Jurnal Komunikasi ISKI, Vol. 11 (1), 2026

J U R N A L

KOMUNIKASI

IKATAN SARJANA KOMUNIKASI INDONESIA

E-ISSN: 2503-0795
P-ISSN: 2548-8740

Cultural Ambassadorship in the Digital Age: Storytelling Sustainable Tourism on Instagram

https://doi.org/10.25008/rb6hjd18

Wulan Yulianti[1*], Janette Maria Pinariya[1], Salsabila Tiara Saputri[1], Dhita Widya Putri[2]

[1]LSPR Institute of Communication and Business
Jl. KH. Mas Mansur Kav. 35 Jakarta 10220 – Indonesia
[2]University of Debrecen
Debrecen, Egyetem tér 1, 4032, Hungary
[*]Corresponding author: janette.mp@lspr.edu

Submitted: February 3, 2026, **Revised**: May 11, 2026, **Accepted**: June 6, 2026
Accredited by Kemristekdikti No. 152/E/KPT/2023 until Vol 12(1) in 2027

Abstract - As a major player in Indonesia's economic growth and international cultural diplomacy, tourism and its associated challenges require the provision of creative sustainable tourism solutions. The communication strategy could still improve at implementing the strategy, and adjustments are still required. This includes the idea of utilizing beauty pageant contestants to become tourism ambassadors, considering their superb communication skills, their media charisma, and their appropriation of the digital realm, particularly social media. This research uses a qualitative approach to undertake in-depth interviews in order to answer the question, how does instagram story generate a communication technique to promote sustainable tourism through cultural ambassadorship. The informants in this study are digital cultural ambassadors who actively use social media to promote sustainable tourism. Findings reveal that Instagram creates a more expanded role for cultural ambassadorship by developing ceremonial ambassadorial roles into daily messages of sustainable tourism. This research findings revealed that narrating and digital storytelling should provide two intersecting values, there are education and advocacy. These aspects are essential in designing sustainable tourism communication that is aesthetically pleasing and socially conscious. These values are designed and communicated implicitly in the storytelling practiced on social media. Beauty pageants that incorporate these two values are more than just beauty contests. They are cultural advocates and social change agents that can contribute to building sustainable tourism in Indonesia. Further research should focus on digital storytelling across different platforms and how audiences perceive implicit educational and advocacy tourism narratives.

Keywords: Cultural Ambassadorship; Digital Storytelling; Sustainability Communication; Sustainable Tourism

Introduction

One of the best ways to observe Indonesia's culture and aid its economy is through tourism. Indonesia has a wide variety of cultures and beautiful natural scenery. As a result, the country has included tourism in both its cultural diplomacy and its economy. The tourism industry is a strategic sector for economic growth and cultural representation in Indonesia, as well as part of national cultural diplomacy.

However, rapid tourism development presents challenges and requires efforts to create sustainable tourism. Issues such as environmental degradation, over tourism, and the erosion of cultural authenticity require better communication strategies to raise public awareness and influence behavioral change (Gössling, Hall, & Weaver, 2009). In responding to the challenges of climate change and natural disasters, sustainable tourism communication strategies need emphasize the collective involvement of all stakeholders government institutions, local communities, and tourism actors to build shared understanding through the exchange of common symbols and meanings (Widanarko & Atmadi, 2023).

The Indonesian government has initiated sustainable tourism programs to emphasizes a balance between economic growth, environmental preservation, and community well-being. However, in practice, the implementation of this strategy remains suboptimal due to weak coordination among stakeholders and a lack of cross-sectoral policy integration (Fadli et al., 2022). Changes in organizational communication patterns in the tourism sector indicate a paradigm shift from top-down communication to a more inclusive and collaborative approach. This indicates that overly bureaucratic and one-way communication models are considered ineffective in supporting sustainable tourism development, which requires the active participation of various stakeholders. This underscores the importance of adaptive communication in supporting the sustainability of the tourism sector (Madya & Arma, 2025), (Falah, Abubakar, Pratama, & Aaliyah, 2025).

Given the constraints of communication, a more engaging, two-way, expressive approach is needed to aid sustainable tourism in Indonesia. One such option is the inclusion of beauty pageants as tourism ambassadors, thanks to their specialized skill sets in public communication, media appeal, and their use of digital platforms, especially social media, to broaden their outreach of tourism sustainability messages in a more effective and interactive manner than traditional communication. The beauty pageants, as cultural ambassadors, use internal as well as external beauty elements, as in the concept of brain, beauty, and behavior. In the digital space, pageant communities use Instagram to curate beauty and to foster and sponsor pageant activities (Syarifudin & Ummah, 2023).

Through digital platforms, beauty pageants have the ability to act as influencers, utilizing their role to deliver sustainability messages in new ways which promote greater audience engagement in comparison to the traditional models of communication. The research form Aldieri, Barra, Ruggiero, & Vinci, (2021) have analyzed the use of digital influencers and their ability to market and promote sustainable tourism. Beauty pageants serve as cultural ambassadors and have strong social standing, coupled with their ability to influence and be seen as credible sustainability message deliverers to the wider audience.

The presence of cultural ambassadors is relevant, both in an academic and practical manner, given the greater need and the context of the communication strategy requirements of the function's communications in the context of the globalization and the evolving of the communications in the context of the globalization and the changing of the communications strategy and systems in the communications in the context of the tourism and the changing of the communications systems and the changing of the communications strategy and systems in the context of the tourism and the changing of the communications systems and the changing of the communications strategy and systems in the context of the tourism and the changing of the communications systems and the changing of the communications strategy and systems in the context of the tourism and the changing of the systems.

Beauty pageant posits that beauty emerges from an understanding of physical attractiveness, emotional and cognitive confidence, and mental prowess. The pageants illustrate the notion of confidently beautiful through a combination of contestants' actions, facial cues, and public delivery (Hermawan, 2024). This notion influences audiences' understanding of femininity and self-worth. Further, the contestants' cultural, behavioral, and rhetorical identities capture personal and social uniqueness beauty pageants as cultural arenas for the performance and negotiation of identity and symbolic meanings.

Prior studies highlight that beauty pageant has significant opinion leaders within Indonesia's digital communications ecosystem. Through social media activities, they help elevate the public's awareness, engagement, and inspiration in advocacy and communication activities in the domain of tourism and sustainability (Terenzia & Ramadanty, 2025). Previous research shows that beauty pageants have developed beyond judging for physical beauty to include using the pageant for environmental education, cultural diplomacy, and social activism. The research also explains that public communication and social media strategy helps to inspire an audience to change behavior for the purpose of sustaining the environment and to raise awareness (Permatasari & Soeriawidjaja, 2025). Information dissemination and reception depend heavily on social media, so messages sent via the platforms tend to reach a lot of people (Pinariya & Yulianti, 2024). In this way, Instagram facilitates a focus on destination and hotel type preferences concerned with sustainability (Kilipiri, Papaioannou, & Kotzaivazoglou, 2023).

Theoretical Frameworks

The Instagram presence displays how their ambassadorship serves as an invitation, beyond the tourism and environmental and cultural advocacy functions, to engage in sustainable tourism. Indonesian pageant titleholders' utilization of Instagram exemplifies the practice of cultural ambassadorship in the digital era. Instagram's visual storytelling capabilities, including posts, captions, hashtags, stories, and live, allow ambassadors to articulate personal experiences while incorporating themes of cultural preservation and environmental consciousness. Self-presentation and advocacy serve as dual functions, distinguishing them as unique communicators of sustainable tourism, in contrast to institutional campaigns or commercial influences (Duffy & Hund, 2019).

Sustainability communication is a process of mutual understanding related to the future development of society by introducing an understanding of the world in terms of the relationship between humans and their environment into social discourse. It aims to develop critical awareness of issues related to this relationship, and then connects it to social values and norms (Godemann, 2021). To address the existing gap, this research investigates the use of Instagram by Indonesian beauty pageant titleholders to develop sustainability narratives. The study uses qualitative methods and conducts extensive interviews with the titleholders to understand how the titleholders perceive their positions as cultural ambassadors, their creativity in content development, and the importance of their narratives. This study introduces a new dimension to the analysis of Indonesian beauty pageant titleholders, providing the opportunity to study them as cultural ambassadors. This study goes beyond the content of previous works by analyzing non-institutional actors with emphasis on the role of the titleholders in sustainability narratives (i.e. the ambassadors) and not analyzing institutional efforts or commercial influences.

Radjabov et al., (2025) emphasize that digital avenues for communication such as websites, social media, and mobile platforms prove to be advantageous in Tactical Sustainable Tourism. They help new visitors understand and engage in responsible use, and help to systematically implement sustainability metrics in promotional activities for a destination.(Akbari, Ayu, Khadijah, & Bustami, 2025) According to (Akbari et al., 2025) it is imperative to strengthen the ecosystem of sustainable tourism to develop sustainable tourism in Indonesia. This requires the development of a clear and long-lasting vision and effective communication strategies to foster an innovative and collaborative ecosystem that supports positive and healthy Sustainable Tourism. Digital storytelling is an effective means of structuring and communicating narratives that have the potential to shape the focus and orientation of cultural tourism (Cahyani, Mardani, & Widianingsih, 2023).

In parallel cultural ambassadorship highlights the diplomatic functions of pageant representatives, emphasizing their active roles in undertaking the responsibilities of promoting and preserving culture (Hermawan, 2024) and communication for sustainability, which situates the study is crucial for raising awareness among tour operators of the pressing need to enhance the sustainability of tourism offerings (Cannas, 2018). The objectives of this study identify how story telling practice as communication strategy to promote sustainable tourism by cultural ambassadorship. By doing so, the study contributes to communication scholarship by situating cultural ambassadorship within the broader field of sustainability communication in the digital era. This research is significant because individuals play an increasingly dominant role in shaping how sustainability narratives are communicated in the context of tourism.

Material and Methodology

This study employs a qualitative approach that yields descriptive data, that provides descriptive data has been undertaken. Sources of data were collected via structured interviews with cultural ambassadors. The collection of data was augmented with a cross-sectional study and observation by focusing on the use of social media with a particular focus on Instagram for the practice of sustainable tourism storytelling. Following the data collection, the researcher interprets the collected data (Creswell & Creswell, 2022). To ensure the validity of data, source and method triangulation were also applied. The following is a list of the research interview participants.

Table 1. List of Informans

No	Informant	Background	Instagram	Followers
1	Jessy Silana Wongsodiharjo	Miss Tourism Indonesia 2020 and Miss Tourism International 2021	@ jessysilanawong	510K
2	Lois Tangel	Miss Tourism Indonesia 2016	@loistangel	40.9K
3	Tania Saputra	Miss Tourism Indonesia 2022 and Miss Tourism International 2023	@tania.saputra	10.5 K
4	Dita Zulaika	Miss Tourism Indonesia 2021 Miss Tourism International 2022	@ditazulaika	15.7K
5	Raymond	Finalist of Abang None North Jakarta 2024	@raymondhulu	1.6K
6	Salu Rahmadania	Miss Ecotourism Indonesia – West Kalimantan 2025	@salurhmdna	4.7K
7	Bagas Siregar	General Manager of Yayasan Eljohn Indonesia - Organizing committee of the Miss Tourism Indonesia pageant		

Source: Research Results, 2023

The focus of this study is to better understand the role of cultural ambassadorships in sustainable tourism communication via social media. Our selected informants operate as digital cultural ambassadors to promote sustainable tourism travel through responsible travel behavior education, promotion of environmentally-friendly practices, and environmental issue advocacy. Informants may also produce story-based digital content to promote sustainable travel while including cultural heritage, traditional textiles, and local artisans and/or narratives of the creative economy. They also have an audience reach to promote message dissemination and interaction, and facilitate the widespread, sustainable digital content. The study also offers insights into the foundations to promote the potential of youths in tourism, culture, and ecology through various educational activities and pageants.

Results and Discussion

The rapid expansion of the tourism industry, sustainable tourism practices are needed to protect and preserve these areas of natural beauty for the generations to come. All of the participants in this study felt strongly that incorporating sustainable practices into the tourism sector is a necessity not just a passing trend. This aligns with the explanation of Bagas Siregar, General Manager of the Eljohn Indonesia Foundation Organizing Committee of the Miss Tourism Indonesia pageant, who stated that sustainable tourism contributes significantly to economic growth while maintaining environmental sustainability. This means that tourism sector development must not only focus on economic benefits but also maintain a balance with environmental aspects and long-term sustainability. Institutions related to beauty pageants and tourism ambassadors raise important issues so that sustainable tourism values can be developed.

Cultural ambassadors utilize instagram as a means of narrative construction, rather than merely as a medium for sharing visual images of destinations. The strategic function of beauty pageants in communicating desired messages so that they are more easily accepted by the public. Jessy Silana Wongsodiharjo has taken as Miss Tourism Indonesia 2020 and Miss Tourism International 2021explain that if they are a bridge between the Indonesian government and the community, who can easily explain the meaning of sustainable tourism. Digital storytelling as a communication strategy is evident in the practices employed by informants, particularly in utilizing social media to convey sustainable tourism messages. This strategy focuses not only on conveying information but also on how experiences, emotions, and cultural values are packaged into engaging and easily understood stories for the audience.

Storytelling to Educate

Cultural ambassadors construct their identities as representatives and national symbols within the digital sphere also become diplomatic functions of pageant representatives, emphasizing their active roles in undertaking the responsibilities of promoting and preserving culture (Hermawan, 2024). This aligns with the actions by Dita Zulaika as Miss Tourism Indonesia 2021 Miss Tourism International 2022 who uses Instagram to educate and reflect on local ecological challenges, making her sustainability narrative region specific. Indirectly, she urges audiences to understand that sustainability cannot be separated from local social and environmental contexts.

Also Jessy Silana Wongsodiharjo has taken as Miss Tourism Indonesia 2020 and Miss Tourism International 2021. She demonstrate a strong alignment with the role of a cultural ambassador in the digital space. Jessy not only positions herself as a representative of beautiful tourist destinations but also as a communicator who conveys educational messages about the importance of preserving nature and culture. This reinforces her identity as an active cultural ambassador, rather than merely a symbolic one. She emphasizes the importance of educating the public so that tourism does not harm nature and culture and links her ambassadorship to sustainability advocacy grounded in public awareness.

Being an ambassador is understood not merely as a representative role, but also as a form of responsibility in preserving and promoting cultural heritage. Ambassadors must be aware of the importance of preserving traditional culture as part of the nation's identity, which must continue to be introduced to the global community. the role of individuals as both custodians and promoters of cultural values (cultural preservation and promotion). Ensuring that the values, meanings, and philosophies embedded within them remain understood when introduced to the outside world. Thus, the role of an ambassador extends beyond mere promotion to include efforts to preserve cultural significance.

Tania Saputra as Miss Tourism Indonesia 2022 and Miss Tourism International 2023 highlights the importance of safeguarding and introducing cultural heritage in global scope. She explained that an ambassador serves as a bridge between local culture and an international audience. They not only introduce the culture to the outside world, but also play a role in ensuring that its values, meanings, and identity are not lost or distorted in the process of globalization. Thus, cultural preservation is an important part of their communication strategy.

Indirectly, her narrative merges cultural preservation with the promotion of the creative economy, positioning ambassadorship as both identity protection and support for local enterprises. The results of the study show that the role of cultural ambassadors in the digital age goes beyond ceremonial functions and encompasses educational, symbolic, and community based dimensions. Cultural ambassadors translate their local heritage and educate global audiences via digital media. To do so, they foster cultural identity by digitally representing Indonesia's multiculturalism, rasional regional narratives, local crafts, and indigenous textiles. This practice is Interwoven into their self-identity, and they view it as a form of participatory, sustainable cultural diplomacy.

From a cultural ambassadorship practice perspective, this participatory practice has shifted the role of the ambassador from that of a destination for the visiting audience, to that of a peer audience. They translate the experiences of tourism into narratives that suit the idiom and preference of the young. The nature of this practice in the use of Reels and social media is digital storytelling not as a means of advertisement, but as a relational practice that is accessible to the audience. This practice combines tourism and storytelling to give the audience a more meaningful experience. To do this, they record and curate the experiences of the activities they engage in for the young audience.

A narrative-driven platform used by cultural ambassadors to create tourism experiences. Ambassadors use captions, reels, and pictures for storytelling, which includes a creative and cultural

personal and social reflection (and environmental) story. The storytelling moves Instagram to an interactive narrative story and the audience experiences the emotional and rational tourism message. This correlates to current studies viewing the storytelling on social media as a form of participatory communication. Within this framework, the content creators and audience participate to co-create meaning together. In the end, Instagram is an intelligent storytelling platform to transform real-world experiences into digital narratives, focusing on the cultural and heritage storytelling, and informing people on responsible tourism.

Storytelling to Advocate

Storytelling is essential, as emotional elements are currently more impactful it enhances our brand's appeal compared to competitors and imbues the brand's identity with a more human quality (Pinariya, Yulianti, Mitha, & Larasaty, 2020). This was revealed in an interview with Salu Rahmadania Miss Ecotourism Indonesia, West Kalimantan 2025. Instagram is not merely a platform for sharing content, but a narrative space or stage for crafting and conveying stories. Posts on Instagram are understood as a form of storytelling that carries specific meaning, emotion, and messages not just visually appealing images. In other words, every photo, video, and caption becomes part of a larger narrative about the experiences, culture, and values the creator wishes to convey.

Storytelling in this form is authentic because it stems from real life experiences and the authenticity that makes the message more powerful, as the audience not only receives information but also sees real-world practices presented through simple narratives. digital storytelling. Audiences tend to be more trusting and engaged when the message conveyed is supported by consistency between words and actions. Sustainability campaigns on social media don't always have to be large-scale or complex instead, they can start with small, consistent practices communicated in a simple yet meaningful way.

Daily behaviors into visual narratives that are easy for young audiences to understand and replicate, making her Instagram posts a form of story driven behavioral change. Like Lois Tangel Miss Tourism Indonesia 2016 adopts a form of storytelling rooted in everyday life and she explained that *"I always bring my own tumbler, those small actions are what I try to campaign through social media."*

Instagram's Reels and feeds actively engage users by sharing digital content about Raymond's activities as a contestant in the 2024 Abang None North Jakarta pageant. They can then bridge a gap in the user's relationship with Raymond as a pageant contestant and a tourist destination. When they users share Reels and feeds, they are actively participating in transforming in transforming an on-site experience into a story for other users. Reels offer quick, engaging delivery and feeds supplement reels with curated post-captions. The relationship a user shares with their friends on Instagram suggests that the user means to transform a tourist attraction into a relevant part of their friends' lives. The goal of posting about a tourist destination is for the user to invite their friends to a tourist attraction and to provide their friends with a relevant and meaningful reason to go. The younger generation of Instagram users, whom the user has narrative and social experience, can discover and experience the value and feelings of a tourist destination as they share stories about them.

In sustainability communication, ambassadors utilize messages of environmental, cultural, and socio-economic sustainability and embed these into their social media communication. This approach reflects the transition to normative and behavioral advocacy around responsible tourism, patronage of local economies, and care for the environment. Elements of sustainability are communicated through reflective storytelling on responsible travel, modeling unsustainable and sustainable habits, elevating the creative sector for cultural sustainability, and framing local ecological issues around post-mining rehabilitation. Collectively, these messages show that sustainability communication on Instagram balances education, persuasion, and community-building. In doing this, the ambassadors enhance public awareness and promote collective action and advocacy for sustainable tourism ecosystems.

Discussion

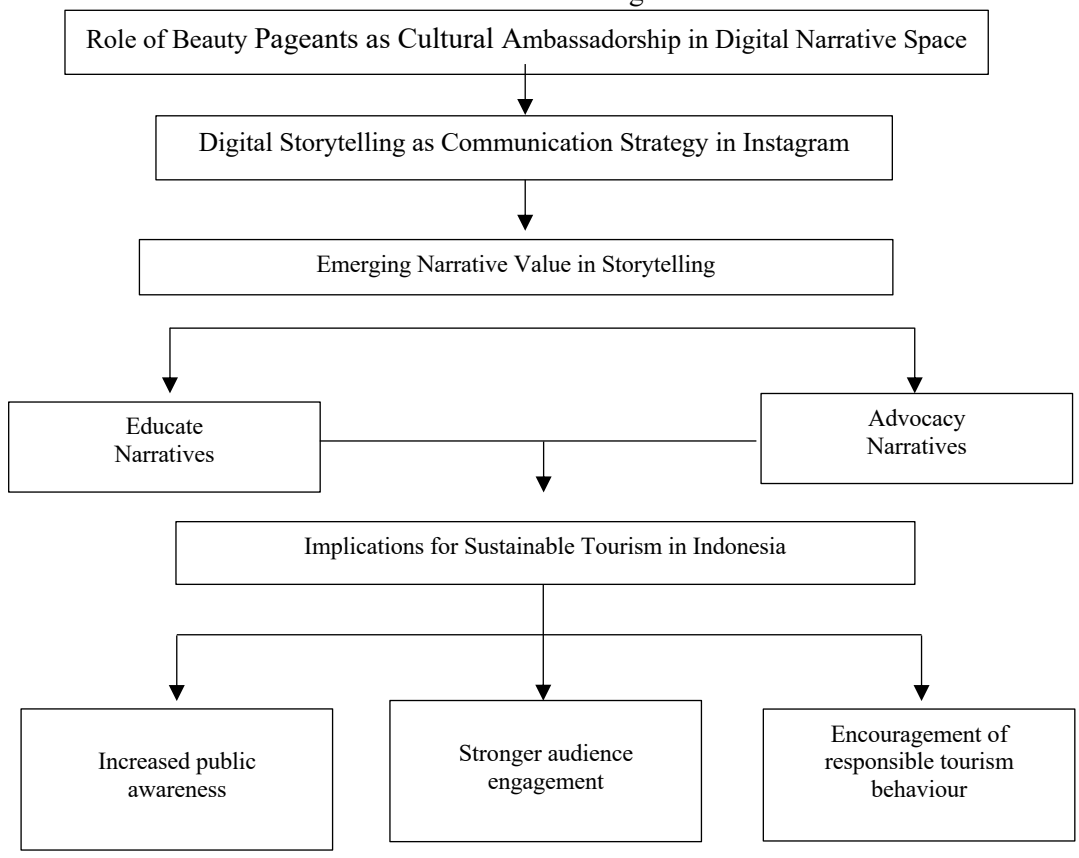
Beauty pageants use analog and digital narrating on Instagram to create cultural ambassadors or digital storytellers. Simultaneously, beauty pageants exhibit personality, image, and beauty, while creating channels of communication that shape and tell messages about culture (Hermawan, 2024), society, and modern sustainable tourism. Instagram facilitates the rapid communication and reception of emotional, oral, and interactive messages through visual narrating, which helps sustain the attention

of the audience. In the Instagram narrating process, digital communicators employ various types of digital communication. The use of narrating or Instagram decorations enhances the reception of advocacy and education.

Study findings revealed that narrating and digital storytelling should provide two intersecting values. The first of these is advocacy, while the second is education. Advocacy narrating is the channel through which authors enhance the audience's appreciation of the importance and relevance of culture and the environment. Through persuading the audience to take the recommended advocacy actions, authors create engagement and promote appreciation of the environment. Education and advocacy messages should be embedded in storytelling that accompanies contemporary digital content. Narrators of beauty pageants guide the audience to understand and appreciate the importance and relevance of the content and social messages, which they discretely share through the narrating of their activities, posting Instagram content, and beauty pageants storytelling. This approach to narrating and communicating messages creates appreciation and attachment to the audience while simultaneously educating them on the content.

These two values therefore suggest the advent of sustainable tourism in Indonesia. The continuous dissemination of education and advocacy narratives via social media will foster the public's understanding of the need to conserve the cultural and environmental surroundings, increase audience–digital communicator interaction, and promote responsible tourism. Hence, beauty pageants in the digital era can conceptualize the use of strategic communications to create a narrative that aims to develop Indonesia's cultural image and the promotion of sustainable tourism.

Chart of Research Findings



Conclusions

Cultural ambassadors have historically used social media as a way of sharing images and videos with their audiences. Their digital storytelling should provide two intersecting values, there are education and advocacy. These elements are important when developing appealing and socially responsible sustainable tourism communications. Values are integrated and circulated through beauty social media storytelling. Socially conscious and aesthetically pleasing beauty pageants not only advocate culture, but are also powerful agents for social change, and can be effective in driving the

sustainable tourism agenda in Indonesia. Through Instagram, the role of cultural ambassador embraces a new dimension, as the ceremonial ambassador role is also used to promote sustainable tourism on a daily basis.

Features of social media in storytelling like reels, stories and feeds, create storytelling that optimizes its participatory and collaborative nature. The created content will inspire and start conversations to engage the audience to become a community and be a part of the emotional journey. Real experiences elite storytelling and builds advocacy to engage the audience in action and foster social change. These are direct and strong consequences in reshaping the audience. This storytelling champions sustainable change and responsible tourism. Communicating through simple, relatable scenarios demonstrates the importance of starting small when implementing behavioral changes. Because of this, storytelling is a strategy that is informative, persuasive, and transformative. With the consideration of storytelling's unique components, the method can create awareness, deepen the connection, and stimulate the willingness of the community to participate in sustainable tourism.

The conclusions of this study suggest pathways for future research. *First*, the analysis could be expanded beyond Instagram. Future studies could include the examination of other social media platforms like TikTok, YouTube, and X, as this research may reveal the ways in which the various communication and audience interaction methods impact the evolution of digital storytelling and the effectiveness of communicating messages about culture and sustainable tourism.

Second, there is a need for future studies to investigate the various forms of implicit narratives within digital storytelling and the construction of messages to which the audience is to be educated and/or prompted to act through the use of visuals, captions, cultural iconography, and the beauty pageant contestants. This research may illustrate novel ways of digital persuasion which appeal to audience intimacy and participant-persuasive on a personal level. Additionally, further studies could be directed toward the audience's perspective. This would help researchers understand how the general public interprets the stories the beauty pageants are trying to communicate and how this storytelling influences their social awareness and behavior towards sustainable tourism.

References

Akbari, T. T., Ayu, J. P., Khadijah, S. A. R., & Bustami, M. R. (2025). Sustainable Tourism Leadership : A Collaborative Approach to Drive Ecosystem and Accelerate Innovation in Indonesia. *Jurnal Ilmu Sosial Dan Ilmu Politik*, *29*(1), 71–88. https://doi.org/https://doi.org/10.22146/jsp.101713

Aldieri, L., Barra, C., Ruggiero, N., & Vinci, C. P. (2021). *Green Energies , Employment , and Institutional Quality : Some Evidence for the OECD*. *13*. https://doi.org/https://doi.org/10.3390/su13063252

Cahyani, I. P., Mardani, P. B., & Widianingsih, Y. (2023). *Digital Storytelling in Cultural Tourism : A Sustainable Communication Approach at the Lasem Heritage Foundation*. *6*(1). https://doi.org/https://doi.org/10.31098/ijmesh.v6i1.1348

Cannas, R. (2018). Communicating Actions for Sustainable Tourism Development. The Implementation of the European Tourism Indicator System for Sustainable Destinations in South Sardinia. *Almatourism*, 105–128. Retrieved from https://doi.org/10.6092/issn.2036-5195/8855

Creswell, J. W., & Creswell, J. D. (2022). *Designing and conducting mixed methods research*. Sage Publications, Inc.

Duffy, B. E., & Hund, E. (2019). *Gendered Visibility on Social Media : Navigating Instagram ' s Authenticity Bind*. *13*, 4983–5002.

Fadli, M., Susilo, E., Puspitawati, D., Ridjal, A. M., Maharani, D. P., & Liemanto, A. (2022). *Sustainable Tourism as a Development Strategy in Indonesia*. *10*(1), 23–33. https://doi.org/10.21776/ub.jitode.2022.010.01.04

Falah, R. Z., Abubakar, A. A., Pratama, R., & Aaliyah, T. (2025). *Transformasi Pola Komunikasi Organisasi dalam Pengembangan Pariwisata Berkelanjutan : Studi Literatur pada Dinas Pariwisata Kalimantan Tengah*. *9*, 23315–23324.

Godemann, J. (2021). *Communicating Sustainability Some Thoughts and Recommendations for Enhancing Sustainability Communication*. In The sustainability communication reader: A reflective compendium Wiesbaden: Springer Fachmedien Wiesbaden.

Gössling, S., Hall, C. M., & Weaver, D. B. (2009). *Sustainable tourism futures: Perspectives on systems, restructuring and innovations*. Routledge.

Hermawan, D. (2024). Beyond the Crown : The Role of Miss Grand Internal in Driving Social and Cultural. *International Journal of Social Science (IJSS)*, *4*(4), 323–334. https://doi.org/https://doi.org/10.53625/ijss.v4i4.9015

Kilipiri, E., Papaioannou, E., & Kotzaivazoglou, I. (2023). Social Media and Influencer Marketing for Promoting Sustainable Tourism Destinations : The Instagram Case. *Sustainability*, *15*, 1–18. https://doi.org/https://doi.org/ 10.3390/su15086374

Madya, F., & Arma, N. A. (2025). *Sustainable Tourism Development in Indonesia : Challenges and Solutions*. 106–115.

Permatasari, I. W., & Soeriawidjaja, A. (2025). *Strategi Komunikasi Lingkungan Beauty Pageant Miss Eco International Dalam Meningkatkan Kesadaran Masyarakat Tentang Lingkungan Di Indonesia*. *31*, 380–404. https://doi.org/10.33503/paradigma.v31i2.2342

Pinariya, J. M., & Yulianti, W. (2024). *Effective or Not ? The Crisis Communication in Social Media Indonesia COVID-19 Team Affect Behavioural Intentions to Get Vaccination with Big Data Analysis*. *40*(4), 412–430.

Pinariya, J. M., Yulianti, W., Mitha, J., & Larasaty, P. N. (2020). Create Successful Content Media as Crisis Mitigation in Tourism Industry During Covid-19 Pandemic. *Ikatan Saryana Komunikasi Indonesia*, *5*(2), 254–261. https://doi.org/http://dx.doi.org/10.25008/jkiski.v5i2.474

Radjabov, O., Davronov, I. O., Boltayeva, M., Ashurova, M., & Navruz-zoda, L. (2025). Prospects of using strategic communication in sustainable tourism promotion. *Frontiers in Sports and Active Living*, *7*(November). https://doi.org/10.3389/fspor.2025.1623121

Syarifudin, A., & Ummah, K. C. (2023). *The representation of female beauty in the Instagram pageant lovers*. *1*(1), 39–52.

Terenzia, C., & Ramadanty, S. (2025). *Exploring the role of pageant influencers on social media campaign in Indonesia*. *2*, 1–11. https://doi.org/10.31603/bishss.319

Widanarko, M. A., & Atmadi, G. (2023). *Public Relations Campaign Management for Supporting Responsible and Sustainable Tourism*. *8*(2), 359–369. https://doi.org/http://dx.doi.org/10.25008/jkiski.v8i2.879