

## DAFTAR PUSTAKA

- Ali Hasan. 2009. *Marketing*. Jakarta: PT.Buku Kita
- Anholt, Simon. 2007. *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. Basingstoke: Palgrave Macmillan.
- \_\_\_\_\_. 1998. 'Nation-Brands of the Twenty-First Century', *Journal of Brand Management*, 5(6): 395–406
- \_\_\_\_\_. 2003. *Brand New Justice. The Upside of Global Branding*. London: Butter-worth-Heinemann.
- Blackwell, R.D., Engel,J.F., Miniar,P.W. 2006. *Consumer Behavior*. 9th ed. USA:Harcourt. 134.
- Blain, C., Levy, S.E., & Ritchie, J. R. B. (2005). *Destination Branding: Insights and Practices from Destination Management Organizations*. *Journal of Travel Research*, 43(4), 328-338.
- Buchari Alma. 2008. *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung: Alfabeta
- Choi, H.C. & Sirakaya, E. 2006. *Sustainability indicators for managing community tourism*. *Tourism Management*, Vol. 27, pp.1274-1289.
- Chun-An Chen, Hsien-Li Lee, Ming-Huang Lee, Y a-Hui Yang. 2011. *How to Develop Taiwan's Tourism Nation Brand*. Academic Journal.
- Correia Antonia, Adriano Pimpao. 2008. *Decision-making Process of Portugese Tourist Travelling to South America and Africa*. Faculty of Economic, University of Algarve, Fasro, Portugal.
- Csaba, F. 2005. *Corporate Branding*. Purpose People Process, Copenhagen Business School Press, Copenhagen.
- Dinnie,Keith. 2008. *Nation Branding: concepts, issues, practice*. Amsterdam: Elsevier.
- Direktorat Jenderal Pemasaran. 2013. *Rakor Sinkronisasi Program Pemasaran Pariwisata Indonesia 2013*. Kemenparekraf

- Eugenio-Martin, Juan. 2003. *Modelling Determination of Tourism Demand As A 5-Stage Process. A Discrete Choice Methodological Approach.* Environment Department University of York. 341-354
- F. Woo Yee. 2009. *Nation Branding:A Case Study of Singapore.* University Nevada. Las Vegas.
- Fan, Y. 2006. *Branding the nation: what is being branded?.* Journal of Vacation Marketing, 12, 1, 5-14.
- FutureBrand. 2012. *Country Brand Index 2011-2012.* Future Brand
- Gudjonsson, H. 2005. 'Nation Branding', Place Branding, 1(3): 283–298.
- Haven-Tang, C., & Jones, E. 2006. *Using local food and drink to differentiate tourism destinations through a sense of place.* Journal of Culinary Science and Technology, 4(4), 69-86.
- Helmi, Jessica. 2011. *A Conceptual Framework on the Relationship between Nation Brand Perception and Donation Behaviour.* Deakin University.
- Hermawan Kertajaya. 2002. *Marketing Plus 2000; Siasat Memenangkan Persaingan Global,* Jakarta: Granedia Pustaka Utama.
- \_\_\_\_\_. 2004. *Hermawan Kertajaya on Brand;* Seri 9 Elemen Marketing Mark Plus&Co, Bandung: Mizan Pustaka.
- \_\_\_\_\_. & Yuwoshadi. 2005. *Attracting Tourist Traders Investors.* Jakarta : Gramedia.
- Husein Umar. 2003. *Metode Riset Bisnis.* Jakarta. PT Gramedia Pustaka Utama.
- \_\_\_\_\_. 2009. *Metode Penelitian Untuk Skripsi dan Tesis Bisini Edisi Kedua.* Jakarta : Rajawali Pers.
- Iliachenko. 2005. *Exploring Culture,History, and Nature as Tourist Destination Branding Constructs.* Journal of Academic Research.
- Ismayanti. 2010. *Pengantar Pariwisata.* Jakarta: Grasindo.
- Keller, Kevin L. 2008. *Strategic Brand Management.* New Jersey: Prentice Hall.

- Kotler, Gertner, P. A., David. 2002. *Country as brand, product, and beyond: A place marketing and brand management perspective.* Journal of Brand Management, Vol. 9, No. 4/5, 249-261.
- \_\_\_\_\_, Philip, and Garry Amstrrong. 2009. *Principles of Marketing 12<sup>th</sup> Edition.* New Jersey : Prentince Hall.
- \_\_\_\_\_, Keller. 2012. *Marketing Management 14<sup>th</sup> edition.* New Jersey: Prentice Hall.
- Lee Kyung Mi. 2009. *Nation Branding and Sustainable Competitiveness of Nations.* University Twentw. South Korea.
- Lili Adi Wibowo. 2011. *Handout Metodologi Penelitian.*
- Liu, Z.H. 2003. *Sustainable tourism development: a critique.* Journal of Sustainable Tourism, 11 (6), 459-475.
- Marat, Erica. 2009. *Nation Branding in Central Asia: A New Campaign to Present Ideas About the State amd The Nation.* Europe-Asia Studies. Routledge,Vol. 61, No. 7, 1123-1136.
- Menteri Pariwisata dan Ekonomi Kreatif. 2011. *Pengembangan Pariwisata Nasional.* Kemenparekraf
- O'Shaughnessy, J. and O'Shaughnessy, N. J. 2000. 'Testing the Nation as a Brand: Some Neglected Issues'. Journal of Macromarketing,20(1):56 – 64.
- Olins,W. 2002. 'Branding the Nation – the Historical Context'. Opinion Piece. Journal of Brand Management, 9(4–5): 241–248.
- Oorni, A. 2004. *Consumer Objectives and the Amount of Search in Electronic Travel and Tourism Markets.* In: Mills, J.E. and Law, R. Eds 2004. *Handbook of Consumer Behaviour, Tourism and the Internet.* Binghamton: Haworth Hospitality Press
- Pedersen, Søren Buhl. 2007. *Making Space – An Outline of Place Branding* in Samfundslitteratur. Frederiksberg, Denmark.. 9-55, 161-203, 255-233
- Pitana I Gede dan Gayatri. 2005. *Sosiologi Pariwisata.* Yogyakarta: Penerbit Andi

- Prucpairojku, Piyada & Supatana Triamsiriworaku. 2008. *Thailand's Nation Branding: A Study of Thai nation-brand equity and Capabilities*. Malardalen University.
- Puczko L. and Ratz T. 2007. "Trailing Goethe, Humbert and Ulysses Tourism: Cultural Routes in Tourism". *Cultural Tourism: Global and Local Perspectives*. Haworth Press. New York.
- Rahela Farooqi. 2009. *Nation Branding: A Study of India's Brand Equity and Capabilities in Comparison to Two Other South Asian Countries*. Pranjana: The Journal of Management Awareness.
- Rasyid Harun. Al. 1994. *Teknik Penarikan Sampel dan Penyusunan Skala*. Bandung:Unpad.
- Sue Jin Lee. 2011. *The Korean Wave: The Seoul of Asia*. Elon University.
- Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta : Bandung.
- Suharismi Arikunto. 2009. *Prosedur Penelitian Pendidikan*. Jakarta : Alfabeta.
- Symons, M. 1999. *Gastronomic authenticity and sense of place*. In Proceedings of the 9th Australian Tourism and Hospitality Research Conference, Council for Australian University Tourism and Hospitality Education – Part Two (J. Molloy and J. Davies Eds.), pp.333-340, Bureau of Tourism Research.
- Szondi, G. 2008. *Public diplomacy and nation branding: conceptual similarities and differences Discussion papers in Diplomacy*. The Hague: The Netherlands Institute of International Relations “Clingendael”.
- \_\_\_\_\_. 2010. *From image management to relationship building: A public relations approach to nation branding*. Place Branding & Public Diplomacy, 6, 4, 333-343.
- Tjiptono, Fandy. 2011. *Pemasaran Jasa*. Bayumedia Publishing: Jawa Timur.
- Ulber Silalahi. 2010. *Metode Penelitian Sosial*. Bandung: PT.Refika Aditama.
- Uma Sekaran. 2006. *Research Method of Business*. Salemba Empat. Jakarta.
- Wakil Menteri Pariwisata dan Ekonomi Kreatif. 2013. *Program dan Kegiatan Pemasaran Pariwisata 2013*. Kemenparekraf

**Website:**

Akotia, Mathias. 2010. *Nation branding and Nation Image*. Feauture article 2010-11-14. (Accessed 05-07-12/2.35) [<http://www.ghanaweb.com/GhanaHomePage/NewsArchive/artikel.php?ID=197380>]

Anholt, Simon. 2012. (accesed 02-03-12/5.00)  
 [Available at <http://www.simonanholt.com> ]

Cromwell, T. *Why nation brand is important for tourism.* (accessed 10-0812/4.45)  
 [Available at <http://eastwestcoms.com/Why-Nation-Branding-Is-Important-For-Tourism.html>]

Kementrian Pariwisata dan Ekonomi Kreatif. 2012. (accessed 4-10-12/9.55)  
 [Available at <http://www.budpar.go.id> ]

Markessinis, Andreas. 2010. *Nation Branding.* (accessed 05-07-12/2.40)  
 [<http://nation-branding.info/tag/andreas-markessinis/> ]

Teslik, L. H. 2007. *Nation Branding Explained.* (accessed 4-10-12/10.35)  
 [<http://www.cfr.org/publication/>]

Tolba, Ahmed. 2010. *Nation Branding: The Way To Go.* (accessed 4-10-12/3.35)  
 [[http://www.amcham.org.eg/events\\_activities/committees/ArticleDetails.asp?AI=33](http://www.amcham.org.eg/events_activities/committees/ArticleDetails.asp?AI=33)]

*United Nations for World Tourism Organization (UNWTO).* 2012. Perkembangan Pariwisata Indonesia (accessed 20-1-12/08.44) [Available at <http://www.investor.co.id/tourism/unwto-optimis-single-destination-asean-picu-pariwisata/27916> ]