

**PENGARUH *INSTAGRAM MARKETING* TERHADAP *BRAND*
AWARENESS BOOYEAH JAKARTA**



SKRIPSI

Diajukan Untuk Memenuhi Sebagian Syarat Untuk Memperoleh Gelar Sarjana
Pariwisata Program Studi Industri Pariwisata

Oleh:
Aisyah Lutfiah Arifah
NIM. 2101392

**PROGRAM STUDI INDUSTRI PARIWISATA
KAMPUS DAERAH SUMEDANG
UNIVERSITAS PENDIDIKAN INDONESIA**

2025

LEMBAR HAK CIPTA
PENGARUH INSTAGRAM *MARKETING* TERHADAP *BRAND AWARENESS*
BOOYEAH JAKARTA

Oleh:
Aisyah Lutfiah Arifah

Skripsi ini diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pariwisata di Program Studi Industri Pariwisata

© Aisyah Lutfiah Arifah
Universitas Pendidikan Indonesia
2025

Hak Cipta dilindungi Oleh Undang-Undang

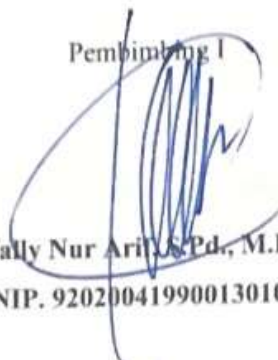
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak ulang,
difotokopi, atau cara lainnya tanpa izin penulis

LEMBAR PENGESAHAN

Aisyah Lutfiah Arifah
PENGARUH *INSTAGRAM MARKETING* TERHADAP *BRAND AWARENESS*
BOOYEAH JAKARTA

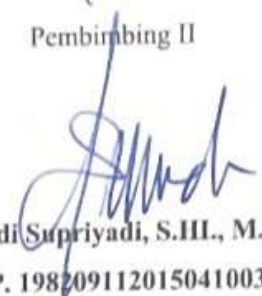
Disetujui dan disahkan oleh Pembimbing:

Pembimbing I



Dally Nur Arif, S.Pd., M.Pd.
NIP. 920200419900130101

Pembimbing II



Dr. Tedi Supriyadi, S.H., M.Ag.
NIP. 198209112015041003

Mengetahui,
Ketua Program Studi Industri Pariwisata



Dr. Irena Novaria, M.Pd., M.M.
NIP. 198211232006042009

ABSTRAK

PENGARUH INSTAGRAM *MARKETING* TERHADAP *BRAND AWARENESS* BOOYEAH JAKARTA

Aisyah Lutfiah Arifah
2101392

Penelitian ini bertujuan untuk mengevaluasi pengaruh strategi pemasaran melalui Instagram terhadap peningkatan kesadaran merek (*brand awareness*) pada Booyeah Jakarta, sebuah usaha di bidang kuliner yang tengah berkembang. Dalam konteks pariwisata, sektor kuliner memiliki peran penting dalam menciptakan pengalaman wisata yang berkesan, dan media sosial seperti Instagram menjadi saluran promosi yang efektif karena sifatnya yang visual dan interaktif. Metode penelitian yang digunakan adalah kuantitatif dengan desain *ex post facto*, dan pengumpulan data dilakukan melalui survei daring kepada konsumen Booyeah Jakarta. Data yang diperoleh dianalisis menggunakan perangkat lunak IBM SPSS Statistics 25 untuk mengidentifikasi hubungan antara aktivitas pemasaran digital dengan tingkat kesadaran merek. Hasil penelitian menunjukkan bahwa pemasaran melalui Instagram memberikan dampak positif dan signifikan terhadap peningkatan brand awareness. Elemen-elemen seperti penyajian konten visual yang menarik, interaksi yang terjaga secara konsisten, pemanfaatan fitur-fitur Instagram, serta kerja sama dengan influencer terbukti efektif dalam memperkuat posisi merek di benak konsumen. Dalam ruang lingkup industri pariwisata, strategi ini juga berkontribusi dalam membangun citra Jakarta sebagai destinasi kuliner yang modern dan menarik. Oleh karena itu, pendekatan pemasaran digital yang tepat dan responsif dapat menjadi keunggulan kompetitif bagi pelaku usaha kuliner di era digital saat ini.

Kata Kunci: Booyeah Jakarta, *Brand Awareness*, *Marketing Management*, *Food & Beverage*, *Instagram Marketing*.

ABSTRACT

THE EFFECT OF INSTAGRAM BASED MARKETING STRATEGIES ON BRAND AWARENESS: A STUDY ON BOOYEAH JAKARTA

Aisyah Lutfiah Arifah
2101392

This study aims to examine the influence of Instagram marketing strategies on brand awareness at Booyeah Jakarta, a growing culinary business in the capital city. In the context of tourism, the culinary sector plays a vital role in shaping memorable travel experiences. As a visually driven and interactive platform, Instagram has emerged as an effective tool for promoting brands, engaging with both local consumers and tourists, and fostering emotional connections with audiences. A quantitative research approach was employed using an ex post facto design. Data were collected through an online survey targeting Booyeah Jakarta's customers and analyzed using IBM SPSS Statistics 25 to assess the relationship between digital marketing strategies and brand awareness levels. The findings indicate that Instagram marketing has a positive and significant impact on enhancing brand awareness. Key elements such as appealing visual content, consistent engagement, effective use of Instagram features, and collaborations with influencers play a crucial role in strengthening brand positioning. Within the broader scope of tourism, this strategy contributes to shaping Jakarta's image as a vibrant culinary destination. Therefore, strategic and adaptive use of social media marketing can serve as a competitive advantage for culinary businesses in the digital era.

Keywords: *Booyeah Jakarta, Brand Awareness, Marketing Management, Food & Beverage, Instagram Marketing.*

DAFTAR ISI

LEMBAR PENGESAHAN	i
LEMBAR HAK CIPTA.....	ii
PERNYATAAN KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME	iii
KATA PENGANTAR.....	iv
ABSTRAK	v
<i>ABSTRACT</i>	vi
DAFTAR ISI.....	vii
DAFTAR TABEL	viii
DAFTAR GAMBAR.....	ix
DAFTAR BAGAN.....	x
DAFTAR LAMPIRAN	xi
BAB I.....	1
PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	4
1.3 Tujuan Penelitian.....	4
1.4 Manfaat Penelitian	4
1.5 Ruang Lingkup Penelitian	5
BAB II	7
TINJAUAN PUSTAKA.....	7
2.1 Landasan Teori	7
2.1.1 Pariwisata.....	7
2.1.2 Bisnis <i>F&B</i>	8
2.1.3 Pemasaran <i>Digital</i>	9
2.1.4 <i>Brand Awareness</i>	11
2.2 Penelitian Terdahulu.....	12
2.3 Kerangka Berpikir	20
2.4 Hipotesis	22
BAB III.....	23

METODE PENELITIAN	23
3.1. Jenis Penelitian	23
3.2. Populasi dan Sampel	24
3.2.1 Populasi.....	24
3.2.2 Sampel	24
3.3 Teknik Pengumpulan Data	26
3.3.1 Jenis Data.....	27
3.3.2 Instrumen Penelitian.....	28
3.3.2.3.1 Uji Validitas	33
3.3.2.3.2 Uji Reliabilitas.....	35
3.3.3 Teknik Pengambilan Data	36
3.4 Prosedur Analisis Data	36
3.4.1 Deskriptif Data.....	37
3.4.1.1 Distribusi Frekuensi	37
3.4.2 Verifikatif Data	40
3.4.3 Uji Asumsi Klasik	40
3.4.3.1 Uji Normalitas.....	40
3.4.3.2 Uji Linearitas.....	41
3.4.5 Uji Hipotesis	43
BAB IV	45
TEMUAN & PEMBAHASAN	45
4.1 Gambaran Instagram Booyeah Jakarta.....	45
4.2 GambaranjUmumjRespondenk	46
4.3 Hasil Analisis Data	51
4.4 Hasil Uji Asumsi Klasik.....	53
4.5 Hasil Uji Regresi Linier Sederhana	55
4.6 Hasil Uji Hipotesis	56
4.7 Pembahasan	58
4.7.1 Pengaruh Instagram <i>Marketing</i> terhadap <i>Brand Awareness</i> Booyeah J	58
4.7.2 Kenaikan Jumlah Followers.....	61
4.7.3 <i>Purchase Decision</i> di Booyeah Jakarta	62

BAB V	67
SIMPULAN DAN SARAN	67
5.1 Simpulan.....	67
5.2 Saran	68
DAFTAR PUSTAKA	70
LAMPIRAN.....	76

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	12
Tabel 3.1 Skor Jawaban Kuesioner Berdasarkan Skala Likert	29
Tabel 3.2 Kisi-kisi Instrumen.....	29
Tabel 3.3 Tabel Operasional Variabel	32
Tabel 3.4 Hasil Uji Validitas.....	34
Tabel 3.5 Hasil Uji Reliabilitas	35
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	47
Tabel 4.2 Karakteristik Responden Berdasarkan Usia.....	48
Tabel 4.3 Karakteristik Responden Berdasarkan Jenis Pekerjaan	49
Tabel 4.4 Karakteristik Responden Berdasarkan Frekuensi Mengakses Instagram ...	50
Tabel 4.5 Hasil Analisis Deskriptif Variabel <i>Instagram Marketing</i> dan <i>Brand Awareness</i>	51
Tabel 4. 6 Hasil Uji Normalitas	53
Tabel 4. 7 Hasil Uji Linearitas	54
Tabel 4.8 Hasil Uji Regresi Linier Sederhana	55
Tabel 4.9 Hasil Uji F	56
Tabel 4.10 Hasil Uji Koefisien Determinasi	57
Tabel 4.11 Jumlah Followers Instagram Booyeah Selama 4 Bulan Terakhir	61

DAFTAR GAMBAR

Gambar 4.1 Diagram Batang Persebaran Domisili Responden	50
Gambar 4.2 <i>Marketing Funnel</i>	60
Gambar 4. 3 Grafik Penjualan Booyeah Jakarta	63

DAFTAR BAGAN

Bagan 2.1 Kerangka Berpikir Penelitian.....	21
---	----

DAFTAR LAMPIRAN

Lampiran 1. Surat Perizinan.....	76
Lampiran 2. Hasil Pra Uji Validitas dan Reliabilitas	77
Lampiran 3. Hasil Uji IBM SPSS	79
Lampiran 4. SK Uji Etik	81
Lampiran 5. Dokumentasi.....	82
Lampiran 6. SK Penelitian	83
Lampiran 7. Monitoring	84
Lampiran 8. Tabel Pertanyaan	85

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Abimanyu, R. (2022). *Pengaruh Promosi Sosial Media Instagram dan Word of Mouth Terhadap Keputusan Pembelian (Studi Pada UMKM Minuman Sunthaii.id Kecamatan Stabat)*.
- Adiputra, R. F. (2024). Strategi Digital Marketing Dalam Membangun Brand Awareness Pada Brand Minuman Haus! *SI Manajemen, Universitas Pancasila*, 2(7), 207–212. <https://doi.org/10.59435/gjmi.v2i7.714>
- Aishah Ahad, N., Sin Yin, T., Rahman Othman, A., & Rohani Yaacob, C. (2011). Sensitivity of Normality Tests to Non-normal Data (Kepekaan Ujian Kenormalan Terhadap Data Tidak Normal). In *Sains Malaysiana* (Vol. 40, Issue 6).
- Aladashvili, M., & Tamarashvili, T. (2022). *Tourism Innovation and its Role in Enhancing the Competitive Advantage of a Tourism Product*. <https://doi.org/10.17605/cajtmf.v3i5.229>
- Andiena, P. A., Putri, N., Shifa, M., Nyoman, I., Sutaguna, T., Maryoso, S., & Rukmana, A. Y. (2023). Influence Of Instagram Advertising On Millenial Purchase Intention. *International Journal of Management Research and Economics*, 1(4), 15–21. <https://doi.org/10.54066/ijmre-itb.v1i2.902>
- Anisa, & Achadi, A. (2019). Community Knowledge and Attitude about The Use of Medical Device and Household Health Product in Bogor, West Java. *Strengthening Hospital Competitiveness to Improve Patient Satisfaction and Better Health Outcomes*, 112–118. <https://doi.org/10.26911/the6thicph-FP.02.01>
- Anwar Syadat, F., Kusyeni, R., & Fauziah, E. (2022). Analisis Efektivitas Edukasi Perpajakan bagi Generasi Milenial melalui Media Sosial Instagram dalam Rangka Meningkatkan Kesadaran Wajib Pajak (Studi Kasus di Kantor Wilayah Direktorat Jenderal Pajak Jawa Barat II) ARTICLE INFO ABSTRACT. *Jurnal Ilmiah Untuk Mewujudkan Masyarakat Madani*, 9(1), 70–81. <http://ojs.stiami.ac.id>
- Arora, Deepika. (2021). *Journal of Technology Management for Growing Economies*. Grada.
- Badan Pusat Statistik. (2024). *Distribusi Persentase PDB Menurut Lapangan Usaha*. 2024. T0UxS09GQIBTbk5QWTBNdIVWUmxSMjV3Y3l0VWR6MDkjMw
- Barella, Y., Fergina, A., Mustami, M. K., Rahman, U., & Alajaili, H. M. A. (2024). Quantitative Methods in Scientific Research. *Jurnal Pendidikan Sosiologi Dan Humaniora*, 15(1), 281. <https://doi.org/10.26418/j-psh.v15i1.71528>
- Bororing, S., & Dwianto, A. S. (2023). *Pengaruh Social Media Marketing Terhadap Customer Engagement Pada Skincare Merek Somethinc Survey Pada Followers*

- Instagram Somethinc* (Vol. 5, Issue 1). <https://journal.paramadina.ac.id/46>
- Budilaksono, S., Dewi, E. P., Nurzaman, F., Rosadi, A., & Febrianty, F. (2022). Empowering MSMEs in Supporting the Tourism Industry by Facilitating MSMEs Features in Smart Tourism Applications. *Darmabakti Cendekia: Journal of Community Service and Engagements*, 4(1), 1–7. <https://doi.org/10.20473/dc.v4.i1.2022.1-7>
- Chesaria, A., & Sunaryo, S. (2023). Peran Instagram Sebagai Social Media Marketing Dalam Membangun Brand Awareness Untuk Meningkatkan Kinerja Pemasaran. *Jurnal Kewirausahaan Dan Inovasi*, 2(1), 139–148. <https://doi.org/10.21776/jki.2023.02.1.13>
- Christine, Situmorang, S. H., & Sembiring, B. K. F. (2024). *User Generated Content (UGC) to Visit and Purchase Intention: Literature Review* (Vol. 4, Issue 2).
- Chusnaini, A., & Rasyid, R. A. (2022). *Social Media Marketing: Social Media Content, Brand Image, Brand Awareness and Purchase Intention* (Vol. 6, Issue 2). <https://doi.org/http://dx.doi.org/10.33086/amj.v6i2.3028>
- Çimen, M. (2024). A research on the importance of testing the normality assumption in microbiological data. *International Advanced Researches and Engineering Journal*, 8(3), 161–166. <https://doi.org/10.35860/iarej.1532064>
- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). *The consumer decision journey*. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-new-consumer-decision-journey>
- Dewi, I. L., & Prabowo, B. (2023). The Influence Of Digital Marketing, Celebrity Endorsement And Word Of Mouth On Purchase Decisions Of Scarlett Whitening Products Through Brand Awareness As Intervening Variables (Study On Scarlett Whitening Consumers In Surabaya City) Pengaruh Digital Marketing, Celebrity Endorsement Dan Word Of Mouth Terhadap Keputusan Pembelian Produk Scarlett Whitening Melalui Brand Awareness Sebagai Variabel Intervening (Studi Pada Konsumen Scarlett Whitening Di Kota Surabaya). In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 4). <http://journal.yrpiiku.com/index.php/msej>
- Febriani, S. (2022a). *Analisis Deskriptif Standar Deviasi*.
- Febriani, S. (2022b). *Analisis Deskriptif Standar Deviasi*.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23 (Edisi 8)*. Badan Penerbit Universitas Diponegoro, Semarang.
- Gunawan, C., & Susilo, D. (2021). Impact of Cristiano Ronaldo's Attractiveness as Brand Ambassador Towards Brand Awareness Shopee. *Ekspektra : Jurnal Bisnis Dan Manajemen*, 5(2), 135–147. <https://doi.org/10.25139/ekt.v5i2.3901>
- Hermawan, I. (2010). *Food and Beverage Department at Agas International Hotel: Its Role in the Banquet Event and Sekar Arum Restaurant Final Project*. https://www.academia.edu/91491996/Food_and_Beverage_Departmentat_Agas_International_Hotel_Its_Role_in_the_Banquet_Eventand_Sekar_Arum_Restau

- rant?auto=download
- Huddin, M. N., & Nurhayani. (2022). Social Media Marketing dan Customer Engagement terhadap Loyalitas Merek pada Akun Instagram Info Pandeglang. *Jurnal Manajemen Perusahaan*, 1(2). <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>
- Hundson, S., & Thal, K. (2013). *The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing*.
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. *Sustainability (Switzerland)*, 13(4), 1–16. <https://doi.org/10.3390/su13042277>
- Inadjo, M. I., Moku, B. J., & Kandowangko, N. (2022). *Adaptasi Sosial SDN 1 Pineleng Menghadapi Dampak Covid-19 Di Desa Pineleng 1 Kecamatan Pineleng Kabupaten Minahasa*.
- Inggarris, A. F., & Wibowo, S. (2023). Analysis of The Influence of Information Quality, Ease of Use, and Trust on Online Purchase Decisions on Shopee (Research On Users Of The Shopee E-Commerce Platform At Muhammadiyah University Yogyakarta) Article Info. *Journal of Business Management and Islamic Banking*, 02(3), 293–304. <https://doi.org/10.14421/jbm>
- Isa, M., Praswati, N., & Zulaekah, S. (2024). Factors Driving Sustainability of Food and Beverage Industries. *Jurnal Ilmiah Bidang Ilmu Ekonomi*, 19(2), 162–171. <http://journal.umpo.ac.id/index.php/ekuilibrium>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/bjast/2015/14975>
- Kerlinger, F. N. (2006). *Foundations of Behavioral Research*. Holt, Rinehart and Winston.
- Khurram, M. ;, Qadeer, Faisal, ;, & Sheeraz, M. (2018). The Role of Brand Recall, Brand Recognition and Price Consciousness in Understanding Actual Purchase. In *Journal of Research in Social Sciences Suggested Citation* (Vol. 6, Issue 2). https://www.numl.edu.pk/jrss-index_files/JRSS_Current_Issues/Complete%20Issue%20-%20JRSS-
- Kingsnorth, S. (2016). *Digital Marketing Strategy : An intergrated approach to online marketing*.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed., Vol. 2).
- Kumar, P., & Masvood, Y. (2023). Impact of Instagram Marketing in Long Term Customer Relationship Management in B2C Industries. In *International Journal of Research Publication and Reviews Journal homepage: www.ijrpr.com* (Vol. 4). www.ijrpr.com
- Moleong, L. J. (2018). *Metode Penelitian Kuantitatif*. PT Remaja Rosdakarya.
- Nazila, A. T., Ganna Henryanto, A., & Kenang, H. (2022a). *Pengaruh Social Media*

- Marketing on Instagram terhadap Brand Awareness dan Purchase Intention Produk Mangkok Nusantara.*
<https://doi.org/https://doi.org/10.37715/jp.v7i4.2052>
- Nazila, A. T., Ganna Henryanto, A., & Kenang, H. (2022b). *Pengaruh Social Media Marketing on Instagram terhadap Brand Awareness dan Purchase Intention Produk Mangkok Nusantara.*
- Nazir, M. (2011). *Metode Penelitian.* Ghalia Indonesia.
- Nurhaswinda, N., Fitriyah, J. A., & Khairunnisa³, S. (2025). Penyajian Data, Ukuran Tendensi Sentral dan Letak. *LANCAH: Jurnal Inovasi Dan Tren*, 3(1).
<https://doi.org/10.35870/ljit.v3i1.3676>
- Nuriyanti, W., Vernia, D. M., Nurisman, H., Sandiar, L., & Yapi, C. A. (2022). Strategi Social Media Engagement dalam Meningkatkan Penjualan Produk pada Rumah Makan Cinla di Cililitan Jakarta Timur. *Jurnal Ilmiah Wahana Pendidikan*, 8(15), 689–706. <https://doi.org/10.5281/zenodo.7124255>
- Oben, A. I. (2021). Research Instruments: A Questionnaire and an Interview Guide Used to Investigate the Implementation of Higher Education Objectives and the Attainment of Cameroon's Vision 2035. *European Journal of Education Studies*, 8(7). <https://doi.org/10.46827/ejes.v8i7.3808>
- Paramestri, B. P. (2021). *Strategi Pemasaran Melalui Sosial Instagram Pada S.Y Studio.*
<https://eskripsi.usm.ac.id/files/skripsi/B11A/2017/B.111.17.0273/B.111.17.0273-15-File-Komplit-20210225052257.pdf>
- Pulizzi, J. (2014). *More Praise for Epic Content Marketing.*
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* (2nd ed.).
- Sappaile, B. I. (2010). *Konsep Penelitian Ex-Post Facto* (Vol. 1, Issue 2).
- Sari, M., Rachman, H., Juli Astuti, N., Win Afgani, M., & Abdullah Siroj, R. (2022). Explanatory Survey dalam Metode Penelitian Deskriptif Kuantitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(01), 10–16.
<https://doi.org/10.47709/jpsk.v3i01.1953>
- Sari, M. S., & Zefri, M. (2019). Pengaruh Akuntabilitas, Pengetahuan, dan Pengalaman Pegawai Negeri Sipil Beserta Kelompok Masyarakat (Pokmas) Terhadap Kualitas Pengelola Dana Kelurahan Di Lingkungan Kecamatan Langkapura. *Program Pascasarjana, Universitas Borobudur*, 21(3).
- Sekaran, U. (2006). *Research Methods for Business: A Skill-Building Approach* (4th ed.). John Wiley & Sons.
- Soni Santana, Adi Prehanto, & Ranga Gelar Guntara. (2024). Evaluasi dan Rekomendasi Konten Instagram Sebagai Alat Pemasaran UMKM Kripjungan. *Jurnal Transformasi Bisnis Digital*, 1(5), 67–79.
<https://doi.org/10.61132/jutrabidi.v1i5.319>
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer

- behavior. In *Current Opinion in Psychology* (Vol. 10, pp. 17–21). Elsevier. <https://doi.org/10.1016/j.copsyc.2015.10.016>
- Sugiyono. (2023). *Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendidikan)*. Bandung: Alfabeta. ((Edisi 26). Bandung.).
- Tambunan, B. H., & Feliks Simanjuntak, J. (2021). Analisis Pelaksanaan Kas Kecil (Petty Cash) pada PT Deli Jaya Samudera. *Bonifasius Tambunan, I.*
- Tuten, T. L., & Salomon, M. R. (2017). *Social Media Marketing*. Pearson Education.
- UNWTO. (2018). *Tourism for Development – Volume I: Key Areas for Action*. World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284419722>
- Utami, G. R., & Saputri, M. E. (2020). Pengaruh Social Media Marketing terhadap Customer Engagement dan Loyalitas Merek pada Akun Instagram Tokopedia. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185–198. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388>
- Veronica, N., & Facrura, D. (2024). Strategi Pengembangan Wisata Kuliner dalam Meningkatkan Tingkat Kunjungan Wisatawan Menggunakan Metode SWOT dan QSPM. *Jurnal Pendidikan Sejarah Dan Riset Sosial Humaniora (KAGANGA)*, 7(2). <https://doi.org/10.31539/kaganga.v7i2.10158>
- Wahab, A., & Syahid, A. (2021). *Education and Learning Journal Penyajian Data Dalam Tabel Distribusi Frekuensi Dan Aplikasinya Pada Ilmu Pendidikan*. 2(1), 40–48. <http://jurnal.fai@umi.ac.id>
- Warnaen, A., Solichah, J. M., Prasetyo, H., Studi, P., Peternakan, P., Hewan, K., Peternakan, J., Pembangunan, P., Malang, P., & Jalan, J. T. (2023). | 17 Content Marketing Instagram untuk Membangun Brand Awareness Produk Susu Instagram Content Marketing to Build Dairy Brand Awareness. In *Jurnal Ilmu-Ilmu Pertanian* (Vol. 25, Issue 1). <https://jurnalnasional.ump.ac.id/index.php/AGRITECH/index>
- We Are Social & Hootsuite*. (2023).
- Willie, M. M. (2024). Population and Target Population in Research Methodology. *Golden Ratio of Social Science and Education*, 4(1), 75–79. <https://doi.org/10.52970/grsse.v4i1.405>
- Wiyatiningsih, W., Oentoro, K., Satwikasanti, W. T., & Mahendra, M. A. (2023). Silver and Culinary MSMEs Assistance in the Purbayan Tourism Village through Synergized Promotional Design. *Journal of Innovation and Community Engagement*, 4(2), 117–136. <https://doi.org/10.28932/ice.v4i2.6456>
- World Travel & Tourism Council. (2024). *Travel & Tourism set to Break All Records in 2024, reveals WTTC*.
- Yunita, D. (2023). Pola Perjalanan Wisata Kuliner Kota Medan. *TEHBMJ (Tourism Economics Hospitality and Business Management Journal)*, 3(1), 24–34. <https://doi.org/10.36983/tehbmj.v3i1.440>
- Zainudin, M., Maulidah, S., & Dina Riana, F. (2023). *Strategi Pemasaran Digital dalam Mendorong Keputusan Pembelian Produk Olahan Pisang di Indonesia*.

<https://ejournal.upi.edu/index.php/image>