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Wang, Y., Fesenmaier, D. R., & Gretzel, U. (2017). A conceptual framework for understanding the role of social media in tourism destination marketing. *Journal of Travel Research*, 56(4), 435-449. (Meskipun mungkin ada yang lebih baru, artikel ini adalah dasar yang baik untuk memahami peran media sosial dalam pemasaran destinasi).

