

## DAFTAR PUSTAKA

- Abercrombie & Kent . (2024). *Travel That Transforms: Abercrombie & Kent Philanthropy Reports Record Impact in 2024*. Retrieved from Abercrombie & Kent : <https://www.abercrombiekent.com/press-releases/travel-that-transforms-abercrombie-and-kent-philanthropy-reports-record-impact-in-2024>
- African Business. (2025, Agustus 6). *Kenya's tea exports soar amid renewed focus on value addition*. Retrieved from African Business: <https://african.business/2025/08/resources/kenyas-tea-exports-soar-amid-renewed-focus-on-value-addition>
- Afrika Kenya Safaris. (n.d.). *The Big Five Animals In Kenya | Big Safari Wildlife Guide*. Retrieved from Afrika Kenya Safaris: <https://www.africakenyasafaris.com/africas-fabulous-big-five/>
- Anholt, S. (2003). *Brand New Justice*. Oxford: Butterworth Heinemann.
- Badan Pusat Statistik. (n.d.). *Kunjungan Wisatawan Mancanegara per Bulan Menurut Kebangsaan*. Retrieved from Badan Pusat Statistik: <https://www.bps.go.id/id/statistics-table/2/MTQ3MCMY/kunjungan-wisatawan-mancanegara-per-bulan-menurut-kebangsaan--kunjungan-.html>
- BBC. (2021, Januari 12). *Naomi Campbell's Kenya tourism role causes row*. Retrieved from BBC.com: <https://www.bbc.com/news/world-africa-55635390>
- BBC News Indonesia. (2020, Agustus 25). *Covid-19: Sekolah terhenti akibat pandemi, ruang kelas di Kenya diubah menjadi peternakan ayam demi pemasukan*. Retrieved from BBC News Indonesia: <https://www.bbc.com/indonesia/majalah-53898130>
- British International Investment. (n.d.). *What's the role of an impact investor like CDC in Kenya?* Retrieved from British International Investment: <https://www.bii.co.uk/en/news-insight/insight/articles/whats-the-role-of-an-impact-investor-like-cdc-in-kenya/>
- British International Investment. (n.d.). *What's the role of an impact investor like CDC in Kenya?* Retrieved from British International Investment: <https://www.bii.co.uk/en/news-insight/insight/articles/whats-the-role-of-an-impact-investor-like-cdc-in-kenya/#>
- Campbell, N. (n.d.). *Naomi Campbell*. Retrieved from Naomi Campbell Website: <https://www.naomicampbell.com/>
- Capital FM Kenya. (2022, Oktober 13). *Netflix Showcases 'Wildlife Works Kasigau Corridor Redd+ Project' At Magical Kenya Travel Expo*. Retrieved from Capital FM: <https://www.capitalfm.co.ke/thesauce/netflix-showcases->

wildlife-works-kasigau-corridor-redd-project-at-magical-kenya-travel-expo/amp/

Capital News. (2025, February 18). *Kenya and Jamaica Sign MoU to Drive Digital Transformation in Tourism*. Retrieved from Capital FM News: <https://www.capitalfm.co.ke/news/2026/02/kenya-and-jamaica-sign-mou-to-drive-digital-transformation-in-tourism/>

China Communication Construction. (2024, Agustus 27). *Diplomats from multiple African countries visit CRBC-built projects in Kenya*. Retrieved from China Communication Construction: [https://en.ccccltd.cn/xwzx/ywfb/202409/t20240902\\_215876.html#:~:text=The%20delegation%20toured%20key%20projects,the%20diplomats%20at%20Nairobi%20Terminus](https://en.ccccltd.cn/xwzx/ywfb/202409/t20240902_215876.html#:~:text=The%20delegation%20toured%20key%20projects,the%20diplomats%20at%20Nairobi%20Terminus)

CNN Indonesia. (2023, Desember 15). *Kenya Bebas Visa untuk Turis dari Seluruh Dunia*. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/gaya-hidup/20231215110349-269-1037623/kenya-bebas-visa-untuk-turis-dari-seluruh-dunia>

Explore Lamu. (n.d.). *Lamu Cultural Festival*. Retrieved from Explore Lamu: <https://explorelamu.com/listing/lamu-cultural-festival>

Go Places Digital. (2025, Maret 6). *UK Influencers Unlock Kenya's Hidden Tourism Treasures*. Retrieved from Go Places Digital: <https://goplacesdigital.com/uk-influencers-unlock-kenyas-hidden-tourism-treasures/>

Hersi, M. (2025, Juli 25). *The Best Brand Ambassadors for Magical Kenya*. Retrieved from Facebook: [https://web.facebook.com/mohammed.hersi2010/posts/the-best-brand-ambassadors-for-magicalkenya-magical-kenyatwo-female-athletes-who/10163097623102422/?\\_rdc=1&\\_rdr#](https://web.facebook.com/mohammed.hersi2010/posts/the-best-brand-ambassadors-for-magicalkenya-magical-kenyatwo-female-athletes-who/10163097623102422/?_rdc=1&_rdr#)

Journal des Palaces. (2017, Mei 17). *The Kenya Tourism Board's Influencer Campaign Strategy for Marketing Magical Kenya*. Retrieved from Journal des Palaces: <https://www.journaldespalaces.com/pressrelease-50444-the-kenya-tourism-board-s-influencer-campaign-strategy-for-marketing-magical-kenya.html>

Kalele, M. (2025, July 28). *Shopping in Kenya: The Only Cardio You'll Enjoy*. Retrieved from Akbar Travels: <https://www.akbartravels.com/in/blogs/shopping-in-kenya-the-only-cardio-youll-enjoy/#:~:text=Kenya%20is%20famous%20for%20handcrafted,are%20also%20popular%20shopping%20picks.>

Kamariki, D. (2022, April 14). *KTB renews partnership with Kipchoge as Magical Kenya ambassador*. Retrieved from citizen.digital:

<https://citizen.digital/article/ktb-renews-partnership-with-kipchoge-as-magical-kenya-ambassador-n296534>

- Kenya Airways. (2025, Mei 13). *New IATA Report Indicates Aviation Sector Contributes about Ksh425 Billion to Kenya's Economy*. Retrieved from Kenya Airways: <https://corporate.kenya-airways.com/en/news-press-release/2025/may/new-iata-report-indicates-aviation-sector-contributes-about-ksh425-billion-to-kenyas-economy/#:~:text=New%20IATA%20Report%20Indicates%20Aviation,are%20directly%20employed%20by%20airlines>
- Kenya Airways. (2025, May 13). *New IATA Report Indicates Aviation Sector Contributes about Ksh425 Billion to Kenya's Economy*. Retrieved from Kenya Airways: <https://corporate.kenya-airways.com/en/news-press-release/2025/may/new-iata-report-indicates-aviation-sector-contributes-about-ksh425-billion-to-kenyas-economy/#:~:text=New%20IATA%20Report%20Indicates%20Aviation,are%20directly%20employed%20by%20airlines>
- Kenya Association of Travel Agents. (2025, Desember 14). *Kenya Unveils New Tourism Strategy Focused on Wildlife, Sustainability, and Business Travel*. Retrieved from Kata Kenya: <https://katakenya.org/kenya-unveils-new-tourism-strategy-focused-on-wildlife-sustainability-and-business-travel/#:~:text=Kenya%20has%20launched%20a%20new%20tourism%20strategy,destination%20for%20international%20conferences%20and%20business%20events>
- Kenya Export Promotion & Branding Agency. (n.d.). *About Made In Kenya*. Retrieved from Make it Kenya: <https://makeitkenya.go.ke/buyer-seller/about-made-in-kenya>
- Kenya National Bureau Statistics (KNBS). (2022, Mei 5). *Economic Survey 2022*. Retrieved from Kenya National Bureau Statistics (KNBS): <https://www.knbs.or.ke/economic-survey-2022/>
- Kenya National Bureau Statistics (KNBS). (2026). *Facts and Figures Economic Survey 2026*. Retrieved from Kenya National Bureau Statistics (KNBS): <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://www.knbs.or.ke/wp-content/uploads/2026/04/2026-Facts-and-Figures.pdf>
- Kenya New. (2024, Maret 27). *Government launches LetsGoToKenya media Campaign*. Retrieved from Kenya News: <https://www.kenyanews.go.ke/government-launches-letsgotokenya-media-campaign/>
- Kenya Tourism Board. (2024, Oktober 2). *KTB Memberikan Penghargaan kepada Para Pemangku Kepentingan melalui Program Hadiah Loyalitas Magical*

- Kenya. Retrieved from Kenya Tourism Board: <https://ktb.go.ke/ktb-recognizes-stakeholders-through-magical-kenya-loyalty-rewards-program>
- Kenya Tourism Board. (2025, Februari 12). *MAGICAL KENYA TO WORK WITH THE 2025 MISS TOURISM GLOBAL TO SHOWCASE THE DESTINATION*. Retrieved from Kenya Tourism Board: <https://ktb.go.ke/magical-kenya-work-2025-miss-tourism-global-showcase-destination>
- Kenya Tourism Board. (2025, Februari 12). *MAGICAL KENYA TO WORK WITH THE 2025 MISS TOURISM GLOBAL TO SHOWCASE THE DESTINATION*. Retrieved from KTB: <https://ktb.go.ke/magical-kenya-work-2025-miss-tourism-global-showcase-destination>
- Kenya Wildlife Service. (2021, February 2). *KWS Partners with Canon to Award Winners of the Twende Porini Na Canon Campaign*. Retrieved from Kenya Wildlife Service: <https://www.kws.go.ke/article/kws-partners-canon-award-winners-twende-porini-na-canon-campaign>
- Long, A. (2025, May 11). *Nairobi at night: 9 epic adventures after dark*. Retrieved from Get Your Ride: [https://www.getyourguide.com/explorer/nairobi-ttd267/things-to-do-at-night-in-nairobi/?visitor-id=52FZRBOAH9MT8ZLEYTI4I7A0TQU94KAM&locale\\_autoredirect\\_optout=true](https://www.getyourguide.com/explorer/nairobi-ttd267/things-to-do-at-night-in-nairobi/?visitor-id=52FZRBOAH9MT8ZLEYTI4I7A0TQU94KAM&locale_autoredirect_optout=true)
- Magical kenya. (2001, November 11). *Magical Kenya*. Retrieved from Magical Kenya: <https://magicalkenya.com/#:~:text=Magical%20Kenya%20is%20the%20official%20magazine%20of,Brochures%20with%20Kenya's%20sights%2C%20sounds%2C%20and%20experiences>
- Magical Kenya. (2024). *Fort Jesus Sound & Light Experience*. Retrieved from Magical Kenya: <https://magicalkenya.com/experience/fort-jesus-sound-light-experience/>
- Magical Kenya. (n.d.). *SUSTAINABLE TRAVEL KENYA*. Retrieved from Magical Kenya: <https://magicalkenya.com/travel-sustainably/>
- Marriot International. (2025, Juni 18). *Marriott International Announces Plans to Add More Than 50 Properties and Over 9,000 Rooms to Its Africa Portfolio by the End of 2027*. Retrieved from Marriot Press Area: <https://marriott.pressarea.com/en/news/18062025/marriott-international-announces-plans-to-add-more-than-50-properties-and-over-9000-rooms-to-its-africa-portfolio-by-the-end-of-2027>
- Mary, M., & Misiani, M. P. (2017). Applying Anholt's National Branding Model: The Case of Kenya. *Business and Economics Journal*, 1-6.
- Maulida, W., & Rasyidah, R. (2024). NATION BRANDING "WONDERFUL INDONESIA" THROUGH COLLABORATION WITH TIKTOK TO

PROMOTE INDONESIAN TOURISM. *International Journal of Social Science*, 1-10.

Ministry of Foreign Affairs and Foreign Trade Jamaica. (2023, Juni 21). *JAMAICA AND KENYA ENGAGE IN TALKS TO STRENGTHEN COLLABORATION ON CLIMATE RESILIENCE, FINANCIAL SERVICES, TOURISM AND TRADE*. Retrieved from Ministry of Foreign Affairs and Foreign Trade Jamaica: <https://mfaft.gov.jm/site/jamaica-and-kenya-engage-in-talks-to-strengthen-collaboration-on-climate-resilience-financial-services-tourism-and-trade/>

Ministry of Gender, Culture and Children . (n.d.). *Tobong'u Lore Cultural Festival*. Retrieved from Culture Heritage: <https://cultureheritage.go.ke/tobongu-lore-cultural-festival>

Ministry of Tourism and Wildlife. (2025, Juni). *Kenya National Tourism Strategy*. Retrieved from Ministry of Tourism and Wildlife: <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://www.tourism.go.ke/wp-content/uploads/2025/07/DRAFT-NATIONAL-TOURISM-STRATEGY-DRAFT-June-2025-2.pdf>

Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.

NACOSTI. (n.d.). *History About NACOSTI*. Retrieved from NACOSTI: <https://www.nacosti.go.ke/history-about-nacosti/>

Nasubo, F. E. (2021). Revisiting Jomo Kenyatta's Nation Branding through the Construction of National Identity in Kenya. *Editon Consortium Journal of Arts, Humanities and Social Studies (ECJAHSS)*, 1-16.

Nasubo, F. E. (2022). *Branding Kenya: Identity and Image*. Kenya: Utafiti Foundation.

Oduor, M. (2020, Juli 29). *KTB signs Kipchoge as magical Kenya destination ambassador*. Retrieved from home Pedia Kenya: <https://hopemediakenya.org/ktb-signs-kipchoge-as-magical-kenya-destination-ambassador/>

Okwisia, J. (2025, September 6). *Faith Kipyegon Named Magical Kenya Brand Ambassador*. Retrieved from Michezo Afrika: <https://www.michezoafrika.com/news/faith-kiptyegon-named-magical-kenya-brand-ambassador/30651>

Republic Kenya Ministry of Gender, Culture, and Children Service. (n.d.). *Maa Cultural Week*. Retrieved from Republic Kenya Culture Heritage: <https://cultureheritage.go.ke/maa-cultural-week>

Republic Kenya Ministry of Gender, Culture, and Children Service. (n.d.). *Maa Cultural Week*. Retrieved from culture heritage.go.ke: <https://cultureheritage.go.ke/maa-cultural-week>

- Republic of Kenya Ministry of Tourism & Wildlife. (2022, May ). *New Tourism Strategy For Kenya 2021-2025*. Retrieved from tourism.go: chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://tourism.go.ke/wp-content/uploads/2022/10/New-Tourism-Strategy-for-Kenya-2021-2025.pdf
- Republic of Kenya Ministry of Tourism & Wildlife. (2026, Februari 20). *KENYA MEMIMPIN AFRIKA DAN BERMITRA DENGAN JAMAICA DALAM KETAHANAN PARIWISATA*. Retrieved from Republic of Kenya Ministry of Tourism & Wildlife: <https://www.tourism.go.ke/kenya-leads-africa-and-partners-jamaica-tourism-resilience>
- Republic of Kenya Ministry of Tourism & Wildlife. (n.d.). *Kenya Leads Africa and Partners with Jamaica on Tourism Resilience*. Retrieved from tourism.go: <https://www.tourism.go.ke/kenya-leads-africa-and-partners-with-jamaica-on-tourism-resilience/>
- Republic of Kenya Ministry of Tourism and Wildlife. (2023). *ANNUAL TOURISM SECTOR PERFORMANCE REPORT 2023*. Nairobi, Kenya: Republic of Kenya Ministry of Tourism and Wildlife.
- Republic of Kenya Ministry of Tourism, Wildlife & Heritage. (2023). *ANNUAL TOURISM SECTOR PERFORMANCE REPORT - 2022*. Kenya: Republic of Kenya Ministry of Tourism, Wildlife & Heritage.
- Republic of Kenya National Tourism Service Portal. (2025, April 29). *Culture and Heritage Tourism*. Retrieved from Tour kenya.go: <https://tourkenya.go.ke/culture-and-heritage-tourism-in-kenya/>
- Republic of Kenya National Tourism Service Portal. (2025). *Culture and Heritage Tourism*. Retrieved from Tour Kenya: <https://tourkenya.go.ke/culture-and-heritage-tourism-in-kenya/>
- Sandy Make Sense. (2023). *Kenya*. Retrieved from Sandy Make Sense.com: <https://www.sandymakessense.com/kenya>
- Setyarto , A. G., & Jibrani, M. (2023). KERJASAMA JEPANG-KENYA SEBAGAI IMPLEMENTASI KEBIJAKAN LUAR NEGERI JEPANG DALAM MENGEDEPANKAN HUMAN SECURITY. *Jurnal Pena Wimaya*, 1-21.
- Sugiyono, P. D. (2019). *Metode Penelitian Kualitatif R&D*. Bandung: Alfabeta.
- Tempo. (2024, Oktober 9). *Dongkrak Kunjungan Wisatawan, Kenya Memperkenalkan Visa Digital Nomad*. Retrieved from Tempo.co: <https://www.tempo.co/hiburan/dongkrak-kunjungan-wisatawan-kenya-memperkenalkan-visa-digital-nomad-1240>
- Tourism Research Institute Kenya. (2019). *Tourism Sector Performance Report 2019*. Retrieved from Tourism Research Institute Kenya: chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://tri.go.ke/wp-content/uploads/2023/12/TOURISM-SECTOR-PERFORMANCE-REPORT-2019.pdf

- Travel and Tour World. (2026, Januari 28). *New Kenyan Ambassador Championing Tourism, Cultural Heritage, and Global Partnership*. Retrieved from travel and tour world.com: <https://www.travelandtourworld.com/news/article/new-kenyan-ambassadors-championing-tourism-cultural-heritage-and-global-partnerships/>
- Travel Trade Journal. (2022, Oktober 5). *Magical Kenya Travel Expo 2022 kicks off in Nairobi*. Retrieved from Travel Trade Journal: <https://traveltradejournal.com/magical-kenya-travel-expo-2022-kicks-off-in-nairobi/>
- UNESCO. (2011). *Cultural Properties - Fort Jesus, Mombasa (Kenya)*. Retrieved from UNESCO: <https://whc.unesco.org/en/decisions/4290/#:~:text=Decision%2035%20COM%208B.19%20is%20about%20Fort,used%20by%20them%20for%20over%20100%20years.>
- UNESCO. (2024, Agustus 8). *World Heritage Volunteers gathered in the Maasai Mara for Heritage Conservation*. Retrieved from unesco.org: <https://www.unesco.org/en/articles/world-heritage-volunteers-gathered-masai-mara-heritage-conservation>
- UNESCO. (n.d.). *Fort Jesus, Mombasa*. Retrieved from unesco: <https://whc.unesco.org/en/list/1295/#:~:text=Fort%20Jesus%20Mombasa%20%2D%20UNESCO%20World%20Heritage%20Centre>
- UNWTO . (2021, November 21). *Sektor Pariwisata Global Mencatat Peningkatan di Kuartal Ketiga, tetapi Pemulihan Masih Rapuh*. Retrieved from UNWTO: <https://www.untourism.int/news/global-tourism-sees-upturn-in-q3-but-recovery-remains-fragile#:~:text=Slow%20and%20uneven%20pace%20of,according%20to%20information%20currently%20available.>
- UNWTO. (2021). *Penilaian dampak wabah COVID-19 terhadap pariwisata internasional*. Retrieved from untourism: <https://www.untourism.int/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>
- Utami, S., & Gaffar, V. (2014). PENGARUH STRATEGI NATION BRANDING “WONDERFUL INDONESIA” TERHADAP PROSES KEPUTUSAN BERKUNJUNG WISATAWAN AUSTRALIA KE INDONESIA. *The Journal Tourism Hospitality Essentials Journal*, 1-12.
- Voice of America Indonesia. (2004, Oktober 8). *Wangari Maathai Memenangkan Hadiah Nobel untuk Perdamaian - 2004-10-08*. Retrieved from Voice of America Indonesia: <https://www.voaindonesia.com/a/a-32-a-2004-10-08-5-1-85100787/7650.html>

- Voice of America Indonesia. (2018, September 16). *Eliud Kipchoge Ciptakan Rekor Baru Dunia di "Berlin Marathon"*. Retrieved from Voice of America Indonesia: <https://www.voaindonesia.com/a/eliud-kipchoge-ciptakan-rekor-baru-dunia-di-berlin-marathon-/4573673.html>
- Voice of America Indonesia. (2020, Agustus 28). *Wisata Safari di Kenya Anjlok, Pengrajin Suvenir Limbung dan Kesulitan Bertahan Hidup*. Retrieved from Voice of America Indonesia: <https://www.voaindonesia.com/a/wisata-safari-di-kenya-anjlok-pengrajin-suvenir-limbung-dan-kesulitan-bertahan-hidup/5560692.html>
- Voyage Afriq. (2023, Agustus 9). *UNWTO Secretary General presents Best Tourism Village award to Kenya's Olergesailie*. Retrieved from Voyage Afriq: <https://voyagesafriq.com/2023/08/09/unwto-secretary-general-presents-best-tourism-village-award-to-kenyas-olergesailie/>
- Wanjala, D. O. (2025). Influence of Social Media Marketing on Tourist Destination Choice among International Visitors in Kenya . *Journal of Hospitality and Tourism*, 1-13.
- World Bank. (2020, November 24). *Kenya Economic Update, November 2020: Navigating the Pandemic*. Retrieved from World Bank: <https://openknowledge.worldbank.org/entities/publication/7092daa8-a05b-5881-b9e0-c25818a12fec>
- World Health Organization. (2020, Maret 8). *Pandemi penyakit virus corona (COVID-19)*. Retrieved from World Health Organization: <https://www.who.int/europe/emergencies/situations/covid-19>
- Yulliana, E. A. (2020). Diplomasi Budaya melalui Nation Branding Wonderful Indonesia di Era New Normal Tourism. *Journal of International Relations*, 1-12.