Research Article

Digital Media and Tourism Destination Branding: Promoting Jingxing's Traditional Villages

Ren Lifen[1], Sabrina Mohd Rashid[2], Normahfuzah Ahmad[3]

[1]ren_lifen@ahsgs.uum.edu.my, renlf2020@sina.com

[2]sabrina@uum.edu.my

[3]normahfuzah@uum.edu.my

[123]Universiti Utara Malaysia

ARTICLE INFO	ABSTRACT
	The development of digital media has penetrated every aspect of human life, with modern digital media technologies making brand communication more efficient. For the dissemination of traditional village tourism destination brands, the advantages of digital media are even more pronounced. Existing research on tourism destination branding primarily focuses on urban or well-known tourism destinations, with relatively little attention paid to economically underdeveloped traditional villages. The strengths of digital media can transcend geographical and temporal constraints, enabling traditional village tourism destinations to leverage new digital media channels as exemplary models for tourism brand communication. This study employs the "Uses and Gratifications Theory" to explore the advantages and developmental potential of digital media in promoting the tourism destination brand of Jingxing's traditional villages. Through interviews with sixteen informants, the researchers analyzed the role of digital media in traditional village tourism branding from the perspective of Uses and Gratifications Theory, providing new insights for branding non-famous tourism destinations. **Keywords:** digital media, traditional villages, tourism, brand communication.

INTRODUCTION

The significance of tourism destination branding has been widely emphasized in academic literature (Hanna et al., 2021). Currently, governments and tourism administrations in China regard brand communication as a crucial strategy for tourism destination branding. In this process, digital media offers distinct advantages. Utilizing digital media to promote traditional village tourism destinations has become an effective approach for underdeveloped regions (Yanti et al., 2023). Sustainable destination branding through digital media can generate tangible benefits for local governments and residents. However, most existing research focuses on well-known tourism destinations, such as Xi'an's Giant Wild Goose Pagoda, which attracts both domestic and international visitors. In contrast, economically disadvantaged areas like the traditional villages in Jingxing, located in the Taihang Mountains, have received little scholarly attention. Particularly, research linking Jingxing's tourism branding with digital media remains virtually unexplored.

As noted by Mbarek and Kummitha (2024), branding serves as a driving force for the sustainable development of

Research Article

tourism destinations, and digital media communication can inject new vitality into destination branding. In this study, the researchers conducted field investigations in Jinxing's traditional villages, interviewing four key stakeholder groups: government officials, business operators, local residents, and tourists, to analyze the advantages of digital media in promoting traditional village tourism brands. The findings provide valuable insights for destination branding in economically underdeveloped regions.

Digital media communication introduces a novel development paradigm for traditional village tourism destination branding. This study explores these dynamics through the Uses and Gratifications Theory, identifying the strengths of digital media in destination branding while examining the varied experiences of different user groups.

LITERATURE REVIEW

The Uses and Gratifications (U&G) Theory originated in the 1940s when American sociologist Berelson conducted early research on print media, specifically books and newspapers. Later, Herzog from Columbia University's Bureau of Applied Social Research examined audience motivations behind radio and television usage. By the 1960s, scholars such as McQuail advanced the theory through studies on television programming. In the 1970s, communication scholar Katz, in his seminal 1974 paper "Utilization of Mass Communication by the Individual," conceptualized media engagement as a process shaped by "social factors + psychological factors → media expectations → media exposure → need fulfillment." This framework incorporated social contextual influences into media consumption. Japanese scholar Takeuchi further refined this model in 1977.

U&G theory adopts an audience-centered perspective, analyzing how individuals' media use motivations and gratifications influence the psychological and behavioral effects of mass communication(Falgoust et al., 2022). It posits that audiences actively shape media dissemination processes through selective engagement.

International scholars have significantly contributed to the evolution of U&G theory by exploring motivations, preferences, and gratifications across diverse media platforms. Hussain and Shabir (2020) investigated factors influencing media selection, identifying varied gratifications derived from different channels. Guan (2023) analyzed demographic differences (e.g., age, gender, socioeconomic status) in media consumption patterns, offering insights for targeted content strategies. With the rise of digital media, researchers have examined how platforms like social media and streaming services reshape consumption behaviors (Yassin, 2021).

Ruggiero (2000) emphasized U&G theory's enduring relevance, particularly during the emergence of new media technologies. He noted that interactive digital platforms empower users, fostering unprecedented audience-producer dynamics and reinforcing the theory's significance. Rathnayake and Winter (2017) expanded U&G by examining how individuals use multiple media to sustain social relationships, highlighting platform-specific gratifications. Similarly, Quan-Haase and Young (2014) applied U&G to internet use, emphasizing interactivity, information-seeking, and social connectivity.

Studies on social networking sites (SNS) have primarily focused on U.S. platforms like Facebook, Twitter, and Myspace (Hruska & Maresova, 2020). Johnson and Ranzini (2018) identified four key gratifications for college students using Myspace/Facebook: communication, prestige-seeking, curiosity, and social bonding. Conversely, Frampton and Fox (2021) prioritized three core motivations: information acquisition, friendship maintenance, and social surveillance. Twitter research reveals divergent findings: while Wang et al. (2022) underscored social

Research Article

interaction as the primary driver, Kelly and Sharot (2021)'s team found information-seeking motives more strongly correlated with usage behaviors than social needs.

This body of work demonstrates U&G theory's adaptability to evolving media landscapes, providing a robust framework to analyze digital media's role in tourism destination branding—particularly for underserved contexts like Jingxing's traditional villages.

METHOD

This study employs a qualitative research approach to investigate the role and advantages of digital media in destination branding for Jingxing's traditional villages in China. In recent years, with the continuous development of cultural tourism, Jingxing's traditional villages have emerged as significant tourism destinations. Local authorities are actively seeking to enhance the region's tourism brand through digital media dissemination. Consequently, this research primarily explores how digital media can be leveraged to promote Jingxing's tourism destination branding.

The researcher conducted in-depth interviews with 16 informants, including government officials, tourists, business operators, and local residents. Each interview lasted approximately 50 minutes and was audio-recorded for accuracy. Subsequently, the recordings were transcribed verbatim. To enhance the reliability of the collected data, interviewers prioritized using local dialects during interactions to facilitate clearer communication and foster rapport with participants.
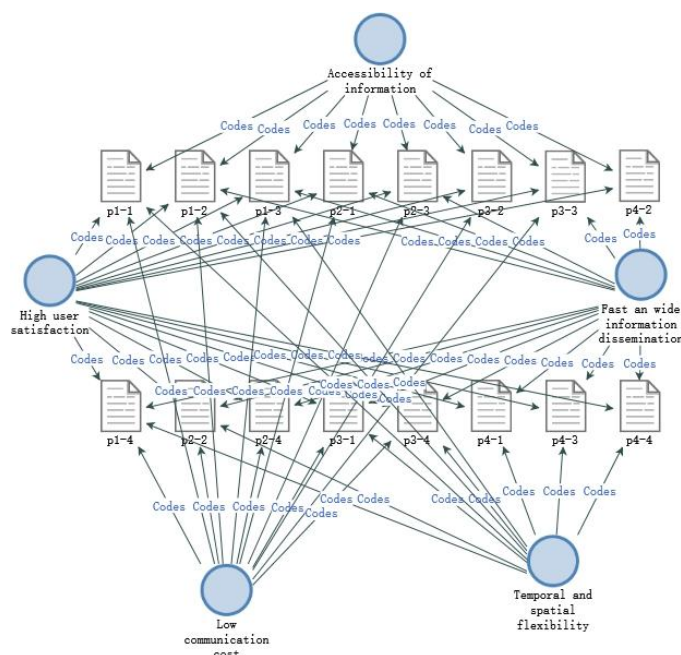

Figure 1. Thematic Network of Interview Texts

Table 1 summarizes the basic information of the 16 participants. Females represented a larger proportion and exhibited a high level of involvement in the village's tourism management and operations. Over 75% of the participants had been living in Jingxing for five years or more, of which 62% had been residents for more than 10 years, they can be found among all four types of stakeholders, especially among the groups of government officials and local residents, indicating relatively long-term experiences. In terms of age, 75% were over 35 years old, with

Research Article

68% falling between the ages of 30 and 50. To distinguish between the different types of stakeholders, the researchers labeled the participants as government officials (P1), business operators (P2), local residents (P3), and tourists (P4).

Table 1. Demographic Information of Participants

Informant	Gender	Age	Education	Years of Residence
P1-1	Male	52	Bachelor	52
P1-2	Female	50	Bachelor	50
P1-3	Male	50	Master	4
P1-4	Male	54	Diploma	54
P2-1	Male	39	Diploma	7
P2-2	Female	38	High school	6
P2-3	Female	32	Bachelor	32
P2-4	Female	36	Bachelor	36
P3-1	Male	42	High school	42
P3-2	Female	46	Junior high school	46
P3-3	Male	40	Diploma	40
P3-4	Male	61	Primary school	61
P4-1	Male	30	Master	3
P4-2	Female	28	Diploma	4
P4-3	Female	26	Diploma	3
P4-4	Male	39	Diploma	12
Total		16		

RESULTS

In the development of Jingxing's traditional village cultural tourism destination brand, the advantages of digital media are particularly evident. Through an analysis of interviews with 16 informants and by applying the Uses and Gratifications Theory, this study examines respondents' specific experiences with digital media usage. The findings synthesize the key advantages of digital media in promoting traditional village tourism destination branding.

Temporal and spatial flexibility

Temporal and spatial flexibility are the basic characteristics of digital media and play an important role in tourism development. The spatial and temporal flexibility of digital media refers to their ability to overcome limitations in time and space to provide a wider and more flexible experience (Keightley, 2013). Digital media can provide information, events and interactions in real time.

Through social media, news sites and real-time messaging tools, users can quickly access and share the latest travel information, making communication more immediate and faster. Digital media seamlessly connects the world through the Internet, giving users access to a wide range of information, services and social networks on a global scale wherever they are (Chayko, 2020), broadening their horizons and facilitating the exchange of culture and information. Ten informants spoke about the temporal and spatial flexibility characteristics of digital media. Informant p1-2 first said:

>*"The Internet communication platform cannot be limited by time and space, at any time and any place, if*

Research Article

there is a network can be spread." (Informant p1-2,Jingxing Tourism Bureau Director，October2023)

He also said:

"I think the advantages of digital media are fast information transmission, free from time and space restrictions...... People can search and publish information anytime and anywhere........"(Informant p1-2,Jingxing Tourism Bureau Director，October2023)

The informant, p2-2, who runs a souvenir shop in Jingxing, said:

"Digital media can also transcend the limitations of time and space, we used to say, "far away, near" now digital media can help us achieve, any time, any place can achieve communication, information release and search has become accessible, can only say that the development of science and technology is too powerful, this was unimaginable before......." (Informant p2-2, Tourist souvenir shop owner, November 2023)

p4-4 also gave his own feelings about using digital media, saying:

"Digital media spread quickly and widely. Once the content is published, it can instantly. reach users around the world, breaking the limits of time and space. This wide and rapid dissemination enables the brand information to achieve maximum exposure in a short period of time, which greatly improves the brand awareness." (informant p4-4,Traditional architectural culture tourism enthusiasts, October 2023)

Overall, the temporal and spatial flexibility of digital media provides users with a more flexible, immediate and personalized experience, while also expanding the scope of information transmission and preservation. This has had a profound impact on the spread of tourist destination brands.

Accessibility of Information

The enhanced accessibility of information represents a defining characteristic of digital media development. With the widespread adoption of the internet, social media, and mobile applications, users can now access diverse information anytime and anywhere. Through NVivo data analysis, researchers have identified three key dimensions of this accessibility: convenience, diversity, and effectiveness of information.

Informant P1-1, a government official, stated:

"There is the convenience an efficiency of digital media. Consumers can stay informed. about golbal events without leaving their homes, a characteristic of our digital ear. Consumenrs can get information, make comparisons, and ultimately choose the most satisfying brand through digital media platforms—all from the comfort of their homes. Isn't this incredibly convenient?" (Informant P1-1, Government official，October 2023)

Informant P2-1 concurred with this perspective, adding:

"I think the experience of using digital media varies from person to person. For me, digital media brings me the greatest convenience in life. Digital media platform makes information acquisition and dissemination more convenient. I can access these platforms anytime, anywhere from my phone, tablet or computer to get the information I need or interact with others. Digital media platforms can update content in real time and I can keep up with the latest news, events and trends." (Informant P2-1, Intangible cultural souvenirs owner, November 2023)

Research Article

Although these informants represented different demographic groups, they unanimously emphasized the informational accessibility advantage of digital media. The frequent use of terms like "convenient" and "convenience," along with statements such as "I can access these platforms anytime, anywhere," led researchers to conclude that digital media fundamentally enhances information accessibility. This accessibility directly contributes to information effectiveness, as illustrated by P1-1's observation about consumers' ability to compare and choose optimal options through digital platforms.

The diversity of information was another prominent theme across respondent groups. P2-3, a local food shop owner in Jingxing, shared:

> *"Digital media platforms have provided me with an unparalleled access to information. Whether it's news, technology, entertainment or a variety of other fields, as long as I'm interested, I can find relevant content on the platform. It greatly enriched my knowledge and gave me a more comprehensive understanding of the world." (Informant P2-3, Food shop owner, November 2023)*

P3-3 similarly noted:

> *"In addition to leisure and entertainment in my spare time, now I basically need to do anything first from the mobile phone search, such as going out on the car, you can check the bus route from the mobile phone, hotel can also place an order on the mobile phone in advance, and so on, there are too many......."*
> *（informant p3-3,Jingxing Shiqiaotou village villagers, November 2023)*

P4-2, a young tourist, offered additional insights:

> *"Usually contact family p3-3and friends are using mobile phone wechat voice or video, search information is also using mobile app, such as Apple mobile phone browser, or Baidu, Google browser, in short, a lot of specific information, and then the corresponding specific information has a specific app, such as buying train tickets with 12306 mobile app, buy air tickets can go on Ctrip, where to go, Then there are also online shopping malls, Taobao, Jingdong, Pinduoduo, too many, there are special apps, and now even shopping for food have dishes, basically all the content can be completed on the mobile phone, if I am not working, I rarely open the basic computer, but the mobile phone is not left......."(Informant P4-2, Tourist, November 2023)*

Among the 16 interviewees, 8 specifically highlighted the diverse information available through digital media. P4-2's enumeration of specialized apps demonstrates the technological foundation of this diversity, while P3-3 and P2-3's accounts of daily digital usage patterns further substantiate this advantage. These findings collectively establish digital media's capacity to deliver comprehensive, multifaceted information access.

Fast and wide information dissemination

The capacity for fast and wide information dissemination represents a significant advantage of digital media platforms. These platforms enable instantaneous publication and updating of information, with news outlets, social media, and blogs capable of distributing the latest tourism updates and visitor experiences globally within minutes. The interactive nature of social media applications facilitates immediate information propagation through user sharing, reposting, and commenting behaviors, allowing tourists to promptly disseminate content of interest throughout their social networks, thereby exponentially expanding the reach of information.

Deputy County Mayor P1-3 emphasized:

Research Article

> *We can also share pictures and spread culture on digital media platform in our spare time, which shows that digital media communication is not limited by time and place, and the transmission speed is fast, and the cost is low. In short, we must adapt to the requirements of the development of The Times, and we must also have the confidence to use the advantages of digital media platforms to achieve the dissemination of Jingxing tourist destination brands. (Informant P1-3, Jingxing county deputy governor，October 2023)*

This statement highlights digital media's advantages of spatiotemporal transcendence and rapid dissemination velocity. Respondent P3-3, a local business operator, corroborated this observation:

> *Another, digital media has the advantage of fast transmission speed, which can basically achieve the immediacy of information transmission, which is a very important advantage. （informant p3-3,Jingxing Shiqiaotou village villagers, November 2023)*

P4-4, a traditional architecture enthusiast, provided a tourist's perspective:

> *The coverage of digital media platform is wide, and the speed of information transmission is fast. Social platforms, such as wechat, Weibo and Douyin, have gathered a huge user base, and the information push mechanism of these platforms enables information to spread quickly to every corner. Traditional architectural culture tourism enthusiasts can share their travel experiences and feelings through these platforms and can quickly attract tourists who are also interested in traditional architectural culture and tourism, so as to improve the popularity of Jingxing traditional village tourism brand. (informant p4-4,Traditional architectural culture tourism enthusiasts, October 2023)*

Analysis of these stakeholder accounts reveals consistent emphasis on the descriptors "wide" and "fast." The research concludes that the dual advantages of expeditious transmission speed and comprehensive coverage constitute fundamental strengths of digital media in destination brand promotion.

High User Satisfaction

User satisfaction with digital media manifests across multiple dimensions, including operational convenience, entertainment value, and strong interactivity. Interview data revealed rich insights regarding user satisfaction, with respondents from diverse groups sharing their experiences from various perspectives.

Respondent P1-2, a government employee, described his digital media usage:

> *In daily work, we generally use QQ for file transfer, and have a special QQ group for work. In life, usually family and friends' entertainment may choose wechat and Tiktok, you know, wechat forward or share interesting videos, pictures are very convenient, the operation is also very simple, adults and children will play. (Informant p1-2,Jingxing Tourism Bureau Director，October2023)*

His repeated use of terms like "interesting," "operation simple," "relaxed," and "fun" in subsequent statements:

> *Some young people are more relaxed in operating digital media. This must be because digital media is convenient, fun, time saving and other advantages, otherwise it would have been eliminated long ago. (Informant p1-2,Jingxing Tourism Bureau Director，October2023)*

Beyond entertainment, interactivity emerged as a primary reason for digital media adoption, mentioned by 10 of 16 respondents. P2-1, owner of an intangible cultural heritage souvenir shop, emphasized:

> *The use of digital media platforms can help souvenir shops better interact with the younger generation of*

Research Article

> *consumers and provide more convenient and personalized services. .... This interactivity allows users to engage and experience content more deeply, while also building and expanding social networks. (Informant P2-1, Intangible cultural souvenirs owner, November 2023)*

For business operators like P2-2 (a tourism souvenir shop owner utilizing digital platforms for e-commerce), interactivity translates to market expansion:

> *I think digital media can carry out brand communication through various platforms and channels, including Tiktok, Kuaishou, Weibo, Zhihu Forum, etc. These platforms often have a large user base and can ensure that the brand message reaches a wider audience. Digital media makes the interaction between brands and consumers more convenient and real-time. Consumers can be on a variety of platforms. (Informant p2-2, Tourist souvenir shop owner, November 2023)*

He further explained practical applications:

> *Then we can create high-quality tourism articles, videos, audio and other multimedia content, detailed introduction of Jingxing traditional villages of the historical background, cultural characteristics, customs and customs, so that tourists in the process of understanding the interest. At the same time, interactive activities such as online Q&A and live broadcast are carried out to increase the participation and stickiness of tourists. (Informant p2-2, Tourist souvenir shop owner, November 2023)*

While businesses value interactivity for commercial potential, local residents prioritize operational ease. P3-4, a resident in his 60s, noted:

> *I was old and had not been in school for many years, and I had not heard of these new terms. But I have a smart phone. Besides making phone calls, I also use my mobile phone for entertainment, including sending messages and forwarding pictures and videos to my friends through wechat, and checking Tiktok and giving "likes" to my friends on wechat and Tiktok. I also learn to take photos with my mobile phone and share them in the moments of friends. Although I am old, I still feel comfortable using a smartphone. Of course, my computer is not, so my daily communication and entertainment are usually through my mobile phone. (Informant P3-4, Jingxing Nanzhang village villagers, November 2023)*

The analysis reveals that while different user groups have distinct experiences with digital media, they universally acknowledge its high satisfaction advantages. Based on the relationship between varied needs and satisfaction in the Uses and Gratifications Theory, the researchers examined the specific needs of different respondent groups when using digital media and analyzed how these needs influence their satisfaction levels.

Low Communication Costs

A prominent characteristic of digital media is its cost-effectiveness in communication and information dissemination. By utilizing standard data plans through various apps, users can achieve efficient communication and content sharing. Additionally, the use of digital promotional materials further reduces dissemination expenses.

Multiple interviewees highlighted the low-cost nature of digital media. P1-1 stated:

> *When it comes to the advantages of digital media in brand communication, the first and foremost is its low cost. Since everyone commonly uses a mobile phone, one can browse websites and access information by simply paying the regular phone bill. (Informant P1-1, Government official，October 2023)*

P3-2 similarly emphasized:

> *Other advantages, in general, the cost of digital media use is getting lower and lower, in the past to call a few cents a minute, texting also money, now is not the same, now as long as the mobile phone traffic monthly, with wechat a day to send dozens of messages, the phone basically don't play,*

Research Article

> *directly with wechat voice can be, so overall, The use of digital media has greatly reduced the cost of communication. (Informant P3-2, Jingxing Yujia village villagers, November 2023)*

P2-3, a business operator, addressed cost savings from a marketing perspective:

> *In addition, digital media can save more costs in communication. We sometimes use free platforms for self-communication and marketing. At the same time, digital and media also support precise advertising, improve advertising effectiveness and reduce marketing costs. (Informant P2-3, Food shop owner, November 2023)*

These accounts clearly demonstrate that low communication costs represent a key advantage of digital media. By utilizing standard data services, diverse user groups can seamlessly connect through digital apps, while businesses can conduct product marketing via electronic promotional materials. Thus, cost-efficient dissemination stands as a defining strength of digital platforms.

Discussion and Conclusion

In recent years, the rapid development of digital media has made it an indispensable tool for promoting the tourism destination brand of Jingxing's traditional villages. Leveraging digital media's advantages to facilitate brand communication for economically underdeveloped tourism destinations has become a critical focus for both local governments and researchers. For instance, government initiatives to develop the digital economy provide policy support for tourism destination growth (Kurniati & Suryanto, 2023). The benefits of digital media：temporal and spatial flexibility, accessibility of information, fast and wide information dessermination, high user satisfaction, and low communication costs have garnered significant attention from scholars. However, despite existing research, studies on utilizing digital media to enhance tourism destination branding in economically disadvantaged regions remain limited (Kumar & Barua, 2024).

This study adopts the Uses and Gratifications Theory perspective to conduct in-depth interviews with four stakeholder groups concerned with the brand development of Jingxing's tourism destination. The research focuses on one key question: how to leverage the advantages of digital media to promote the tourism destination brand of Jingxing's traditional villages. Through in-depth interviews with 16 informants, the researchers identified several advantages of digital media in Jingxing's traditional village tourism destination branding. These advantages include temporal and spatial flexibility, accessibility of information, fast and wide information dessermination, high user satisfaction, and low communication costs.

Based on the Uses and Gratifications Theory, this study analyzed the research questions through interviews with different groups and drew corresponding conclusions. The findings are consistent with Ruggiero (2000) argument in "Uses and Gratifications Theory in the 21st Century" that "UGT remains valid in the digital era, as users continue to select and use internet and social media based on their needs." The researchers particularly focused on analyzing user satisfaction with digital media, confirming that such satisfaction manifests in multiple dimensions. This aligns with the perspective of Katz et al. (1973), whose research emphasized audience initiative and the diversity of media usage. However, this study innovates in its selection of four distinct population groups: government, business operators, local residents, and tourists, representing a novel approach to examining audiences within the Uses and Gratifications Theory. The research results provide valuable references for understanding target audiences in tourism destination brand communication.

Theoretical implications: This study applies the Uses and Gratifications Theory to the audience of tourism

Research Article

destination brand communication, expanding the theory's application scope and specifying its audience categories, thereby broadening the theoretical research domain. The research establishes a connection between the Uses and Gratifications Theory and tourism destination brand communication, analyzing different audience groups' attitudes towards digital media use, which enriches the theoretical content. The Uses and Gratifications Theory examines how users select media to satisfy cognitive, emotional, personal identity, and social interaction needs. Katz et al. (1973) proposed that audiences are not passive but actively choose and use media to fulfill specific needs. This study categorizes digital media user groups into tourism destination stakeholders, specifying the concrete audience groups in the Uses and Gratifications Theory, thereby providing insights for the theory's development.

Practical implications: This study selected Jingxing's traditional village tourism destination in China as the research site and examined four stakeholder groups relevant to destination branding. In practical terms, the research can facilitate digital media dissemination for Jingxing's traditional village tourism brand, while also serving as a reference for marketing similar types of tourism destinations.

Limitations and Future Research

This study has several limitations, some of which could be addressed in future research. First, the study employed a sample from a location familiar to the researchers：Jingxing's traditional villages，where long-term fieldwork had been conducted. While this allowed for interviews to be conducted in the local dialect, facilitating data collection, the relatively small sample size (despite in-depth interviews) may limit the breadth of insights into the research topic and the application of the Uses and Gratifications Theory. Future studies could expand the sample size and include more diverse demographic groups through additional face-to-face interactions to obtain more robust data. Additionally, while the focus on four key stakeholder groups (government, business operators, local residents, and tourists) provided valuable insights, future research might explore other relevant groups (e.g., digital marketers, cultural heritage experts) to further validate the findings. Comparative studies across different rural tourism destinations could also enhance the generalizability of the results.

References:

[1] Chayko, M. (2020). *Superconnected: The internet, digital media, and techno-social life*. SAGE Publications, Incorporated.

[2] Falgoust, G., Winterlind, E., Moon, P., Parker, A., Zinzow, H., & Madathil, K. C. (2022). Applying the uses and gratifications theory to identify motivational factors behind young adult's participation in viral social media challenges on TikTok. *Human Factors in Healthcare*, 2, 100014.

[3] Frampton, J. R., & Fox, J. (2021). Monitoring, creeping, or surveillance? A synthesis of online social information seeking concepts. *Review of Communication Research*, 9, 1-42.

[4] Guan, Y. (2023). Consumer behavior analysis and marketing strategy optimization in the digital media environment. *Industrial Engineering and Innovation Management*, 6(10), 87-94.

[5] Hanna, S., Rowley, J., & Keegan, B. (2021). Place and destination branding: A review and conceptual mapping of the domain. *European Management Review*, 18(2), 105-117.

[6] Hruska, J., & Maresova, P. (2020). Use of social media platforms among adults in the United States—behavior on social media. *Societies*, 10(1), 27.

[7] Hussain, A., & Shabir, G. (2020). Cognitive needs and use of social media: A comparative study of gratifications sought and gratification obtained. *Information Discovery and Delivery*, 48(2), 79-90.

[8] Johnson, B. K., & Ranzini, G. (2018). Click here to look clever: Self-presentation via selective sharing of music and film on social media. *Computers in human behavior*, *82*, 148-158.

[9] Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The public opinion quarterly*, *37*(4), 509-523.

[10] Keightley, E. (2013). From immediacy to intermediacy: The mediation of lived time. *Time & Society*, *22*(1), 55-75.

[11] Kelly, C. A., & Sharot, T. (2021). Individual differences in information-seeking. *Nature communications*, *12*(1), 7062.

[12] Kumar, A., & Barua, C. S. (2024). Leveraging digital innovations in tourism marketing: A study of destination promotion strategies. *International Journal of Business and Management Research*, *12*(1), 08-12.

[13] Kurniati, P. S., & Suryanto, S. (2023). Tourism development policy based on digital economy in Lombok national tourism destination. *Journal of Eastern European and Central Asian Research (JEECAR)*, *10*(1), 85-92.

[14] Mbarek, A., & Kummitha, H. R. (2024). The Impact of Digitalization on Sustainable Branding in the Tourism destination.

[15] Quan-Haase, A., & Young, A. L. (2014). The uses and gratifications (U&G) approach as a lens for studying social media practice. *The handbook of media and mass communication theory*, 269-286.

[16] Rathnayake, C., & Winter, J. S. (2017). Examining the link between social media uses and gratifications, and political tolerance and dogmatism. *Policy & Internet*, *9*(4), 444-466.

[17] Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass communication & society*, *3*(1), 3-37.

[18] Wang, W., Wang, L., Zhang, C., Liu, C., & Sun, L. (2022). Social interactions for autonomous driving: A review and perspectives. *Foundations and Trends® in Robotics*, *10*(3-4), 198-376.

[19] Yanti, D., Heryadi, D. Y., Cakranegara, P. A., & Kadyrov, M. (2023). Developing rural communication through digital innovation for village tourism. *Jurnal Studi Komunikasi*, *7*(3), 696-712.

[20] Yassin, C. A. (2021). Understanding consumer digital consumption behaviour in the edge of social media platforms. *Open Journal of Social Sciences*, *9*(10), 394-416.