



# WONDERLAND INDONESIA AS A BRAND IMAGE OF INDONESIA AS A CULTURED COUNTRY ON YOUTUBE CHANNEL

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## Abstrak

### **Kata Kunci:**

Indonesia, Brand  
Image, Culture,  
YouTube, Country  
Brand

The uniqueness of a country is a marker as well as a differentiator between one country and another. Indonesia itself is a country with expansive natural beauty, friendly local community wisdom, and a variety of cultures. The development of technology that facilitates human work and the existence of fast internet access today makes the exchange of information easy. The ease of information exchange currently has an impact on the entry of cultures from various countries to users in Indonesia, where local culture slowly begins to fade and unknown. The culture that owned by the Indonesian people is not attractive to young people because it is considered old-fashioned, less attractive, and there is no packaging that is more appropriate for the younger generation. This research was conducted using random observation and questionnaire methods to find out how much the younger generation loves the culture of the Indonesian people. While the research results are expected to be a lighter for Indonesian cultural creators.

**Keywords:** Indonesia, Brand Image, Culture, YouTube, Country Brand

## ABSTRAK

### **Keyword:**

Indonesia, Brand  
Image, Budaya,  
YouTube,  
Country Brand

Keunikan suatu negara merupakan sebuah penanda sekaligus pembeda antara satu negara dengan negara lainnya. Indonesia sendiri merupakan sebuah negara dengan keindahan alam yang membentang, kearifan masyarakat lokal yang ramah, serta ragam budaya. Berkembangnya teknologi yang memudahkan pekerjaan manusia serta adanya akses internet yang cepat saat ini membuat pertukaran informasi menjadi mudah. Kemudahan pertukaran informasi saat ini berdampak terhadap masuknya kebudayaan dari berbagai negara terhadap pengguna yang berada di Indonesia, dimana kebudayaan lokal perlahan mulai memudar dan tidak dikenal. Kebudayaan yang dimiliki oleh bangsa Indonesia tidak diminati oleh kalangan muda karena dianggap kuno, kurang menarik, dan tidak adanya pengemasan yang lebih mengena untuk generasi muda. Penelitian ini dilakukan metode pengamatan dan kuisioner secara acak untuk mengenal seberapa cinta generasi muda terhadap kebudayaan yang dimiliki oleh bangsa Indonesia. Sedangkan hasil penelitian diharapkan dapat menjadi pemantik untuk pengkarya kebudayaan Indonesia.

**Kata kunci:** Indonesia, Brand Image, Budaya, YouTube, Country Brand



## INTRODUCTION

Culture is a variety of things from human reason and mind, especially for the routines of daily life, as a guide, even as a medium of entertainment. The beginning of the emergence of culture in society in ancient times was an inseparable part of human life to socialize in their environment. Indonesia itself is a country with a diversity of tribes, cultures and beautiful nature. An archipelagic country that makes Indonesia has a diverse population with diverse ethnicities, races, cultures, and languages. One of the identical things contained in a culture is a folk song, which can become the identity of the area as well as describe its potential such as natural wealth, social life of the area (Lailatul Rhamawati, 2021).

The current technologic developments bring changes that are quite pronounced, especially in the dissemination of information that is much faster and wider. One of the technological advances felt by the Indonesian nation and people is the ease of internet access which increasingly easy to reach so the communication process can be exchanged so quickly. As explained by Saleha (2013) the emergence of this phenomenon is called globalization, which is triggered by the ease of internet access as a broad exchange of information

between countries. The development of technology that facilitates the process of exchanging information as well as the emergence of various social media platforms for communication between people over the past two decades have made each user able to disseminate information easily and widely in a fast time. The development of this media can also be called new media or New Media, as explained by McQuail (2009) new media is a term used for various communication technologies that can be used to share with a wide audience with characteristics such as digitization, wide availability, and for personal use as communication tool. YouTube is one of the new media for mass communication of audio-visual social media platforms that is in great demand by internet users, where each user can become a provider of audio-visual information or just be a connoisseur or recipient of the information. YouTube can disseminate information in an interesting way so that it is widely used to disseminate various information to various countries without any boundaries between countries in the current digital era of the internet. The information contained through YouTube also varies from daily news, technology, hobbies, culture, tourism, to religion, which can be accessed by every user.

This technological progress also certainly brings the impact of positive, negative changes, threatens or can get rid



of the cultural diversity that is owned by the Indonesian nation. This can be seen with the inclusion of western culture, J-Pop, and K-Pop which are more in demand by the younger generation of Indonesia than their own culture. The interest in foreign culture by teenagers is none other than because of the many technologies that have been developed by developed countries and the use of these technologies by the people of Indonesia (Sita, 2013). The lack of interest in Indonesian culture by the younger generation has resulted in many shifts in cultural values that are not in accordance with the cultural customs of the surrounding community which are very different from foreign cultures that come from developed countries.

The use of YouTube social media was also chosen by Alffy Rev as a native Indonesian creator or YouTuber to be able to introduce Indonesian culture widely to the international scene, with a phenomenal work on August 17, 2021, namely "Wonderland Indonesia". The work has so far been watched more than 36 million times, both from within Indonesia and outside Indonesia. This research was appointed to see the effect of the video "Wonderland Indonesia" by Alffy Rev as forming the brand image of Indonesia as a cultured country on the YouTube channel. According to Jusisseno (2019) in his book, a destination is actually not only seen as a destination but

a place in which there are cultural and natural values.

## **LITERATURE REVIEW**

Furthermore, this study will use a qualitative descriptive method based on the results of the questionnaire and the phenomenon of the video "Wonderland Indonesia" on YouTube social media. Where the research will describe the data descriptively by describing the presentation of the data with an in-depth narrative of the existing situation (Kriyantono, 2020). The choice of this method is to open the position of the object of research clearly and broadly. The research was conducted by finding the elements forming the brand image of the Indonesian state which were included in the video "Wonderland Indonesia" which would then be clearly dissected.

### **2.1. Culture**

Culture is an identity that cannot be separated from a place, where the state of a society in a certain place has a different culture. The role of culture as communication, culture is communication, and communication is culture. So that culture becomes a communication tool for every society in it, attached to an inseparable identity between the various elements that make it up.

Indonesia itself is a nation that has various tribes with local cultural wisdom



values and symbols attached, so that the cultural differences that Indonesia has are an invaluable treasure, including regional languages. As has been explained by Dienaputra (2011) that talking about a culture will automatically talk about one of the important elements in that culture, namely the regional language of origin of the culture where every place has its own regional language.

Meanwhile, according to Abdullah (2010), people who have ethnic and ethnic diversity can now exchange cultures in a series of interactions. So that with the advancement of technology today it is very possible for every cultured society to spread their culture and exchange to learn about other cultures. The spread of culture is carried out by the community to provide a sign or symbol of pride in its culture.

## **2.2. Brand Image**

Image or image is often a visualization of memories of something that has been experienced by someone in his life. The role of the brand itself is made to represent the image it has to its intended people, so that a good brand image is very important to form for an identity, easy to recognize, remember, and trust. Aaker and Joachimsthaler (2000) explain that describing the identity of a brand is a very important process to be better known. The activities of the

brand itself are called branding, which has a broad purpose and meaning to be part of the way to be known or remembered by the audience (Cholil, 2018).

The development of the brand itself includes a destination or place, called a Brand Destination. For the formation of a destination brand, there are things that need to be considered, such as the visitor's assessment of everything related to the tourist destination (Jusisseno, 2019). So, as explained by Knapp and Sherwin (2005), some destination brand experts are very careful while emphasizing that a destination brand is not just a logo or tagline, but can be an important element for its development. Furthermore, other supporting variables are the existence of natural or natural potential, destination infrastructure, distinctive building or architectural forms, culture, and economic potential (Kusumohendrarto, 2021).

## **2.3. MEDIA**

Communication is an inseparable relationship by every living creature, including humans. Along with the development and advancement of technology, communication is now adapting to various media as a channel of information that is always changing from time to time. Where at this time communication through social media with an internet connection has become a



necessity that cannot be separated from every user. This influence forms a place for gathering, interacting, generating interest, community, and sharing experiences, which is a much-loved attraction (Jon Munro and Bethan Richards, 2011).

The existence of this influence makes the dissemination of information as a form of one-way communication has now changed to a culture of conversational interaction. Weber (2009) suggests taking an approach with four main scopes, namely engagement, intimate interaction, and influence.

Furthermore, data collection is carried out using questionnaires via google form (online) so that it can be spread widely with a wide range. So that the distribution of the questionnaire will be able to see in general the responses and responses, the various elements that form the brand image of the Indonesian state. The presentation of the data will be done by elaborating the data, compacting the data, presenting the data, and drawing conclusions to verify the research results (Matthew B. Miles, 2014).

## METHOD

Furthermore, this study will use a qualitative descriptive method based on the results of the questionnaire and the phenomenon of the video "Wonderland Indonesia" on YouTube social media.

Where the research will describe the data descriptively by describing the presentation of the data with an in-depth narrative of the existing situation (Kriyantono, 2020). The choice of this method is to open the position of the object of research clearly and broadly. The research was conducted by finding the elements forming the brand image of the Indonesian state which were included in the video "Wonderland Indonesia" which would then be clearly dissected.

## RESULTS AND DISCUSSION

The development of increasingly advanced technology and the presence of the internet that is increasingly easy to access has now become a means of information dissemination media that is in great demand, especially with various social media platforms that are able to spread widely and quickly. This advantage is used by musician Alffy Rev to form the image of the Indonesian state as a cultured country full of wonders through the creation of music videos on the YouTube social media platform.

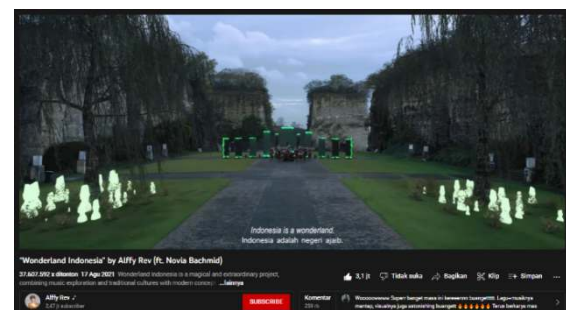


Image 1 : "Wonderland Indonesia" by Alffy Rev feat. Nova Backmid on the Youtube channel (Source: Alffy Rev Youtube)





Image 3 : Various Traditional Houses and Places of Worship (above) and Variety of Regional Traditional Clothing (below)  
(Source: Alfyy Rev Youtube)



Image 4 : South Kalimantan traditional clothing (top) and Riau traditional clothing (bottom)  
(Source: Alfyy Rev Youtube)



Image 5 : Papuan traditional clothing (top) and North Sulawesi traditional clothing (bottom)  
(Source: Alfyy Rev Youtube)



Image 2 : "Wonderland Indonesia" Opening  
(Source: Alfyy Rev Youtube)



Wonderland Indonesia's upload by Alfyy Rev was published on August 17, 2021 and has been viewed 37 million times. The timing of the upload on that date aims to commemorate independence day on August 17, 1945 as well as convey a message of the beauty of the cultural diversity that the State of Indonesia has. The packaging of the brand image of the Indonesian state as a cultured country is well conveyed, as can be seen from the contemporary visual appearance, the presence of various folk songs, regional languages, traditional clothes, traditional houses, and dances which are then combined into one video.



Image 6 : West Sumatra traditional clothing (above)  
and Balinese traditional clothing (below)  
(Source: Alfyy Rev Youtube)

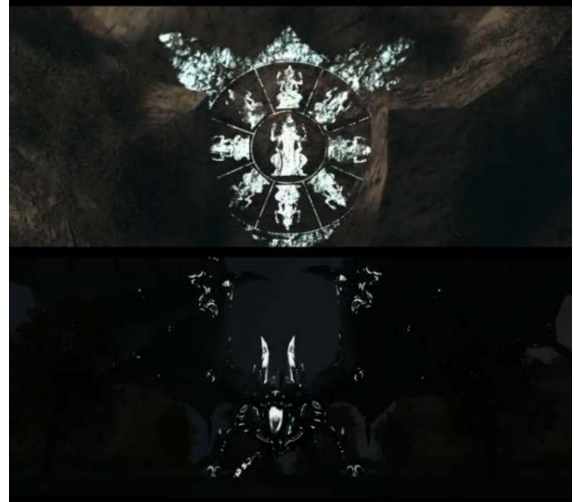


Image 9 : Dewata Nawa Sanga (top) and  
Mythological Creatures of Antaboga (bottom)  
(Source: Alfyy Rev Youtube)



Image 7 : West Java Traditional Clothing (above)  
and West Nusa Tenggara Clothing (below)  
(Source: Alfyy Rev Youtube)



Image 10 : The beauty of Indonesian forests  
(above)  
and hilly landscapes (below)  
(Source: Alfyy Rev Youtube)



Image 8 : Central Javanese Traditional Clothing  
(above) and Garuda Wisnu Kencana Statue (below)  
(Source: Alfyy Rev Youtube)



Image 11 : Text of the Proclamation of Indonesian Independence (above) and the Song To Your Country (below)  
(Source: Alfyy Rev Youtube)



Image 12 : Folk songs (up and down)  
(Source: Alfyy Rev Youtube)



Image 13 : folk anthem and 1 national anthem "Bagimu Negeri"  
(Source: Alfyy Rev Youtube)

Cadlwell and Freire (2004) mention that sometimes people see countries, regions, and cities from a different

perspective, so that a country's brand identity will be uniquely represented. Furthermore, the positioning matrix of the city-state-region according to Ram Herstein (2012) brand can be aimed at changing or building the image of a country, region, city to make it more attractive to tourists, improve reputation, and travel decisions.

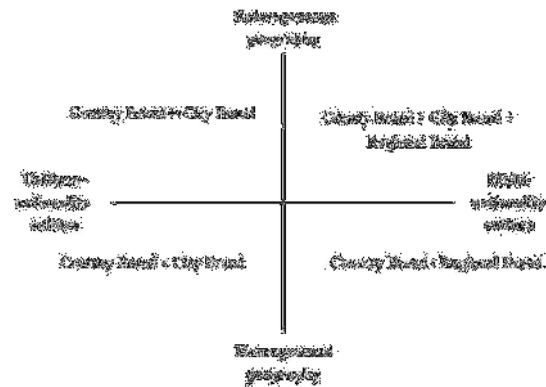


Image 14 : State-City-Region Positioning Matrix, Ram Herstein (2012)

Four Types of Positioning	Charac-teristics	Brand Strategy
Heterogeneous Geography – National Cultural Diversity	The country has a lot to offer in landscape (nature), cultural diversity and atmosphere	Provide an introduction to the various advantages possessed by country brands, not city brands or regional brands
Heterogeneous Geography - National Cultural Uniformity	Countries have a lot to offer in landscapes (nature), but not in culture	Make the country brand the same as the city brand (because it





	and atmosphere	can be represented directly)
Homogeneous Geography – National Cultural Diversity	Countries do not have landscapes (nature) but have diverse cultures and atmospheres	Making regional brands superior to represent country brands
Homogeneous Geography - National Cultural Uniformity	Countries do not have landscapes (nature) and do not have a variety of cultures and atmospheres	Making regional brands superior to represent country brands Making city brands superior to country brands.

Table: State-City-Territory Positioning Matrix, Ram Herstein (2012)

Based on Ram Herstein's table, the right way to represent a good image for Indonesia is to use "Heterogeneous Geography - National Cultural Diversity", which provides an introduction to the various advantages that Indonesia has such as culture, language, clothing, and landscapes as a country brand (brand name). country), not on city brands or regional brands. So that Alfyy Rev's work through "Wonderland Indonesia" can be a representation of Indonesia's image on the international scene through YouTube social media.

The existence of a work uploaded on social media can be seen as successful or not through the responses given by netizens (internet social media users), either through likes, views, comments, sharing or reviews made by netizens through their personal social media.

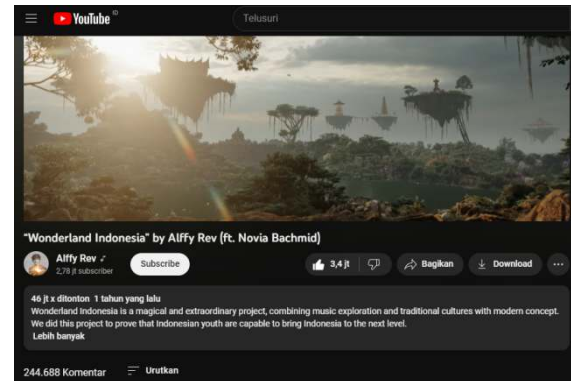


Image 15 : audience response "Wonderland Indonesia"  
(Source: Alfyy Rev Youtube)

Based on the video made by Alfyy Rev, various responses emerged, both from the number of views to more than 46 million, comments of 244 thousand, and the number of likes 3.4 million. This interaction on social media is the result of what netizens feel about what the creator has made. This reaction then makes the social media stage feel closer because there are almost no barriers between fellow social media users, no national boundaries, social status, culture, gender, education, the creator who can respond directly to netizens, or fellow netizens who can respond to each other netizens.

These responses then make social media now more widely used as a place to interact without any barriers. The responses made by netizens are not just watching videos, giving comments, giving



thumbs up or likes, or sharing emails, but also being able to review videos that are uploaded personally on content or anything that is interesting to discuss.

The response of netizens who made video reviews on their personal channels was an enthusiasm for the content that would be brought by them. So it requires more effort to make video reviews on their channel, such as taking videos independently, preparing scripts or texts for materials, editing, rendering, to uploading materials on social media. This effort is nothing but a response to what social media users feel through the video reviews they make. Similar to what happened to the video "Wonderland Indonesia", of the many users of YouTube social media, some of them made an effort to review through videos on their personal channels as a form of enthusiasm, response, or feelings they experienced towards the work made by Alffy Rev. The following are some video reviews conducted by YouTube social users on their channel for the "Wonderland Indonesia" video:

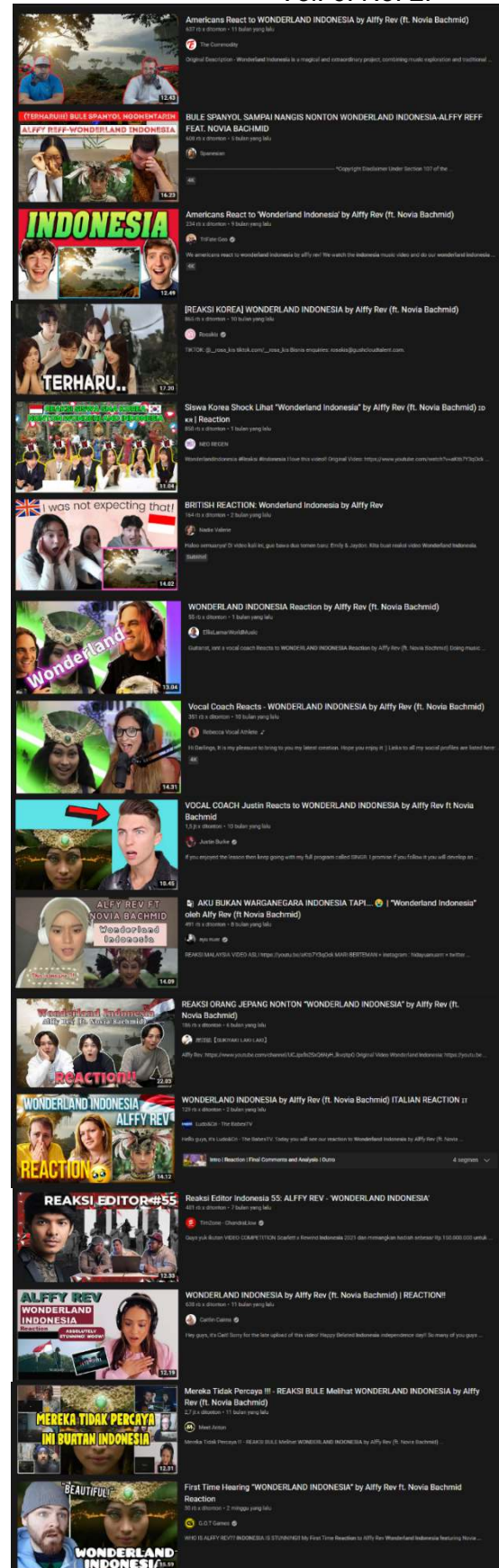


Image : The reactions of netizens after seeing the video "Wonderland Indonesia" by making a video review (Source: Youtube)



Based on the results of the reviews of YouTube social media users above on videos made by Alffy Rev, it can be seen that there are YouTube creators from Spain who feel amazed at the Indonesian culture packaged by Alffy Rev, several other YouTube creators from abroad just found out about diversity culture that is owned by the Indonesian people, so they did not expect the extraordinary video from the Indonesian creator, Alffy Rev. The results of the review from the creators who responded via videos on their respective YouTube channels, it can be concluded that there is a sense of admiration for the cultural diversity that Indonesia has through traditional clothes, folk songs, traditional houses, to the atmosphere of tradition and nature. Because some still think that the culture that is owned by Indonesia is only culture that comes from the island of Bali and not diverse.

The large number of viewers, likes, comments, and video reviews on the YouTube channel, indicates that netizens or social media users are currently an active audience who can respond directly to what they feel. For this reason, the reach and influence of social media cannot be underestimated because it has great benefits for the content created by each creator in conveying messages to an international audience.

Even in this study, researchers have distributed questionnaires to netizens of social media users with the

reach of the Indonesian people to be able to see Alffy Rev's video with the title "Wonderland Indonesia" and to provide a quick response to what they feel.

Kamu asalnya (daerah) dari mana nih?  
394 jawaban

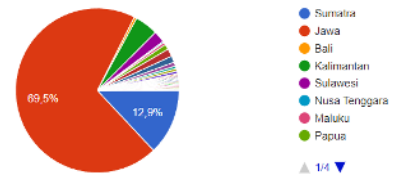


Diagram 1: Regional origin of 394 respondents

Umur kamu berapa nih?  
394 jawaban

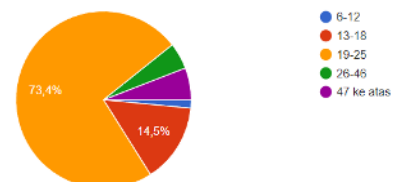


Diagram 2 : age range of 394 respondents

Kira-kira kamu sudah mengetahui karya "Wonderland Indonesia" oleh Alffy Rev belum nih?  
393 jawaban

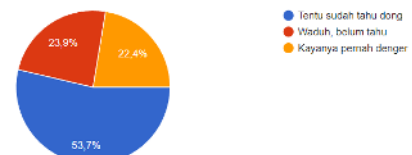


Diagram 3 : The existence of "Wonderland Indonesia" to 393 respondents

Kalau menurut kamu hasil karya kak Alffy Rev bagaimana nih?  
394 jawaban

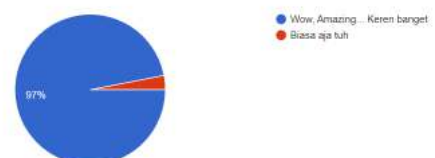


Diagram 4 : Opinions of respondents to the work of Alffy Rev "Wonderland Indonesia"



Dari video kak Alfyy Rev tentang Wonderland Indonesia, menurut kamu apakah sudah bisa menyebutkan kalau Indonesia itu benar-benar memiliki keberagaman budaya?

Salin

394 jawaban

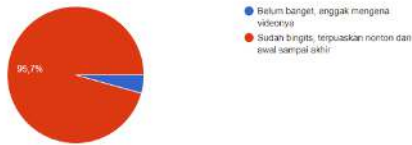


Diagram 5 : sebagai negara dengan budaya yang beragam

Respondents' opinion regarding the image of the Indonesian state as a country with diverse cultures

Saat melihat video Wonderland Indonesia tadi, kamu merasakan apa nih sebagai masyarakat Indonesia yang memiliki kebudayaan yang beragam?

Salin

394 jawaban

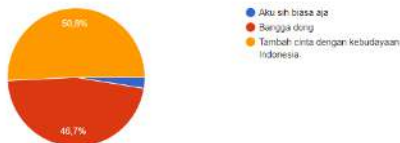


Diagram 6 : The level of pride in Indonesian cultural diversity from 394 respondents

Setelah melihat video tadi, kamu tahu enggak ternyata kak Alfyy Rev mencoba mengangkat semua kebudayaan Indonesia dari Sabang sampai Marauke loch, dengan diwakilkan beberapa kebudayaan dari setiap pulau di Indonesia. Gimana, kamu enggak?

Salin

393 jawaban

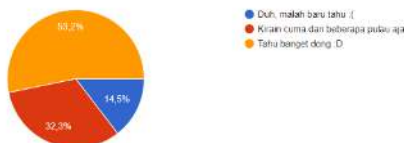


Diagram 7 : Respondents' knowledge of the cultural representatives of each island in Indonesia

Kamu tahu enggak lagu daerah apa aja yang ada di video tersebut?

393 jawaban

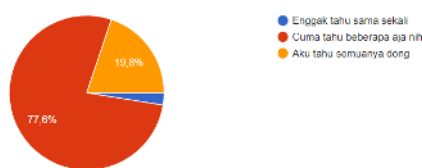


Diagram 8 : knowledge test of 393 respondents to folk songs

Ternyata beragam juga ya kebudayaan yang dimiliki bangsa Indonesia, dari lagu daerah, pakaian adat, tarian, rumah adat, alat musik, dan yang nuansa destinasi wisatanya yang indah. Kira-kira kamu tertarik untuk melestarikan kebudayaan Indonesia enggak nih?

Salin

393 jawaban



Diagram 9 : The results of the respondents' interest in preserving Indonesian culture

Setelah lihat video tadi, kamu tertarik enggak nih buat berwisata keliling di Indonesia?

Salin

394 jawaban

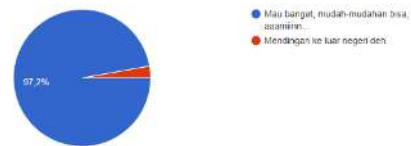


Diagram 10 : Interest in visiting Indonesian tourists after seeing the work of Wonderland Indonesia

Kamu tahu kan kebudayaan di beberapa negara seperti Jepang, Korea, China, dll tapi kalau disuruh memilih, kamu bakal pilih kebudayaan mana nih untuk kamu pelajari dan kamu ceritain?

Salin

390 jawaban

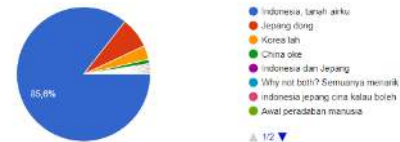


Diagram 11 : The level of interest of respondents in studying culture

Dari video Wonderland Indonesia, coba jawab jujur menurut kamu itu karya buatan putra bangsa atau bukan nih?

Salin

391 jawaban

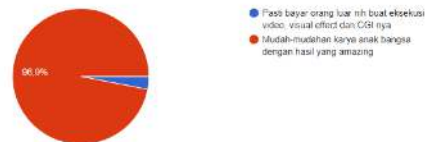


Diagram 12 : Results of respondents' guesses about the work of Wonderland Indonesia

Iya, ternyata semua video kak Alfyy Rev dari awal sampai akhir buatan anak bangsa loh dan diakui sama beberapa content creator dari negara-negara luar. Kamu bangga enggak nih?

392 jawaban

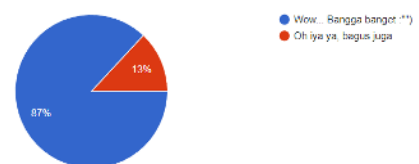


Diagram 13 : The level of pride in the work of the nation's children in the video Alfyy Rev

Based on the results of the survey above, it can be concluded that most of the respondents came from Java Island with a maximum age range of 19-25 years for the use of social media which currently cannot be separated from the younger generation of Indonesia or the whole world. Most of them still do not know and





know the culture that Indonesia has, both from folk songs, clothing, or cultural representations of each island in Indonesia. Alfyy Rev's work itself was made with the aim of introducing Indonesia's cultural diversity which was then disseminated through social media YouTube. However, respondents after seeing Alfyy Rev's work with Wonderland Indonesia felt proud and loved the culture that Indonesia has.

Through this work, respondents considered that Indonesia's cultural diversity was able to represent Indonesia's image as a cultured country to the international arena through YouTube social media. Until there is interest from respondents to travel in the country with the aim of knowing, learning, and preserving the culture they have. The existence of video works with slick and attractive visuals made respondents a little doubtful of Alfyy Rev's work through Wonderland Indonesia, and thought that it was not made by the nation's children. After being given a little explanation that the work of Wonderland Indonesia is the work of Alfyy Rev, a child of the nation, the respondents became very proud because they did not believe that the work was able to resemble the class.

The impact of the current era of globalization is being able to provide a variety of interesting content through very fast and wide internet access with social media platforms that make the flow of information dissemination very varied from

each user. The existence of various information content that appears and spreads, causes very high information distraction so that a content can become very popular or sink quickly because it is buried by new information that is diverse, in demand and continues to appear one by one. This is what makes social media users

today as people power and can influence public opinion (Lailatul Rhamawati et al, 2021).

The entry of various cultures from outside can certainly distract Indonesia's domestic culture itself, so that almost most of the respondents and social media users in Indonesia do not know and understand about the culture of the Indonesian people. However, after watching the Wonderland Indonesia video by Alfyy Rev, the respondents' interest in preserving Indonesian culture became very high and they were in demand because of the pride in Indonesia's culture and the packaging of culture in an attractive, neat, and good manner.

The introduction of Indonesian culture through Alfyy Rev's work is also aimed at educating and introducing Indonesian culture to the younger generation of Indonesian society itself on the YouTube channel and for introduction to the wider community in the international arena, so as to strengthen the image of a country that has cultural diversity and natural potential in Indonesia. Indonesia. So that the large number of audiences on



social media is a consideration in the dissemination of information by Alfyy Rev for Wonderland Indonesia.

## CONCLUSION

Indonesia is an archipelagic country with a diversity of cultures, nature, and destinations. However, along with developments in globalization, exposure to the internet, social media today still requires communication to inform the potential it has. So based on the results of the research that has been done, the existence of a country brand is very important to be able to continue to be carried out, and communicated so that it can be widely known and embedded in the minds of the public.

Alffy Rev's work on the YouTube channel entitled Wonderland Indonesia is a form of country brand communication that has successfully presented an image of Indonesia as a cultured country. It can be seen from the packaging of the various cultures that Indonesia has presented through the cultural representatives of each region through traditional clothes, folk songs, traditional houses, destinations, the nature that is owned can be accepted by the audience. So that this amalgamation of cultural diversity then becomes the image or image that represents the face of Indonesia as a cultured country in the international world through the social media YouTube.

According to Solomon (2013) the concept of ABC (Affect, Behavior, and Cognition) can explain how attitudes have an influence on the actions to be taken. The results of the Wonderland Indonesia video are able to touch the emotions or feelings of the audience through the content presented, namely the packaging of cultural diversity in audio-visual (Affect, Affective). Then, based on these results, the audience's behavior (behavior) is generated to respond to the like button and comment in the comments column. Furthermore, it raises the audience's cognitive in the form of a video review on their personal channel by discussing from their various perspectives, their perceptions, knowledge, and experiences.

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