

## DAFTAR PUSTAKA

### Buku

- Aaker, David. *Brand Relevance: Making Competitors Irrelevant*, Boston: Jossey-Bass. 2011.
- Alon, Ilan, Eugene Jaffe, Christiane Prange, and Donata Vianelli. *Global Marketing: Strategy, Practice, and Cases*, 3<sup>rd</sup> ed. USA: Routledge, 2020
- Babbie, Earl. *The Basics of Social Research*. 6<sup>th</sup> ed. Canada: Wadsworth Publishing Company, 2014.
- Burchill, Scott. *Theories of International Relations*. 5<sup>th</sup> ed. London: Palgrave Macmillan, 2013.
- Collier, David. "The Comparative Method." In *Political Science: The State of Discipline II* edited by Ada W. Finifter. Washington DC: American Political Science Association, 1993.
- Creswell, John W. *Qualitative Inquiry & Research Design: Choosing Among Five Approaches*. 2<sup>nd</sup> ed. London: Sage Publication, 2007.
- Dugis, Vinsensio, *Teori Hubungan Internasional: Perspektif-perspektif Klasik*. Surabaya: Airlangga University Press, 2018.
- Dunne, Tim, Milja Kurki, and Steve Smith. *International Relations Theories: Discipline and Diversity*. 3<sup>rd</sup> ed. Oxford: Oxford University Press, 2013.
- Fletcher, John, Alan Fyall, David Gilbert, and Stephen Wanhill. *Tourism: Principles and Practice*. 6<sup>th</sup> ed. Harlow UK: Pearson Education, 2017.
- Harvey, David. *A Brief History of Neoliberalism*. Oxford: Oxford University Press, 2005.
- Hitchcock, Michael, Victor T. King, and Michael J.G Parnwell. *Tourism in South-East Asia*. London: Routledge, 1993.
- Kotabe, Maasaki, and Kristiaan Helsen. *Global Marketing Management*, 5<sup>th</sup> ed. New York: Wiley, 2010.
- Neumann, W. Laurence. *Social Research Methods: Qualitative and Quantitative Approaches*. 7<sup>th</sup> ed. Harlow: Pearson Education Limited, 2014.

- Punch, Keith F. *Introduction to Social Research: Quantitative and Qualitative Approaches*. 3<sup>rd</sup> ed. London: Sage Publication, 2013.
- Risse, Thomas. "Transnational Actors and World Politics." in *Handbook of International Relations*. 2<sup>nd</sup> ed. Sage Publication, 2013.
- Ritcher, Linda K. "Thailand: Where Tourism and Politics Make Strange Bedfellows." in *The Politics of Tourism Asia*. University of Hawa'i Press, 1989.
- Ser, Tan Ern, Brenda S.A. Yeoh, Jennifer Wang, and Theresa Wong. *Tourism in Singapore: An Overview of Policies and Issues in Tourism Management And Policy: Perspectives From Singapore*. World Scientific Publishing, 2002.
- Spurr, Ray. "Tourism Satellite Account." In *International handbook on the economics of tourism* edited by Larry Dwyer and Peter Forsyth. Cheltenham, UK and Northampton, MA: Edward Elgar, 2006.
- Suparwoko, Woko. "International and Southeast Asia Tourism Development." in *Towards Responsible Tourism: A Community-based Approach to Tourism Development in Indonesia*. LAP Lambert Academic Publishing, 2012.
- Viotti, Paul R., and Mark V. Kauppi. *International Relations Theory*. 5<sup>th</sup> ed. New York: Pearson Education, 2012.
- Wardhana, Aditya. "Brand Image and Brand Awareness." in *Brand Marketing: The Art of Branding*. Media Sains Indonesia. 2022.
- Yip, George S. *Total Global Strategy: Managing for Worldwide Competitive Advantage*. Englewood Cliffs: Prentice Hall, 1992

### **Artikel Jurnal**

- Aspers, Patrick, and Ugo Corte. "What is Qualitative in Qualitative Research." *Qual Sociol* Vol. 42 no. 2 (2019): 139-160.
- Baloch, Qadar Bakhsh, Syed Naseeb Shah, Nadeem Iqbal, Muhammad Sheeraz, Muhammad Asadullah, Sourath Mahar, and Asia Umar Khan. "Impact of Tourism Development Upon Environmental Sustainability: a Suggested Framework for Sustainable Ecotourism." *Environ Sci Pollut Res Int*. Vol. 30 no. 3 (2023).
- Batinić, Ivica. "The Role and Importance of the Internet in Contemporary Tourism in Travel Agencies Business." *International Journal of Cognitive Research in science, engineering, and education* 1, no. 2 (2013).

- Brimble, Peter. "Foreign Direct Investment: Performance and Attraction: The Case of Thailand." *Prepared for Workshop on Foreign Direct Investment: Opportunities and Challenges for Cambodia, Laos, and Vietnam in Hanoi* (2002).
- Chancharat, Surachai. "Thai Tourism and Economic Development: The Current State of Research." *Kasetsart Journal of Social Sciences* (2011).
- Cheema, Farooq-E Azam, Saba Rehman, Karachi Sayma Zia, and Karachi Mustaghithis Ur Rehman. "Do Taglines Have a Positive Impact on Building the Brand Perception? A Case Study on Kit Kat." *Journal of Business Study* Vol. 12 no. 1 (2016).
- Ciepley, David A. "Neoliberalism and the Corporation: Mutually Contradictory and Corrupting." *Institute for Advanced Studies in Culture* (2018).
- De Massis, Alfredo, Federico Frattini, and Franco Quillico. "What Big Companies Can Learn from the Success of the Unicorns." *Harvard Business Review* (2016).
- Dwyer, Larry, Peter Forsyth, and Wayne Dwyer. "Tourism and Economic Development: Three Tools of Analysis." *Journal of Tourism Recreation Research* 34 (2015): 307-318.
- Goi, Chai Lee. "A Review of Marketing Mix: 4Ps or More?" *International Journal of Marketing Studies* Vol. 1 no.1 (2009).
- Išoraitė, Margarita. "Marketing Mix Theoretical Aspects." *International Journal of Research Granthaalayah* Vol. 4 no. 6 (2016).
- Jalalpour, Shiva, and Jamshid Shojaeifar. "The Tourism Industry and The International Relations." *World Journal of Environmental Biosciences* Vol. 6 (2014).
- Kabus, Judyta, and Joanna Nowakowska-Grunt. "Tourism Management as an Element of Contemporary International Relations." *World Scientific News* Vol. 48 (2016).
- Kalogiannidis, Stavros Katerina Melfou, and Olympia Papaevaggelou. "Global Marketing Strategic Approaches on Multi-National Companies Product Development." *International Journal of Scientific Research and Management* 8 (2020): 2084-2090.
- Kontis, Alexios-Patapios, and Sofoklis Skoultos. "Digital Evolution in Tourism Marketing Channels: Greek Tourism Industry and Online Travel Agencies." *European Journal of Tourism Research* (2021).

- Lean, Hooi Hooi, Sio Hing Chong, and Chee-Wooi Hooy. "Tourism and Economic Growth: Comparing Malaysia and Singapore." *International Journal of Economics and Management* 8, no. 1 (2014): 139-157.
- Lubis, Zulkarnain. "The Comparison Between Indonesian and Malaysian Tourism Performance, Policies and Sources." *The Sosial Science* Vol. 12 no. 9 (2017).
- Mosbah, Aissa, and Mohamed Saleh Abd Al Khuja. "A Review of Tourism Development in Malaysia." *European Journal of Business and Management* 6, no. 5 (2014).
- Hadi Prabowo and Obsatar Sinaga. "The Role of Tourism on International Relations: Evidence from the Indonesian Economy." *Croatian International Relations Review* (2020).
- Purwomarwanto, Yunitazari Laksmi, and Jayalakshmy Ramachandran. "Performance of Tourism Sector with Regard to The Global Crisis - A Comparative Study Between Indonesia, Malaysia and Singapore." *The Journal of Developing Areas* Vol. 49 no. 4 (2015).
- Ramachandran, Jayalakshmy, and Yunitazari Laksmi Purwomarwanto. "Performance of Tourism Sector With Regard to the Global Crisis - A Comparative Study Between Indonesia, Malaysia, and Singapore." *The Journal of Developing Areas* 49, no. 4 (2015).
- Rusu, Sergui. "Tourism multiplier effect." *Journal of Economics and Business Research* no. 1 (2011).
- Suryani, Tatik, Abu Amar Fauzib, and Mochamad Nurhadic. "Enhancing Brand Image in the Digital Era: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia." *Gajah Mada International Journal of Business* Vol. 23 no. 3 (2021).
- Trupp, Alexander, and Claudia Dolezal. "Tourism and development in South-East Asia." *Austrian Journal of South-East Asian Studies* 8 Vol. 2 (2015): 117-124.
- Tzioras, Nikolas. "The Internet as an Important Tool in the Tourism Industry and its Use in Customer Service." *Expert Journal of Marketing* 6 Vol. 2 (2018): 74-80.
- Waterschoot, Walter van, and Christophe van den Bulte. "The 4P Classification of the Marketing Mix Revisited." *Journal of Marketing* Vol. 56 no. 4 (1992).

Watkins, Mark, Ziyadin Sayabek, Aliya Imatayeva, and Aizhan Kurmangalieva. "Digital tourism as a key factor in the development of the economy." *Journal of Economic Annals-XXI* 169 (2018): 40-45.

Wirudchawong, Niti. "Policy on Community Tourism Development in Thailand." *Journal of Ritsumei University* (2012).

Yusuf, Mohamad, and Edward Giordan Santoso. "Indonesian Tourists' Perception regarding Singapore's Tourism Television Commercial." *Binus Business Review* Vol. 11 no. 3 (2020).

Zou, Shaoming, and S. Tamer Cavusgil. "The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance." *Journal of Marketing* 66, no. 4 (2002).

## **Internet**

Afandi, Hanum. "Traveloka launches Balik Kampung campaign." *New Straits Times*. <https://www.nst.com.my/lifestyle/bots/2022/04/791683/tech-traveloka-launches-balik-kampung-campaign>

Air Asia News. "AirAsia tarik semua penerbangan dari Traveloka." <https://newsroom.airasia.com/news/2019/3/4/airasia-tarik-semua-penerbangan-dari-traveloka#gsc.tab=0>

Aman, Azanis Shahila "Traveloka aims to establish more collaborations to drive domestic tourism." *New Straits Times*. <https://www.nst.com.my/business/2022/03/775794/traveloka-aims-establish-more-collaborations-drive-domestic-tourism>

Arifin, Choirul. "Ekspansi ke Pasar ASEAN Sejak 2015, Traveloka Kini Kelola 40 Juta Pengguna Aktif." *Tribun News*. <https://www.tribunnews.com/techno/2022/02/24/ekspansi-ke-pasar-asean-sejak-2015-traveloka-kini-kelola-40-juta-pengguna-aktif>

Avisena M. I. R. "Start-up Berperan Penting bagi Perekonomian Indonesia." *Media Indonesia*. <https://mediaindonesia.com/ekonomi/555189/start-up-berperan-penting-bagi-perekonomian-indonesia#:~:text=Start%20Dup%20berperan%20dalam%20penciptaan,Peluang%20start-up%20cukup%20besar.>

Baziad, Masyita. "Indonesia's Traveloka begins South-East Asian voyage." *Digital News Asia*.

<https://www.digitalnewsasia.com/startups/indonesia%E2%80%99s-traveloka-begins-south-east-asian-voyage>

Bhwana, Petir Garda. "Traveloka to Receive Funding from Thailand-based Firm." Tempo. <https://en.tempo.co/read/1617868/traveloka-to-receive-funding-from-thailand-based-firm>

Ciotti, Gregory. "The Psychology of Color in Marketing and Branding." USAI Lighting. [https://www.usailighting.com/stuff/contentmgr/files/1/2f6fafec517a66b6c3857c06b2bffffc/misc/psychologycolormarketingbranding\\_entrepreneur.pdf](https://www.usailighting.com/stuff/contentmgr/files/1/2f6fafec517a66b6c3857c06b2bffffc/misc/psychologycolormarketingbranding_entrepreneur.pdf)

CNN Indonesia. "Traveloka Buka Opsi Kerja Sama Jual Lagi Tiket Air Asia." <https://www.cnnindonesia.com/ekonomi/20191107151914-92-446376/traveloka-buka-opsi-kerja-sama-jual-lagi-tiket-air-asia>

Cordon, Miguel. "Traveloka launches movie-booking service in Thailand." Tech in Asia. <https://www.techinasia.com/traveloka-launches-movie-booking-service-thailand>

Darmawan, Rizki. "Daftar 5 Investor Traveloka, Terakhir hingga Rp7,5 Triliun." Sindo News. <https://ekbis.sindonews.com/read/895491/34/daftar-5-investor-traveloka-terakhir-hingga-rp75-triliun-1664168990>

Dewi, Intan Rakhmayanti. "Baru Diupdate, Ini Daftar 13 Unicorn Kelahiran Indonesia." CNBC Indonesia. <https://www.cnbcindonesia.com/tech/20220922152800-37-374219/baru-diupdate-ini-daftar-13-unicorn-kelahiran-indonesia>

East Ventures. "Indonesia's Traveloka Eyes Sustainability Demand as Tourists Return." <https://east.vc/from-portfolios/indonesias-traveloka-eyes-sustainability-demand-as-tourists-return/>

East Ventures. "STB and Traveloka in Partnership to Attract More South-East Asian Visitors to Singapore." <https://east.vc/east-ventures/stb-singapore-tourism-board-partnership/>

Fundrika, Bimo Aria. "Mengenal Godwit, Burung yang Jadi Inspirasi Logo Traveloka." Suara.com. <https://www.suara.com/lifestyle/2022/03/14/131626/mengenal-godwit-burung-yang-jadi-inspirasi-logo-traveloka>

Gunathevan, Sashidaran. "Tourism Malaysia collaborates with Traveloka to promote Malaysia." Citizens Journal. <https://cj.my/125910/tourism-malaysia-collaborates-with-traveloka-to-promote-malaysia/>

- Gunawan, Andre. “[Infografis] Traveloka: Sejarah Lahirnya Sebuah Unicorn,” Tech In Asia. <https://id.techinasia.com/infografis-sejarah-traveloka>
- Hartati, Euis Rita. “Traveloka Dorong Transformasi Digital Pariwisata.” Investor.id. <https://investor.id/business/338695/traveloka-dorong-transformasi-digital-pariwisata>
- Herman. “Traveloka Ekspansi ke Kawasan ASEAN.” Berita Satu. <https://www.beritasatu.com/iptek/381800/traveloka-ekspansi-ke-kawasan-asean>
- Irawan, Belva. “Traveloka Names Diana Danielle as Brand Ambassador for Malaysia.” Traveloka News. <https://www.traveloka.com/en-id/explore/news/traveloka-names-diana-danielle-as-brand-ambassador-for-malaysia/126356>
- Irawan, Belva. “Traveloka Celebrates 10th Anniversary, Strengthens Position as Southeast Asia's Lifestyle Superapp.” Traveloka News. <https://www.traveloka.com/en-id/explore/news/traveloka-celebrates-10th-anniversary-strengthens-position-as-southeast-asias-lifestyle-superapp/126350>
- Irawan, Belva. “Traveloka Launches Pilot Climate Action Checkout for Singapore Consumers in Partnership with South Pole.” Traveloka News. <https://www.traveloka.com/en-id/explore/news/traveloka-launches-pilot-climate-action-checkout-for-singapore-consumers-in-partnership-with-south-pole/269698>
- Media Indonesia. “Ini Tagline Baru Traveloka Gantikan Traveloka Dulu.” <https://mediaindonesia.com/ekonomi/542464/ini-tagline-baru-traveloka-gantikan-traveloka-dulu>
- Oktaviani, Dhini. “Singapore strengthens trade partnerships to drive Indonesian visitation.” TTG Asia. <https://www.ttgasia.com/2022/05/27/singapore-strengthens-trade-partnerships-to-drive-indonesian-visitation/>
- Putri, Citra. “Traveloka focuses on Thailand, as it aims to drive the next phase of tourism growth heading in 2024.” Traveloka News. <https://www.traveloka.com/en-id/explore/news/traveloka-focuses-on-thailand-as-it-aims-to-drive-the-next-phase-of-tourism-growth-heading-in-2024/290355>
- Putri, Citra. “Traveloka, Southeast Asia’s leading travel platform unveils a new tagline ‘Life, Your Way’.” Traveloka News. <https://www.traveloka.com/en-id/explore/news/traveloka-southeast-asias-leading-travel-platform-unveils-a-new-tagline-life-your-way/190335>

- Ramadhani, Mutia. "Traveloka Ekspansi ke Asia Tenggara." Republika. <https://ekonomi.republika.co.id/berita/o73yry382/traveloka-ekspansi-ke-asia-tenggara>
- Sagar, Mohit. "STB using travel tech partners to attract and enhance visitor experience in Singapore." Open Gov Asia. <https://opengovasia.com/stb-using-travel-tech-partners-to-attract-and-enhance-visitor-experience-in-singapore/>
- Santia, Tira. "Traveloka Resmi Jadi Affiliate Member Organisasi Pariwisata Dunia." Liputan 6. <https://www.liputan6.com/on-off/read/5321577/traveloka-resmi-jadi-affiliate-member-organisasi-pariwisata-dunia>
- Sanusi, and Choirul Arifin. "Studi PwC: Traveloka Dorong Pertumbuhan Industri Wisata Asia Tenggara." PwC Indonesia. <https://www.pwc.com/id/en/media-centre/pwc-in-news/2023/indonesian/studi-pwc-traveloka-dorong-pertumbuhan-industri-wisata-asia-tenggara.html>
- Singapore Tourism Board. "Singapore's tourism sector recovers strongly in 2022, visitor numbers expected to double in 2023." <https://www.stb.gov.sg/content/stb/en/media-centre/media-releases/Singapore-tourism-sector-recovers-strongly-in-2022-visitor-numbers-expected-to-double-in-2023.html>
- SME Asia. "Traveloka To Contribute To Malaysia's Recovery of the Tourism Industry." <https://sme.asia/traveloka-to-contribute-to-malaysias-recovery-of-the-tourism-industry/>
- Sritama, Suchat. "Traveloka bolstering Thai market with OTA strategy." Bangkok Post. <https://www.bangkokpost.com/business/1574806/traveloka-bolstering-thai-market-with-ota-strategy>
- Suprayitno, Dede. "Traveloka bidik ekspansi di Asia Tenggara." Kontan. <https://industri.kontan.co.id/news/traveloka-bidik-ekspansi-di-asia-tenggara>
- The Jakarta Post. "Malaysia's ERL announces partnership with Traveloka." <https://www.thejakartapost.com/travel/2018/10/02/malaysias-erl-announces-partnership-with-traveloka.html>
- The Star Malaysia. "MAG launches NDC platform to enhance communication, cooperation with trade partners." <https://www.thestar.com.my/business/business-news/2023/04/17/mag->



[launches-ndc-platform-to-enhance-communication-cooperation-with-trade-partners](#)

Traveloka Press. “Rate it to Win it”: Traveloka’s Interactive Marketing Campaign in the Hearts of Singapore.” <https://www.traveloka.com/en-id/explore/news/rate-it-to-win-it-travelokas-interactive-marketing-campaign-in-the-hearts-of-singapore/78762>

Traveloka Press. “Singapore Tourism Board partners Traveloka and Trans Digital Media to welcome Indonesian travellers to Singapore as part of the SingapoReimagine recovery campaign.” <https://www.traveloka.com/en-id/explore/news/singapore-tourism-board-partners-traveloka-and-trans-digital-media-to-welcome-indonesian-travellers-to-singapore-as-part-of-the-singaporeimagine-recovery-campaign/139451>

Traveloka Press. “The best Malaysian hotels recognized at the Traveloka Hotel Awards 2019.” <https://www.traveloka.com/en-sg/explore/tips/traveloka-hotel-awards-2019/48584>

Traveloka Press. “Traveloka Presents EPIC Sale 2021 in Thailand, Driving Tourism Recovery while Promoting Safe Travel.” <https://www.traveloka.com/en-th/explore/news/traveloka-presents-epic-sale-2021-in-thailand-driving-tourism-recovery-while-promoting-safe-travel/110557>

Triwijanarko, Ramadhan. “Makna Warna Dalam Sebuah Logo.” Marketeers. <https://www.marketeers.com/makna-warna-dalam-sebuah-logo/>

Triwijanarko, Ramadhan. “Strategi Traveloka Untuk Selalu Diingat Ketika Traveling.” Marketeers. <https://www.marketeers.com/strategi-traveloka-selalu-diingat-ketika-traveling/>

Web In Travel. “PTT OR takes stake in Traveloka to expand into travel.” <https://www.webintravel.com/ptt-or-takes-stake-in-traveloka-to-expand-into-travel/>

Winarto, Yudho. “Terbang keluar negeri kian mudah via Traveloka.” Kontan. <https://industri.kontan.co.id/news/terbang-keluar-negeri-kian-mudah-via-traveloka>

Wulandari, Dwi. “Malaysia Healthcare Travel Council dan Traveloka Bersinergi.” MIX Marketing Communication. <https://mix.co.id/marcomm/news-trend/malaysia-healthcare-travel-council-dan-traveloka-bersinergi/>

Yuliawati. “Ekspansi ke Thailand, Traveloka Berhasil Jadi Paling Populer.” Katadata. <https://katadata.co.id/yuliawati/digital/5e9a55f71374b/ekspansi-ke-thailand-traveloka-berhasil-jadi-paling-populer>

Yusra, Yenny. “Terus Berekspansi secara Regional, Aplikasi Traveloka Sudah Memperoleh 7 Juta Unduhan.” Daily Social.

<https://dailysocial.id/post/terus-berekspansi-secara-regional-aplikasi-traveloka-sudah-memperoleh-7-juta-unduh>

