

## REFERENCES

- Arsyad, A. (2011). *Definition of Video*. Retrieved from <https://eprints.uny.ac.id/9809/3/BAB%20%20-08108244022.pdf>.
- Andhika, A. (2020). Penggunaan video promosi wisata melalui youtube untuk meningkatkan daya tarik wisatawan ke provinsi Kalimantan Selatan. *Jurnal Mutakallimin: Jurnal Ilmu Komunikasi*, 2(2).
- Berliantina, M. A. (2023). *Creating an English Promotional Video of Melung Tourism Village*. Retrieved from <https://repository.unsoed.ac.id/24783/>.
- Dinas Sosial dan Pemberdayaan Masyarakat dan Desa. Retrieved from <http://dinsospermasdes.banyumaskab.go.id/>
- Kintani, K. K. (2023). *Creating English Video Promotion of Elsotel Purwokerto for Instagram*. Retrieved from <https://repository.unsoed.ac.id/22786/>.
- Kvale, S. (2007). *Doing Interviews*. Retrieved from [https://books.google.co.id/books/about/Doing\\_Interviews.html?id=x7lXd08rD7IC&redir\\_esc=y](https://books.google.co.id/books/about/Doing_Interviews.html?id=x7lXd08rD7IC&redir_esc=y).
- Matthew, R., & Ross, P. (2010). *Observation Method in Qualitative Research*. Retrieved from <https://lms-paralel.esaunggul.ac.id/mod/resource/view.php?id=295848>.
- Muljono, R. K. (2018). *Digital Marketing Concept*. Gramedia Pustaka Utama.
- Nasution. (2003). *Understanding Document Study in Qualitative Research*. Retrieved from <https://journal.moestopo.ac.id/index.php/wacana/article/viewFile/143/88>.
- Putri, R. F., & Latiep, I. F. (2021). *Penggunaan Video Konten dalam Memperkuat Promosi Produk*. Retrieved from <https://journal.amkop.id/jcd/article/view/42>.
- Tresnawati, Y., & Prasetyo, K. (2018). Pemetaan konten promosi digital bisnis kuliner kika's catering di media sosial. *PROfesi humas*, 3(1), 102-119.