Analysis of Media Exposure Effects on Introducing Sports Tourism Events: A Case Study of The 23rd Tour de Borobudur 2023

Calvin Zefanya *[1], Wiga Nurlatifa Romadhoni [2], Billy Castyana [3], Tandiyo Rahayu [4], Dewangga Yudhistira [5]

[1]Sports Coaching Education, Faculty of Sports Science, Universitas Negeri Semarang, Semarang, Indonesia

[2]Sports Marketing and Menagement, College of Sports Science, Sungkyunkwan University, South Korea

[3]Faculty of Sports Science, Universitas Negeri Semarang, Semarang, Indonesia

[4]Faculty of Sports Science and Health, Universitas Negeri Surabaya, Surabaya, Indonesia

Article Info

Abstract

Media exposure is an essentials in introducing the sports tourism event in the digital era, such as Tour de Borobudur 2023 event which is annually held in Central Java. Media exposures have important role in attracting people, although it is rarely mentioned which media and what platforms is the most suitable and effective in introducing sports tourism event, this research aiming to seek the best type of media platform to introduce the Tour de Borobudur event. A qualitative with exploratory research design is used to finds the results, which is resulting in 18 (July) & 25 (August) publications in 2 months for the online media. Social media overall ER percentage is 6,26%, with the ER of Instagram is 9,6 %. Social media exposure rate is categorized having high exposure (Benchmark ER >2%), with instagram platform being the most effective and relevant social media based on ER (Benchmark ER >6%) to gain exposure in introducing Tour de Borobudur 2023 sport tourism event. It is proven by the data that social media is the best type of media and Instagram is the most suitable platform to give the exposures towards the introducing of Tour de Borobudur event.

*Corresponding email :

calvinzef0312@students.unnes.ac.id

INTRODUCTION

Sport tourism characterizes as a form of tourism activity enveloped by an engaging physical (sports) activity model, aiming to attract tourists to specific destinations (Widyaningsih et al., 2020). One notable sport-tourism event in Indonesia is the Tour de Borobudur, an annual cycling event held on Java Island since the year 2000. This event takes place in various cities within the province of Central Java, adhering to the principles of sport tourism by seamlessly integrating sports and tourism. The primary objective of the Tour de Borobudur is not only to offer sporting attractions but also to showcase the natural landscapes along the cycling route in the province of Central Java. The Tour de Borobudur 2023 event, held in Solo and Magelang (Borobudur Temple), spans two days and is divided into two categories. The first day features a pro-athlete category, while the second day is dedicated to the fun-ride category. The pro-athlete category aims to identify the fastest cyclist to complete the route. The Tour de Borobudur event serves as a community gathering for cycling enthusiasts, attracting both local participants and foreigners alike. As it is happened in digitalized era, it could be notice that the media have an important factor in the exposures of the informations about Tour de Borobudur 2023 event.

Media exposure consists of two fundamental elements: 'media' and 'exposure.' 'Media' refers to diverse communication forms, including systems of mass communication and content generation designed to facilitate human interaction (Paul & Rai, 2021). The media could be reffered to television, radio, newspaper, magazine, and online-based media (de Vreese & Neijens, 2016). This research limits only focusing in online media and social media. According to data from the Indonesian Internet Service Providers Association (APJII), internet usage in Indonesia is reported to be more than 221 million users (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2024). The usage is elaborated into variants of data which, 150 million users/viewers of online media per month and 139 to 167 million or 49.9% - 59.9% of the total populations in Indonesia as an active user of social media (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2024; Statista, 2024; We Are Social & Hootsuite, 2024). As it is states also in The Global Sports Media Report 2023 by the Strive Sponsorship that there are advantages related to the online-based media exposures of sports event, such as the convenience factor, versatility, preferences, and fans engagement factor (Strive Sponsorship, 2023).

Media exposure could be said having a high exposure or low exposure is determined by variants of measuring methods and theory, there are 3 main theories in media exposure, which is agenda-setting theory, engagement theory, and media penetration theory. Engagement theory is focusing on the user engagement in media, there are active (comment, share) and passive engagement (views, like). It is relevant in measuring the exposure of this particular type of media which is social media, because the indicator used to measure based on the amount of user participation

using the likes, share, comments, and views as the indicator (Eslami et al., 2022). Media penetration theory asseses how media could reach its audience effectively it is seen by the individuals has been exposed to the content, it is seen by the overall media being shared and measures based on the amount of publication about specific topics (Herna & Sari, 2023). The range of measurement to determines the online media exposure based on the amount of monthly publication, which is 100 – 200 or more publications in a month classify as having high exposure and 20 – 30 or less publications in a month classify having a low media exposure. There are some specific measurements for the social media section using the engagement rate (ER) as the indicators, for the social media overall benchmark it is classify as high engagement rate if the ER percentage >2%, moderate 1% - 2%, and low if it is <1%. In more detail benchmark for each social media platform for Instagram ER is classify very high if the ER is >6%, high if 3,5% - 6%, and average if 1% - 3,5%. Facebook ER benchmark if it is >1% classify have good exposure but if it is <1% classify have a bad exposure. Twitter ER benchmark is stated ideal if it is >1,5% and not ideal if it is 1% - 1,5% or less. Youtube ER benchmark is classify as good if the ER percentage is >4%, average if the ER percentage is in the range of 2% - 4%, and low if the ER percentage is <2%.

Author believes that social media is the most effective platform for promoting sports events in Indonesia, as it aligns with the high number of young users—over half of the population. This research builds on previous studies about the impact of media exposure on sports events but does not specify which media is most effective for introducing the sports event. The study aims to identify which media type provides the greatest exposure and impact, specifically for the 23rd Tor de Borobudur 2023. The findings could serve as a reference for future sports event organizers on how to best promote events using suitable platforms. The research objectives related and supported by theories from previous research, which mentions that to introduce physical activity or sports event it will be effectively influence publics using the best or the most suitable mass-media campaign in order to get the best engagement and exposure (den Braver et al., 2022).

METHODS

This research is applying the qualitative research methods, using the exploratory research as the research design. The data collection used the methods of archival research, questionaire and Observation. Which means this research will be using the primary and secondary data. Qualitative research refered to a research method which is using the positivism philosophy by using the researcher as the instrument for the object in its natural situation (Matta, 2022). It will be using the triangulation technique in the data collection and inductive approach in the data analysis, with the outcome of the qualitative research more emphasize in the meaning than the generalization (Sugiyono, 2020). Exploratory research method leads to an approach to provide

insight and understanding towards problem and phenomenon (Malhotra, 2020).

This research is being held on 7th August 2023 – 9th August 2023, in Solo and Magelang region (Borobudur Temple) of Central Java Province. The archive is based on online media and social media gives the exposure of Tour de Borobudur 2023 event through 3 timeline which is pre-event, event, and post-event. To be more specific on the social media limits the data collecting from Instagram, Twitter, Facebook, and Youtube platforms based on #tourdeborobudur2023 hashtag or tagline in each social media platform. The exposure indicators discovered through the *like*, *comment*, *view*, and *share* section of each exposure. The primary data is obtained by using the quesionaire with the main subject questions about media, the question is: "How did you first know about Tour de Borobudur?", "If you know it through social media, what is the social media?", and "what social media you currently use? (can be more than one)". All of the data that has been collected will be presented in form of diagrams and table.

Participants

The Populations being used is the participants of the Tour de Borobudur 2023 in all category. Populations stated as the generalization area which consist of objects or subjects with specific characyeristics and qualities according to the researcher (Sugiyono, 2019).

Sampling Procedures

The collecting of primary data on this research was conducted in Solo City and Magelang City Region of Central Java Province in Indonesia. The sample in this research was all of the participants of Tour de Borobudur 2024. The Secondary data is being collected after the event of Tour de Borobudur 2023, from the online media and social media platforms (Youtube,Twitter, Instagram, & Facebook).

Materials and Apparatus

In collecting the primary data on this research, a questionaire was conducted covered all the research topics which is Sponsorship and Partnership; Media Exposure; Local Economic Impact; Participant Satisfaction; Social Legacies on Local Community; Volunteer Authorities Support; and Athlete Development. This research using only the topics of Media Exposure in the questionaire data. In this topics there are three specific questions, which is "How did you first know about Tour de Borobudur?", "If you know it through social media, what is the social media?", and "what social media you currently use? (can be more than one)". The Questionaire has been validate by experts which is Prof. Tandiyo Rahayu, M. Pd. The Secondary data is being collected using the internet platforms, online media data is collected from the google and social media data is being collected from several social media platforms (Youtube, Instagram, Twiter, & Facebook).

Procedures

The first stage of this research is briefing and introducing towards the Tour

de Borobudur events and each topics focus.

The second stage is to conduct the suitable, specific, and effective questionaire towards the participants. This stage is prepared and supervice by experts in Sports Management topics research.

The third stage is to observed the preparation and implementation of the event in both region (Solo City & Magelang City), in this stage the questionaire being delivered to participants or specific topics sample. In this research applied to all populations in this event (Event Participant). This stage is held on 7th August 2023 – 9th August 2023.

After the data has been collected, for each topics and specific questions was processed into the analysis steps. In order to get the outcome data for the results.

The fourth steps after the events, the secondary data begin to being collected using the archival methods in internet (google) with keywords of Tour de Borobudur 2023 and Social Media platforms using the keywords of hashtag #tourdeborobudur2023.

After this steps in collecting the secondary data, the data is being processed in order to get the proper data for analyzing part of this research.

Design or Data Analysis

This research is an qualitative research using the archival design research. The data analysis methods of this study is using the triangulations analysis. Triangulations methods is referring as a data collection methods or

strategy which involves various data collection methods and diverse data source in order to enhance the validity of the findings in the research (Sugiyono, 2019).

RESULT

In this section, we will elaborate and disscuss the analysis of media exposure in online media (Online News) and social media (Instagram, Twitter, Facebook, & Youtube), in the data processing there are findings about media exposure related to the amount of media penetration based on the publications and engagement through the interaction.
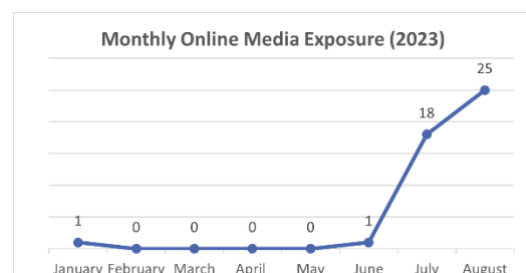

Figure 1. Monthly Online Media Publications Diagram

The diagram shows that the online news publication reffering the Tour de Borobudur 2023 sports tourism event. As it is shown that there was significant rise of publication since a months before the events was held.
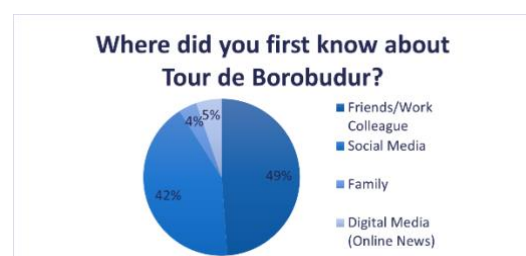
Figure 2. Diagram of the Questionaire Answer Towards How Participant Knows About the Event

The diagram above shows the percentage of media which introduce or informed about the Tour de Borobudur 2023 event directly to the participants of this events. As we can see that friends or work colleague have the big role in spreading information about Tour De Borobudur 2023, following after that social media became the 2nd highest percentage.
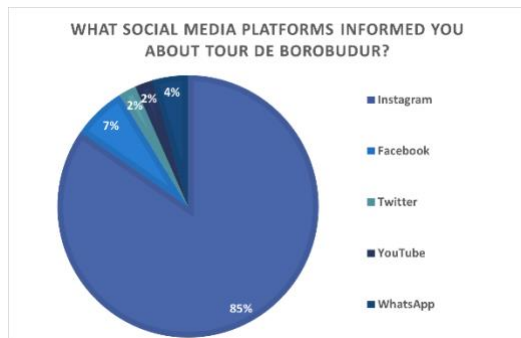

Figure 3. Diagram of Questionnaire Answer of What Social Media Platform Informed about Tour De Borobudur 2023

Based on the data being collected, this diagram displays data from the participants who answered that they knew about the 2023 Tour de Borobudur from social media in the previous question of the questionnaire, which shows the percentage of social media that informed or introduced the 2023 Tour de Borobudur to the participants. It shows that 85% participant who knew about Tour de Borobudur 2023 majority was from Instagram platform.
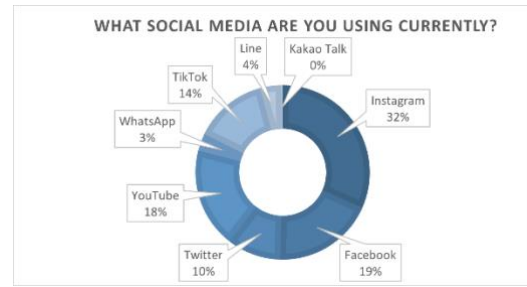

Figure 4. Diagrams of Social Media Platform Currently Used

This diagram displayed the percentage of social media being used currently from all 149 participant that answered the questionnaire, and as it is shows that top 3 social media being used by the majority of participant is Instagram, Facebook, and Youtube.

Table 1. Table of Engagement Exposure Indicators for The Engagement Rate Formula

Engagament Exposure				
Platforms	Followers /Views (Youtube)	Likes	Comment	View	Share/ Retweet
Instagram	262.172	10.479	619	14.140	0
Youtube	58.562	893	306	0	0
Facebook	67.591	83	17	0	1
Twitter	232.752	37	6	10.221	38

Table 2. shows the exposures amount from each of the social media platforms. The engagement exposure amount from each indicator used for the engagement rate (ER) formula to find the ER percentage of each social media platforms and social media overalls.

583

Engagement Rate

$$ER= \frac{Amounts\ of\ likes+Comment+Share\ or\ Retweet+Views}{Amount\ of\ followers} \times 100\%$$

(Each Social Media Platform ER)

$$ER= \frac{(ER_{ig}\ x\ P_{ig})+(ER_{tw}\ x\ P_{tw})+(ER_{fb}\ x\ P_{fb})+(ER_{yt}\ x\ P_{yt})}{P_{ig}+P_{tw}+P_{fb}+P_{yt}} \times 100\%$$

(Overall Social Media ER)

ER(ig, tw, fb, yt): Engagement rate percentage for each social media.
P(ig, tw, fb, yt): Amounts of the followers (Instagram, Twitter, Facebook) and Subscriber (Youtube).

Figure 5. Engagement Rate Formula

Figure 5. displaying the formula which used to defines the engagement rate (ER) percentage of the social media in overalls and from each of social media platforms. The upper formula is the basic formula to calculate the ER percentage of each social media, and the lower formula is being used to calculate the overall social media ER percentage.

DISCUSSION

In Accordance from the exploratory data and questionnaire data, there are findings about the exposure of online media and social media. The data from **Table 1.** Shows that there are total of 45 publications news about Tour de Borobudur 2023, the monthly publication there are only in July and August that having the significant publications amount with 18 (July) & 25 (August) publications each month. This finding related to the exposure given by online media categorized low, because of the monthly publication is less than 100 publications a month. The indicator is related to the previous research stated that online news which having 100 – 200 publications or more in a month categorized as having a high exposure (PEW Research Center, 2021). According to (Kozhamkulova, 2021) research, it shows that online media (online news) which having 20 – 30 news article per months, categorized having low media exposure in terms of publication based on the media penetration theory. The the competition between others media platforms especially social media, making the online news media less attractive for the users which impacting in the less publications given from the online news (Rajapaksha et al., 2018).

Media exposure in social media needs to be elaborated in more detail, determined by the engagement theory using the engagement rate (ER) as the indicator to examine the data. Using the data from **Table 2.** through (6) equation to find the overall ER from social media (all platforms), the results of this formula lead to overall media exposure of Tour de Borobudur 2023 according to engagement rate (ER) percentage is 6,26%. In accordance to the Hootsuite Report of Social media benchmarking, the result of Tour de Borobudur 2023 media exposure through ER percentage of 6,26% categorized having high engagement rate because it is more than 2% ER percentage (Hootsuite.com, 2024), which mean media exposure towards Tour de Borobudur 2023 events through social media have a high exposure based on the ER percentage and considered to be a better platforms to introducing the Tour de Boroudur 2023 event compare with the online media

(online news). This result is in line with the diagram data in **Figure 3.** that shows 42% out of 149 participants whom answer the questionnaire know about Tour the Borobudur 2023 from social media platforms.

Elaborating the data further using the formula to seeks the engagement rate (ER) of each social media platforms to know which one gives the most exposure about Tour de Borobudur 2023 through ER. Using the formula in (2) equation resulting 9,63% ER percentage for the Instagram platform, formula in (3) equation resulting 4,43% ER percentage for Twitter platform, formula in (4) equation resulting 0,15% ER percentage for Facebook platform, and formula in (5) equation resulting 2,05% ER percentage for Youtube.

Table 2. Detail of The Exposure of Social Media

Engagement Rate	Classification
1% - 3,5%	Rata-rata
3,5% - 6%	Tinggi
>6%	Sangat Tinggi

Source: (Saputra, 2021)

According to the table above, the ER results of Tour de Borobudur 2023 exposure in Instagram is classified in very high ER because having more than 6% ER percentage (Saputra, 2021). The ER results for twitter platform turns out having an ideal category of exposure based on ER, because the ER of twitter is higher than the benchmark of good classification which is 1,5% (Pandora & Djajalaksana, 2022). The ER of Facebook resulting not good based on the benchmark of Facebook, which ER

classified good if the percentage >1% (Triệu et al., 2021). As for the Youtube ER resulting to be classified moderate exposure because category of moderate benchmark is 2% - 4% ER (Influencer Marketing Hub, 2023). After elaborating the ER of each social media, the outcome shows that Instagram having the highest ER among the other platforms, it could be stated that Instagram gives the highest exposure for Tour de Borobudur 2023 in social media platform. In accordance with the diagram in **Figure 4.** which shows that 85% from the participants whom answered knows about Tour de Borobudur 2023 event from social media gained information from the Instagram. Although contradiction appears when the ER of Facebook resulting in not good ER percentage, but the diagram in **Figure 5.** shows that Facebook are the second highest social media currently being used by the participants. The contradiction between two data could possibly happen because of the facebook algorithm which only giving the relevant topics or post to user (STELZNER, 2020) and because of irrelevant or unattractive content. This result shows that in social media platforms, Instagram gives high media exposure based on engagement rate and stated to be the ideal, effective, and relevant social media to be used for introducing Tour De Borobudur 2023 sports tourism event. There are other opinion saying that intagram is one of the most effective social media platforms to introduce sports event not by the engagement rate point of views, however by the type of the social media because Instagram is a photo content-based type of social media (Miles Lockhart, 2023). It

is relateable because Tour de Borobudur is a sport tourism event, which is not only promotes the sports itself but also the landscape beauty to attract the publics in joining the event (Guntoro et al., 2023). In the digital era it is also recommended to use the most popular platforms with many variants, social media is the best platform to introducing the sports event related to the previous research (Syadzwina et al., 2024). It is also proven that the participant interest is stronger in using Instagram as social media platforms in finding information about sport events. This finding also supported by data which diagram in **Figure 5.** Display that top 3 social media being used currently by participant was Instagram (32%), Facebook (19%), and Youtube (18%). Previous studies have the same opinion, which is the most effective social media platform used to introducing and promoting physical activity is Instagram because of the high information availability, social ties, and trust in social media information (González-Serrano et al., 2024). Although the other research says, that to find the best media platform to introduce sports event it is relative and based on the demography of the target participant, because with different demography it could not ensures to have the maximum exposure (Abeza, 2023). So, it is can be considered that the demography of the target is also an important refferences towards the seeks of effective and relevant media platform in giving the media exposures.

CONCLUSION

On the basis of the results and discussion about media exposure on the Tour de Borobudur 2023 sport tourism event have an outcome stated that the media exposure given from the online media (online news) from the publications of the Tour de Borobudur 2023 event is not ideal or good enough to rely on because the publications is in the range 20-30 or less in a month. However, data analysis of social media exposure using the engagement rate (ER) as the indicator shows that social media ER percentage is categorized high ER with 6,26% which leads to says that social media is the ideal and effective and could give more impact in the media exposure of Tour de Borobudur 2023 event. Elaborating in more detail, data analysis shows that in social media section the Instagram ER percentage of 9,63% is the highest media exposure through ER among other platforms. This result means that Instagram is the most effective, ideal, and impactful social media platform in introducing the Tour de Borobudut sport tourism event. Based on the overall outcome author suggest that Tour de Borobudur event organizer could maximize in using social media platform, especially Instagram in introducing and give information about the following Tour de Borobudur event in the future because of the range of exposure and engagement rate could be given by this social media platform as the tools to introduce and attract public to join the Tour de Borobudur 2024 event. The author hoping that this research and results could lead the sport tourism introoducement especially Tour de Borobudur event, could develop more

according to the research as the evaluation reerences.

ACKNOWLEDGEMENT

REFERENCES

Abeza, G. (2023). Social Media and Sport Studies (2014–2023): A Critical Review. *International Journal of Sport Communication*, *16*(3), 251–261. https://doi.org/10.1123/ijsc.2023-0182

Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2024, February 7). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Https://Apjii.or.Id/. https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang#:~:text=Asosiasi%20Penyelenggara%20Jasa%20Internet%20Indonesia%20(APJII)%20mengumumkan%20jumlah%20pengguna%20internet,jiwa%20penduduk%20Indonesia%20tahun%202023.

de Vreese, C. H., & Neijens, P. (2016). Measuring Media Exposure in a Changing Communications Environment. *Communication Methods and Measures*, *10*(2–3), 69–80.

https://doi.org/10.1080/19312458.2016.1150441

den Braver, N. R., Garcia Bengoechea, E., Messing, S., Kelly, L., Schoonmade, L. J., Volf, K., Zukowska, J., Gelius, P., Forberger, S., Woods, C. B., & Lakerveld, J. (2022). The impact of mass-media campaigns on physical activity: a review of reviews through a policy lens. *European Journal of Public Health*, *32*(Supplement_4), iv71–iv83. https://doi.org/10.1093/eurpub/ckac085

Eslami, S. P., Ghasemaghaei, M., & Hassanein, K. (2022). Understanding consumer engagement in social media: The role of product lifecycle. *Decision Support Systems*, *162*, 113707. https://doi.org/10.1016/j.dss.2021.113707

González-Serrano, M. H., Alonso-Dos-Santos, M., Crespo-Hervás, J., & Calabuig, F. (2024). Information management in social media to promote engagement and physical activity behavior. *International Journal of Information Management*, *78*, 102803. https://doi.org/10.1016/j.ijinfomgt.2024.102803

Guntoro, T. S., Putra, M. F. P., Nurhidayah, D., Sutoro, S., Sinaga, E., Sianga, F. S. G., & Nanda, F. A. (2023). The design of contextual domain tourism sports through traditional sports in jayapura indonesia. *Retos*, *52*, 164–170. https://doi.org/10.47197/retos.v52.101626

Herna, H., & Sari, A. A. (2023). Komunikasi Dalam Pengembangan Hubungan Antarpribadi Melalui Second Account Instagram. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, *22*(2), 272–282.

https://doi.org/10.32509/wacana.v22i 2.3111

Hootsuite.com. (2024). *Social media benchmarks: Q3 2024 data + tips.* https://blog.hootsuite.com/social-media-benchmarks/

Influencer Marketing Hub. (2023). *The State of Influencer Marketing.* https://influencermarketinghub.com/ ebooks/Influencer_Marketing_Bench mark_Report_2023.pdf

Kozhamkulova, Sh. B. (2021). Digital news audience engagement and web metrics: exploring major research trends. *Al-Farabi Kazakh National University*, *2*(60). https://doi.org/10.26577/HJ.2021.v6 0.i2.02

Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation Global Edition, 7/E.* Pearson.

Matta, C. (2022). Philosophical Paradigms in Qualitative Research Methods Education: What is their Pedagogical Role? *Scandinavian Journal of Educational Research*, *66*(6), 1049–1062. https://doi.org/10.1080/00313831.20 21.1958372

Miles Lockhart. (2023). *What's the best social media platform for sports event content?*

Pandora, V. V., & Djajalaksana, Y. M. (2022). Penerapan Digital Marketing Multichannel untuk Pemasaran Program Studi Sistem Informasi. *Jurnal Teknik Informatika Dan Sistem Informasi*, *8*(1). https://doi.org/10.28932/jutisi.v8i1.4 248

Paul, S., & Rai, M. (2021). Role of the Media. In *The Palgrave Encyclopedia of Global Security Studies* (pp. 1–9). Springer International Publishing. https://doi.org/10.1007/978-3-319-74336-3_277-1

PEW Research Center. (2021). *News Consumption Across Social Media in 2021.*

Rajapaksha, P., Farahbakhsh, R., Crespi, N., & Defude, B. (2018). *Inspecting Interactions: Online News Media Synergies in Social Media.*

Saputra, E. H. (2021). Engagement Rate. *Kementerian Pendidikan, Kebudayaan, Riset, Dan Teknologi Lembaga Layanan Pendidikan Tinggi Wilayah V.* https://lldikti5.kemdikbud.go.id/hom e/detailpost/engagement-rate

Statista. (2024). *Social media in Indonesia - statistics & facts.* https://www.statista.com/topics/8306 /social-media-in-indonesia/#topicOverview

STELZNER, M. A. (2020). *2020 SOCIAL MEDIA MARKETING INDUSTRY REPORT.* https://iab.hu/wp-content/uploads/2020/06/IndustryRe port-2020.pdf

Strive Sponsorship. (2023, August). *Global sports media report 2023.* Https://Strivesponsorship.Com/2023/ 08/02/Global-Sports-Media-Report-2023/. https://strivesponsorship.com/2023/0 8/02/global-sports-media-report-2023/

Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D.* ALFABETA.

Sugiyono. (2020). *Metode Penelitian Kualitatif.* Alfabeta.

Syadzwina, A. W. W., Hafied Cangara, Andi Alimuddin Unde, & Tuti Bahfiarti. (2024). Komunikasi Olahraga: Promosi dan Pemasaran Olahraga di Era Digital. *Jurnal Audiens*, *5*(3), 551–564. https://doi.org/10.18196/jas.v5i3.491

Triệu, P., Ellison, N. B., Schoenebeck, S. Y., & Brewer, R. N. (2021). Implications of Facebook Engagement Types and Feed's Social

Content for Self-Esteem via Social Comparison Processes. *Social Media + Society*, *7*(3). https://doi.org/10.1177/20563051211042400

We Are Social & Hootsuite. (2024). *Digital 2024: Indonesia Report*. https://wearesocial.com/id/blog/2024/01/digital-2024/

Widyaningsih, H., Yulianti, E., Hernawan, H., & Yusmawati, Y. (2020). The Impact of Sport Tourism as a Tourism Sector Analysis in Kepulauan Seribu, Indonesia. *Proceedings of the 4th International Conference on Sport Science, Health, and Physical Education (ICSSHPE 2019)*. https://doi.org/10.2991/ahsr.k.200214.014