure 1.⁵ Cover e-booklet Bali Magz: Eat, Explore and Enjoy Bali

Homecoming to Explore Mosques, Eid Holidays in Yogyakarta, Eid Holidays in Semarang, Tips for Eid Holidays in Bandung to Make it More Exciting, Exploration of the Charm of the Island of the Gods, Exciting Exploration in Jabodetabek, 10 Best Destinations in Indonesia, 6 Indonesian Adventure Tour Destinations, Explore Central Java & Jogja Culinary, Guide to Muslim-Friendly Tourism in 5 Favorite Destinations, Bali Magz: Eat, Explore and Enjoy Bali, Guide to the Best Destinations for Couples, Extreme Adventure Guide for Adrenaline Addicts, The Best Guide for Amazing Family Travel with Kids, Journey to Wander - Semarang, Surakarta and Magelang Travel Guidebook, 6 Indonesian Adventure Travel Destinations, Indonesia Holistic Wellness: A Guide for Transformative Travel, Exhibition Creative Economy Products, and Vacation Journal of Indonesia's 5 Super Priority Destinations. Of the 19 e-booklets listed on the official website, the author examined the e-booklet entitled *Bali Magz: Eat, explore, and Enjoy Bali* and the *Exploration of the Enchantment of the Island of the Gods*. The Indonesian Grab Company issued both guidelines in collaboration with the Ministry of Tourism and Creative Economy.

Launched in 2022 and 2023, these



Figure 2.⁵ Cover e-booklet Eksplorasi Pesona Pulau Dewata

two e-booklets provide travel guides for tourists using Indonesian. Consisting of 36 pages, this E-booklet encourages tourists to explore Balinese culinary delights, visit various tourist destinations, beach attractions, shopping tours, and easily access hotel accommodations. This guide conceptualizes travel with modes of transportation ordered online, both two-wheeled and four-wheeled vehicles.⁶ The modes of transportation offered have also been transformed into environmentally friendly vehicles. In the following pages, these two guides recommend legendary Balinese culinary destinations, Asian cuisine, western dishes, and desserts, to restaurants with healthy dishes. Also, these two e-booklets offer places to buy souvenirs, beaches, attractions, the best spa locations, Instagram-able places, cultural, children-family tours, to the best bar clubs.

The two e-booklets released by the Ministry of Tourism and Creative Economy provide comprehensive information with visual designs in the form of pictures, photos and writing by the existing reality. This guide also promotes the locations of various destinations and provides suggestions for access to certain locations with available modes of transportation. Thus, this e-booklet has



Figure 3.⁵ E-booklet Bali Magz: Eat, Explore and Enjoy Bali, offers a green mode of transportation



Figure 4.⁵ E-booklet edisi Eksplorasi Persona Pulau Dewata, promoting advantage of using online transportation

provided a clear picture and made it easier for tourists to arrange holiday concepts, schedules, hotel accommodations, travel routes, and clothes to wear while on vacation. However, suppose one reflect on the complete understanding of the booklet, in that case, the information elements regarding the prohibitions and regulations that apply in the province of Bali were not available in these two e-booklets.^{7,8,9}

E-BOOKLET BUILDING TOURISM IMAGE

The two presented E-booklet products were one of many types of products to build the image of quality tourism and Green Tourism in Indonesia. This marketing communication strategy has been carried out by the Ministry of Tourism and Creative Economy in collaboration with the private sector since 2018.¹⁰ At the beginning

of 2023, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) was re-collaborating with Grab Indonesia to realize the targets in the tourism sector and the creative economy in 2032. Menparekraf Sandiagra Salahudin Uno, in his press statement, stated that cooperation was re-established to increase and strengthen brand equity, expand market penetration and reach, and share resources which would save on promotion and marketing costs.^{11,12} Grab Indonesia's commitment to Wonderful Indonesia was to jointly restore and promote Indonesia's tourism and creative economy on a global scale through the Wonderful Indonesia Co-Branding partnership program, which continues to prioritize innovation, adaptation and collaboration. On the other hand, President Director of Grab Indonesia Rizki Kramadibrata said that his party was ready to continue working with the Ministry of Tourism and Creative Economy to support the achievement of targets for the parekraf sector.¹³

The marketing communication strategy used in the e-booklet was persuasive in order to increase consumers, both consumers who use Grab Indonesia's services and consumers of various recommended tourist destinations. This marketing communication activity also communicates product quality, influencing consumer decisions in choosing products. Communication regarding product quality will also form a brand image or brand image in the minds of consumers. This brand image then forms its uniqueness or unique value that is different from other products on the market. In Indonesia, Grab serves vehicle orders such as motorcycle taxis (GrabBike), cars (GrabCar), taxis (GrabTaksi), couriers (GrabExpress), food delivery (GrabFood), and carpooling (GrabHitch Car). Grab was currently available in 125 cities throughout Indonesia, including Bali. The e-booklet presented directly on the Ministry of Tourism and Creative Economy's official website was expected to provide a positive image of an environmentally friendly transportation climate. The electric vehicle used was also in line with the mission of the Provincial Government of Bali to make the island of Bali clean air.^{14,15,16}

CHANGES IN THE SOCIAL INTERACTION OF TOURISTS TOWARD BALINESE PEOPLE

Referring to the meaning of booklets, in providing information, the booklet should be also persuasive and listed do and don't guideline for the mass audience. It was assessed that the essential elements of this booklet and electronic booklet must be fulfilled to maximize tourists' understanding of traveling. This understanding also includes ethics and etiquette, traffic rules in driving, and respect for the activities of local customs and traditions. thus, when the local wisdom awareness has been successful transferred through information in the booklet, the visiting tourists would proliferate a better-quality tourism climate.¹⁷

In terms of fulfilling visual design elements, the two e-booklets on Bali vacation destinations succeeded in presenting an eye-catching visual design. In designing a booklet, the drafting team has applied layout principles. It can be seen from the choice of colors, photos of tourist destinations, the type of writing style in the text and the appearance of Bali's natural beauty.^{18,19,20} The e-booklet was nicely packaged and presents Indonesia in a representative way. Another interconnected thing was the suggestion to access the location with available transportation, which was very clear. However, these two e-booklets still have drawbacks, namely, the number of pages was over-specification. Of the two e-booklets, each has a total of 36 pages. Referring to the definition of a booklet, an e-booklet should only has a maximum of 8 pages, therefore these two guide-books did not fulfil the requirements of an ideal booklet by upholding practical and concise principles. This can result in providing wasted information and since the focus of tourists would be decreasing with the many tourist recommendations written in the guide.^{21,22}

It was not found regarding any information about the prohibitions as a condition for compiling an e-booklet. This needs to be understood by local and foreign tourists when visiting the province of Bali because Bali was living diorama of customs and traditions. The island

upholds the concept of cultural tourism, thus expecting tourists who visit to be able to appreciate the local wisdom of Bali. The allowed and prohibited behaviours as part of the e-booklet were crucial. This e-booklet promotion media was a means for promoting Bali and becoming the face of tourism. thus, other people with different cultures, backgrounds, and broad segmentation can understand Bali's identity as a world-class tourist destination. The negligence of tourists can be seen in several cases in the Bali region, such as traffic violations, not wearing a helmet while driving, stepping on offerings, committing immoral acts in holy places, and the existence of fights between local communities.²³

CONCLUSION

In simple terms, a booklet was a combination of leaflets and small-format books. The content structure consists of an introduction and a body. Its content presentation was more concise than the book. Booklets can be 8 x 21 cm in size, with a minimum number of pages of five but no more than 8 pages of the cover number. In providing information, booklets were a promotional communication medium, recommended and prohibited to the mass audience. It is in printed form, aiming for the public to understand messages through the media. Regarding accessibility, booklets can be printed or electronic (e-booklet). E-booklet is one of many products to build the image of quality tourism and Green Tourism in Indonesia. As a promotional medium, the e-booklet became a marketing communication strategy carried out by the Ministry of Tourism and creative arts in collaboration with the private sector since 2018. Together with the Grab Indonesia company, the Ministry of Tourism launched 2 types of e-booklets about Bali tourist destinations in mid-2022 and early 2023. In its implementation, two e-booklets entitled Bali Magz: Eat, explore, and Enjoy Bali and Exploration of the Enchantment of the Island of the Gods have provided comprehensive, visually interesting, and informative information. The nature of the e-booklet, which contains promotions and suggestions,

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