

REFERENCES

- Atmoko. (2012). Instagram is a social networking service based on photography. Source research from, <https://e-journal.uajy.ac.id/22869/3/13%2003%20220335.pdf>
- Basarah and Gustina. (2020). *content is a form of information available on a page of a website or information that already exists through the media. Source research from,* <https://repository.radenfatah.ac.id/32695/4/BAB%20II%20FEBY%20RINANDA.pdf>
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Education.
- Jennings, G. (2010). *Tourism research*. John Wiley & Sons.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., & Dwivedi, Y. K. (2021). Advances in social media marketing and management: A review of literature and future research agenda. *Journal of Business Research*, 124, 574–586. <https://doi.org/10.1016/j.jbusres.2020.10.030>
- Kumar, A., & Sharma, A. (2020). *Social Media Marketing Strategies: An Overview of Key Elements and Best Practices*. *International Journal of Marketing Studies*, 12(4), 45–52.
- Kingsnorth. (2016), states that "content is anything that can help engage the end users of your product or service". Source research from, <http://eprints.kwikkiangie.ac.id/4375/3/BAB%20II%20KAJIAN%20PUSTAKA.pdf>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

- Kumar, A., & Nanda, P. (2019). Exploring the role of search and recommendation systems in social media marketing. *Journal of Digital and Social Media Marketing*, 7(1), 12–23.
- Lindsay, S. (2020). Writing as a thinking process. *Journal of Communication Studies*, Source research from, <https://erepository.uwks.ac.id/15808/3/BAB%202.pdf>
- Leaver, T., Highfield, T., & Abidin, C. (2020). *Instagram: Visual social media cultures*. Polity Press.
- Mantra and Widiastuti. (2019). writing a foreign language is the ability to use its structure, lexical items, and conventional representations in ordinary fact writing. *Journal of Communication Studies*, Source research from, <https://erepository.uwks.ac.id/15808/3/BAB%202.pdf>
- Noor. (2009). Cultural Event is an activity that is synonymous with culture or has high social value in the community order. Source research from, <https://lmsparalel.esaunggul.ac.id/mod/resource/view.php?id=294416&forreview=1#:~:text=Cultural%20Event.,yang%20tinggi%20dalam%20tatana n%20masyarakat.>
- Pulizzi. (2013). *content is "content is any word, image, or pixel that can be engaged with by another human being, content is compelling content that informs, engages, or amuses"*. Source research from, <http://eprints.kwikkiangie.ac.id/4375/3/BAB%20II%20KAJIAN%20PUST AKA.pdf>
- Rizki, D.L, and Satria, A. (2023). *Making Bilingual Tourist Attraction Cards And Creating An Instagram Account As Promotional Media Of Tourism At Bengkalis Regency*. SNIT 2023. From <https://www.snit-polbeng.org/eprosiding/index.php/snit/article/view/491>
- Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89–97. <https://doi.org/10.1016/j.chb.2015.12.059>

Vandy, D.A, (2023). *The Making of Travelogue of Tourism Objects in West Sumatra*. Language Department of State Polytechnic of Bengkalis, Riau.

Zeithaml et.al, (2016). *Services marketing: Integrating customer focus across the firm* (6th ed.). McGraw-Hill Education.