

## Tourism Branding as Government Support to Increase Economic Country: Social Network Analysis

**Samia Elviria<sup>1\*</sup>, M. Zaki<sup>2</sup>, Suhendri<sup>3</sup>**

<sup>1</sup>Program Studi Ilmu Komunikasi, Universitas Nurdin Hamzah, Jambi, Indonesia

<sup>2</sup>Program Hukum Tata Negara, Universitas Islam Negeri Jambi, Indonesia

<sup>3</sup>Program Studi Ilmu Pemerintahan, Universitas Nurdin Hamzah, Jambi, Indonesia

Email: [selviria@yahoo.com](mailto:selviria@yahoo.com) ; [muuchzakisaleh75@gmail.com](mailto:muuchzakisaleh75@gmail.com) ; [suhendrimip@gmail.com](mailto:suhendrimip@gmail.com)

**Abstract.** The Indonesian Government seeks to invest in digital communications to strengthen Indonesia's tourism industry and position it as a leading tourist destination. Social media enables organizations to provide personalized and engaging information to communities or individuals efficiently and effectively. Therefore, this study aims to discover how the Indonesian government uses social media (Twitter) to create images that can help boost tourism and the economy after COVID-19. This study uses social network analysis to explain information distribution and interaction. This study analyzes social media networks for promoting and branding Indonesian tourism using a qualitative descriptive and theoretical approach. To visualize data analysis, the Nvivo 12 Plus software, specifically the Twitter Sociogram and Netlytics dataset tools, highlights the results of Social Network Analysis regarding interactions using the hashtag #WonderfullIndonesia. According to the study's findings, the Indonesian government uses Twitter as a means of communication and promotion to improve tourism's image or branding, which is likely to be effective. By mentioning the #WonderfullIndonesia hashtag, government accounts promote tourism branding by disseminating information to the public, private sector, and others. The use of social media in large-scale tourism branding activities to attract tourists and improve the nation's economy is usually accompanied by strict management. In addition, support from various stakeholders is needed because it is proven that the government, as a single actor, has limitations in increasing tourism sector revenue through branding.

**Keywords:** Branding; Social Network; Government; Tourism

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### INTRODUCTION

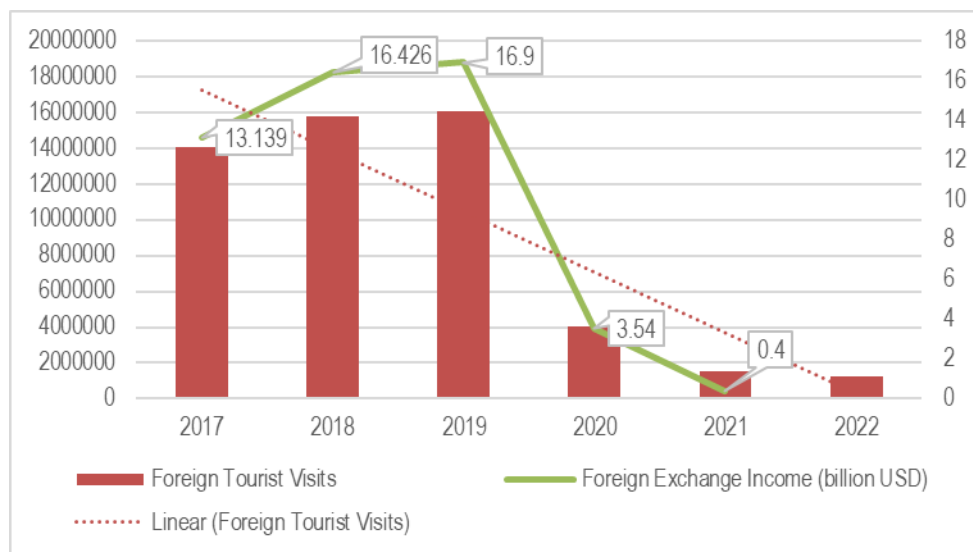
This study will use social network analysis to examine the government's role in promoting and branding post-COVID-19 tourism through social media. Branding in the tourism industry is required to improve potential tourists' perceptions of Indonesian tourism and entice them to visit the country. Because tourism is the main source of revenue in many countries, the success of this activity has direct implications for improving a country's economy. COVID-19's presence has significantly impacted slowing economic growth, especially in the tourism industry, which is a factor of social restrictions. World Travel and Tourism Council (WTTTC) data has shown that tourism accounts for 10.4% of the world's GDP ((Loss 2019). This reason makes tourism one of

**Email Correspondence\*:**

[selviria@yahoo.com](mailto:selviria@yahoo.com)

the largest economic income sectors in the world. In addition 2018, the travel and tourism industry grew by 3.9%, faster than the global economic growth of 3.2% (WTTC) From 1950 to 2016, international tourists increased from 25 million to 278 million, 674 million, and 1235 million (UNWTO, 2017a).

However, the impact of COVID-19 has caused crises in various sectors, ranging from health crises that have claimed lives to economic problems. As of October 7, 2022, confirmed cases in Indonesia reached 6,433,263 people (Satgas COVID-19 2022). The high number of COVID-19 cases has a direct impact on Indonesian tourism. COVID-19 has also been reflected in fewer tourists, reducing state revenue.



Exchange Income of the State of Indonesia 2017-2021  
Figure 1. Foreign Tourist Visits in 2017-2022 and Foreign

Based on Figure 1, there are significant differences before and during COVID-19 in Indonesia. Where foreign tourist visits in 2017-2019 tended to increase, the number of visits dropped in the 2020-2022 COVID-19 wave. This decrease in tourist visits also affects the source of state income because tourism is the primary sector of the economy. As a result, state revenue significantly decreased before and during COVID-19, falling from a high of 16.9 million USD in 2019 to 0.4 million USD in 2021 (UNWTO, 2017b).

The government, as one of the parties responsible for realizing the welfare of the community, is required to be able to encourage the rise of the economy from the impact of COVID-19. The solution can be done by promoting the tourism sector as the primary source of state revenue in attracting tourist visits. This promotion can also improve the image or branding of Indonesian tourism to potential tourists (Dyahati et al., 2020). With tourism, activity is characterized by the intense use of information. Tourism communication continues to change

from mass communication centered on the asymmetrical and vertical promotion of popular tourist destinations to a new era of multimedia data (S. Wu et al., 2018). Tourism organizations, including the government, must learn to adapt communication processes to create direct and two-way communication with the audience. One of the tools that can be used to make this happen is social media. Social media is a means of communication to disseminate information, reach out and influence people.

In addition, the level of social media use in the community continues to increase yearly. The number of active social media users in Indonesia was 191 million people in January 2022 (Mahdi 2022). This number has grown by 12.35% compared to the previous year of 170 million people. At the same time, the number of social media users in Indonesia is expected to fluctuate between 2014 and 2022. Not only in Indonesia, but (Statista 2022) discovered that social media users worldwide are increasing yearly, with one-third of the world's population actively using social media within three years (Jaipuria et al., 2021a).

The high level of social media use shows the interest of internet users in social media, which is considered more interactive and massive than other online media portals such as official websites. In accessing Indonesian tourism information, internet users prefer social media to the official website (Menegaki 2020) The evidenced by the website visit rate of the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf), reaching 581,100 with an average visit duration of 1:22 minutes; this is lower than user access on the kemenparekraf Twitter social media with a total visit of 6.8 billion and a visit duration of 10:58 minutes (similarweb, 2022). Based on that, social media is a potential medium for exchanging information that can be utilized massively.

Not only in terms of branding and promotion through social media, other support from the government, such as relevant policies, also affects the level of economic recovery, especially in tourism (Aftab and Khan 2019) In addition, the collaboration of actors, the government, the private sector, and the community is also a determining factor in expanding tourism promotion networks after COVID-19. Social Network Analysis can be used to determine the involvement of these actors (SNA). Social network analysis examines the relationship between social networks and actors (Wang et al. 2022).

Previous studies have discussed Tourism Branding as Government Support to Improve the State Economy, such as those conducted by (Isdarmanto, 2020) which discusses the Branding Strategy for Tourism Industry Development 4.0 through Competitive Multimedia in the Digital Age. Then (Helianny, 2019) with the same theme of conducting research, namely discussing Wonderful

Digital Tourism Indonesia and the Role of the Industrial Revolution in Facing the Era of Digital Economy 5.0. research (Intyaswono et al., 2016) also raised the same theme, namely the role of the city branding strategy in the trend of increasing foreign tourist visits (a study of the tourism and culture office of the city of stone).

Based on previous research that has been described, what distinguishes this research from previous research is that this paper analyzes how the government's role in promoting Indonesian tourism as an effort to recover the economy through social media (Jimenez-Marquez et al., 2019). The social network analysis method is used to explore the tourism promotion network between stakeholders in an effort to attract tourist visits. Through social network analysis, data sources were obtained from the government's twitter social media through the hashtag #WonderfulIndonesia and related social media (Alaei et al., 2019).

## **METHODS**

This research adopts a qualitative descriptive approach, focusing on social media network analysis to explore interactions and information dissemination in the context of promoting and branding Indonesian tourism through the Twitter platform (Vecchio et al., 2018). By utilizing analytical tools such as Twitter Sociogram and Netlytics within the Nvivo 12 Plus software, the study aims to identify patterns of interaction between government accounts and other users engaged in discussions about Indonesian tourism using the hashtag #WonderfulIndonesia. The data used consists of secondary data sourced from Twitter and official government documents related to tourism promotion. Utilizing a time series model, the research covers specific time periods to understand interaction dynamics in depth. Through a combination of qualitative analysis and data visualization, the study aims to provide a more comprehensive understanding of the role of social media in tourism promotion efforts and to compare findings between various analytical tools to gain deeper and more accurate insights. Thus, this research is expected to provide valuable insights for practitioners and policymakers in enhancing Indonesian tourism branding and promotion strategies.

The stages of this study are carried out through a process; 1) data collection through Twitter social media with data sources from #WonderfulIndonesia hashtags through N-Capture Tweet as a dataset extension for data processing using Nvivo 12 Plus software. 2) The Netlytics data set collects information from each account. 3) Analyze any data collected through Twitter sociograms on Nvivo 12 plus software. At the same time, researchers also conducted the identification of

social network analysis through Netlytics. 4) The next stage is data visualization as material for study and discussion.

## RESULTS AND DISCUSSION

This study examines government support for branding and promoting tourism through social media (Twitter). This study employs social network analysis to determine the government's interaction and distribution of information via social media to assess government support (similarweb, 2022). With the hashtag #WonderfulIndonesia, Twitter can present information and identify hot or trending topics via social media. Social media promotion is used to effectively and efficiently convey information to potential visitors and increase potential tourists' perceptions of Indonesian tourism. The government aims to revive tourism following COVID-19 (Adrian et al., 2022).

The COVID-19 pandemic immediately impacted the economy, resulting in lower community income due to the vulnerability of community mobility and decreased community economic activity (Jaipuria et al., 2021b). The tourism development program is a development program that has the potential to create more significant job opportunities and serve as a catalyst for increasing the country's foreign exchange. Economic considerations in tourism development must include reviews of social and cultural life. Because of the impact of COVID-19, the government, as one of the parties in charge of ensuring people's well-being, must be able to encourage economic revival. One approach is prioritizing the tourism sector as the primary source of state revenue to attract tourist visits (Mahdi 2022). The tourism development program is a development program that has the potential to create greater employment opportunities and can be used as the spearhead for increasing the country's foreign exchange. Economic considerations in tourism development must include social and cultural life considerations. Therefore, financial and moral concerns must be balanced and can be used as a reference in considering the right decisions in tourism development (Loss 2019).

The results showed that the role of Twitter social media in improving the image or branding of tourism is effective in increasing tourism. Social media is the choice of media in tourism branding activities because it is considered practical, affordable, and can reach a large audience (Adrian et al., 2022). Therefore, social media would be used more effectively to boost tourism branding with more serious management and assistance from diverse stakeholders. Tourism organizations and governments must learn to establish relationships within a new digital

framework by adapting communication processes capable of creating direct and two-way communication with audiences through social media (S.M. Wu et al. 2018). Based on the Twitter dataset with 1069 selected posts, the posts' intensity results were obtained using the #WonderfulIndonesia hashtag, as in Figure 2.

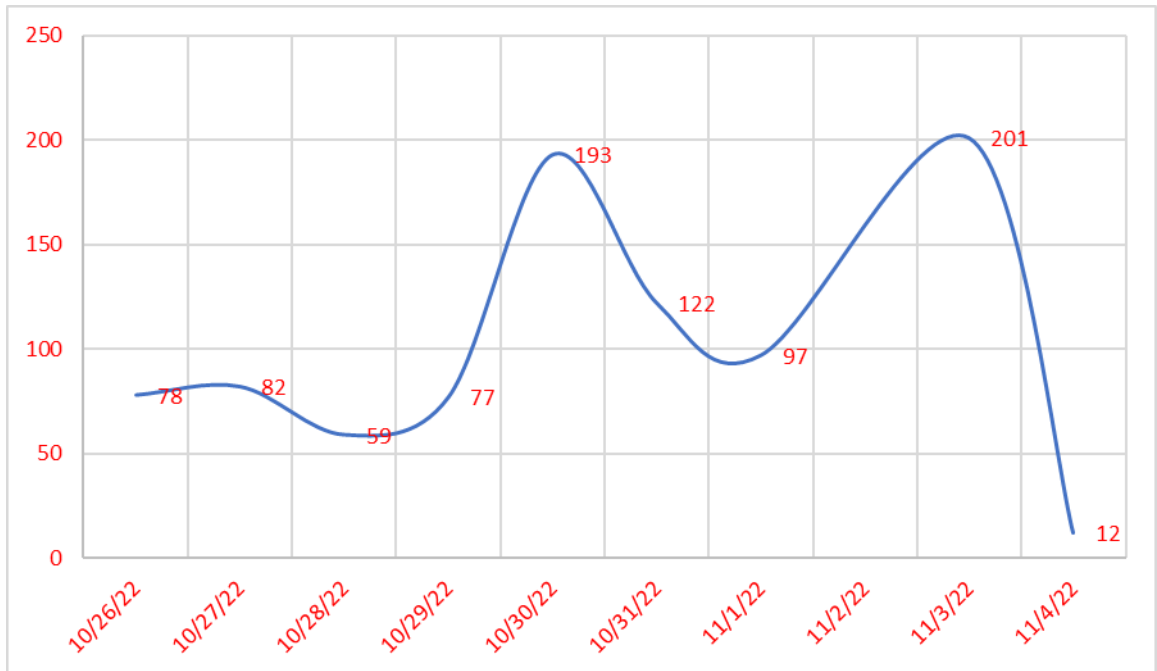


Figure 2. The Intensity of use of #WonderfulIndonesia hashtags

The Intensity of posts containing the hashtag #WonderfulIndonesia tends to fluctuate by experiencing erratic increases. It decreases from the predetermined time, namely December 26, 2022, to November 4, 2022, as shown in Figure 2. It explains the use of #WonderfulIndonesia hashtags based on Twitter's social media analysis. Whereas users with high Intensity on November 3, 2022, reached 201 posts, users with low power on November 4, 2022, reached 12 posts. Posts with the fluctuating hashtag #WonderfulIndonesia show that activities or dissemination of information are carried out infrequently every day. However, on the one hand, figure 3 shows that every day there are still posts with mentions of #WonderfulIndonesia as an effort to brand and promote Indonesian tourism. This is also inseparable from the background of the function of social media, which has a dialogical, interactive, and rational nature, making it an ideal mechanism that influences the decisions of potential tourists (Lin & Kuo, 2018).

Furthermore, uploads with hashtag #WonderfulIndonesia show that disseminating information to prevent Indonesian tourism after COVID-19 also involves other parties with the role of the account that posted the upload. This is demonstrated by mentioning the hashtag #WonderfulIndonesia in Figure 3.

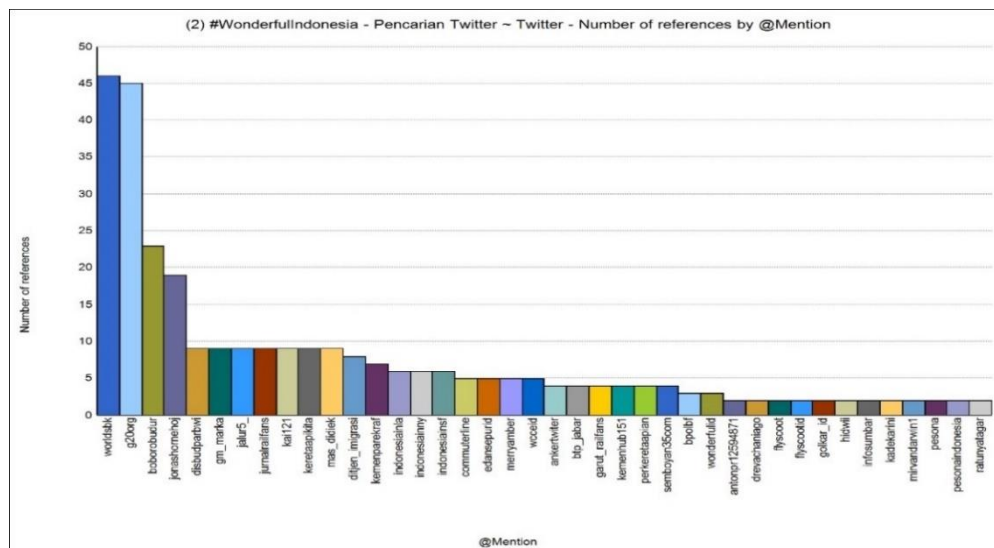


Figure 3. The Intensity of mention of hashtag #WonderfullIndonesia by user account

Figure 3. shows the mention of the #WonderfullIndonesia hashtag by social media accounts that often tag their posts through the #WonderfullIndonesia hashtag. The results of the dominant value analysis obtained using the Nvivo 12 plus software showed that the Intensity of Twitter social media account mentions @worldsbk dominated or was the highest compared to other funds in posts with the mention of the #WonderfullIndonesia hashtag. Twitter social media accounts @g20org second, and Twitter accounts @borobudur third. Meanwhile, the social media accounts of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency of the Republic of Indonesia occupy the 13th position.

The analysis results in Figure 3 show that tourism branding is mentioned chiefly as the #WonderfullIndonesia hashtag, dominated by government-run accounts as actors responsible for efforts to recover the country's economy. These accounts simultaneously provide information to the public through hashtag #WonderfullIndonesia on tourist objects or destinations per their respective specifications spread throughout Indonesia. This is undoubtedly done to improve the image, especially in tourist destinations (Purnomo et al., 2022). Through posts, by marking hashtag #WonderfullIndonesia, it can be concluded that the government, through its headquarters, makes the hashtag a form of strategy in planning and regulating how to display good values or images to increase the interest of potential tourists in a tourist destination (Zaenuri et al., 2019). Because social media today allows communication activities and strategies to be carried out in a more segmented and effective manner (Camacho et al. 2020) Meanwhile, the interactions and responses to #WonderfullIndonesia hashtags are based on the social network analysis (SNA) of the hashtag's retweets (RT), shown in Figures 4 and 5.



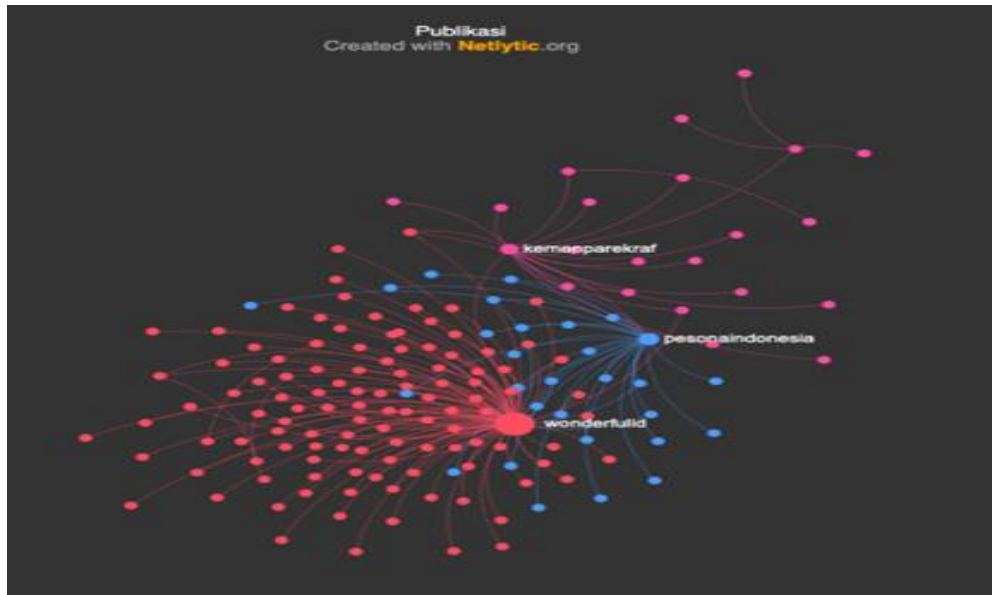


Figure 4. Network Analysis

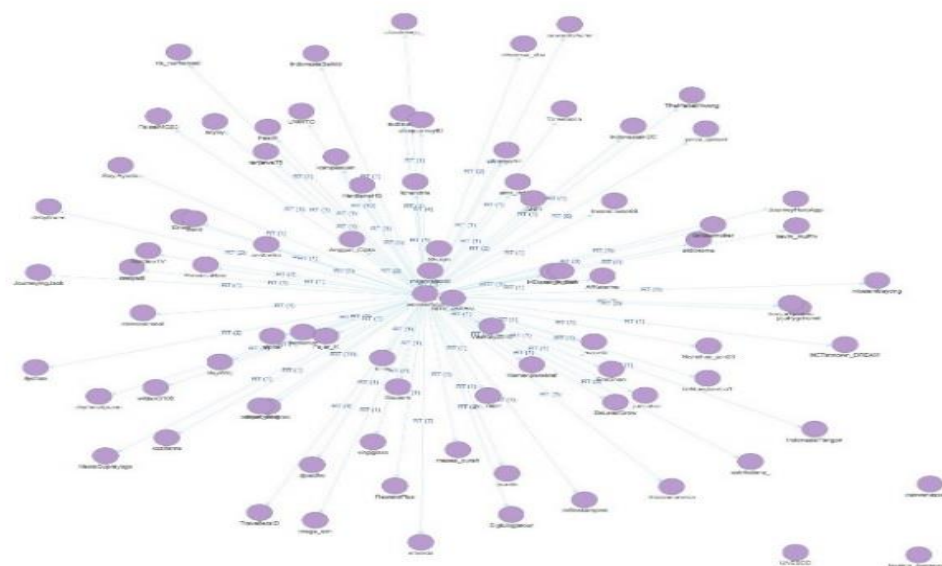


Figure 5. Twitter Sociogram #WonderfullIndonesia #WonderfullIndonesia

Figures 4 and 5 result from the distribution of information based on the #WonderfullIndonesia hashtag because of Social Network Analysis (SNA) analysis. Figure 4 was analyzed using Netlytics software, and Figure 5 was the result of the Twitter Sociogram analysis on the Nvivo 12 Plus software. Looking at the Intensity and response through retweets on the hashtag #WonderfullIndonesia are divided into three main clusters in Figure 4. Based on the three main clusters of wonderful accounts, the charm and the kemenparekraf are interconnected and have certification on the statements of the public and public figures. Meanwhile, figure 5 shows that posts from the #WonderfullIndonesia hashtag tend to be retweeted by more diverse accounts, from world union, community, and government accounts. This finding indicates that the results of



#WonderfullIndonesia hashtag analysis using NVivo 12 Plus and Netlytics software show that the dissemination of information as a branding and promotion effort involves various actors including the public including public, government, private, world union accounts such as UNWTO and UNESCO. Social media account owned by the personnel and community is less intensive than the government and tends to be only as a successor to messages through retweets. However, it is natural when the government becomes the dominant actor in branding and promoting tourism because, based on the reference, according to Fernández (2010), the government must be committed and has an essential role in establishing relationships with the audience as targets.

In addition, travellers rely heavily on online reviews and recommendations to plan their trips to increase tourist visits. As a result, encouraging the rise of the Indonesian economy after COVID-19 through reviews and posts with a positive image of the destination on social media can be beneficial (Damiasih and Isdarmanto 2019) Figure 6 displays text analysis based on posts on the #WonderfullIndonesia hashtag.



Figure 6. Text Analysis

Figure 6 shows text analysis based on posts with hashtag #WonderfullIndonesia tend to bring up feelings (good) words. This reflects the branding that displays a good and beautiful expression of emotions or experiences. The process of branding Indonesian tourism through hashtag #WonderfullIndonesia has shown a good image of tourist destinations that aim to attract tourists. The results of the analysis visualized through information dissemination patterns show that the role of social media in disseminating information and branding tourism with hashtags #WonderfullIndonesia has been done well by the government. Creating branding involves

managing marketing communications and developing value in the place or tourist destination. The role of social media as an interactive response in Branding #WonderfullIndonesia through social media makes it an inseparable resource for tourists due to the breadth of information (Ulfa et al. 2021) In addition, through reviews and recommendations displayed on social media, they can be considered in determining their goals and itineraries (Damiasih and Isdarmanto 2019) So it can be concluded that the role of the government in encouraging economic recovery in the tourism sector after COVID-19 has been carried out through branding tourism on social media properly. However, on the one hand, the government must also make the dissemination of this information through the involvement of other actors such as the community, private academics and others.

The results of the analysis visualized through information dissemination patterns show that the role of social media in disseminating information and branding tourism with hashtags #WonderfullIndonesia has been done well by the government. Creating branding involves managing marketing communications and developing value in the place or tourist destination (Sundari et al., 2022). The role of social media as an interactive response in Branding #WonderfullIndonesia through social media makes it an inseparable resource for tourists due to the breadth of information (Ulfa et al. 2021) In addition, through reviews and recommendations displayed on social media, they can be considered in determining their goals and itineraries (Damiasih and Isdarmanto 2019) As a result, the government's role in encouraging economic recovery in the tourism sector following COVID-19 has been carried out through properly branding tourism on social media. However, on the one hand, the government must also disseminate this information through the involvement of other actors such as the community, private academics, and others.

## CONCLUSION

The tourism development program is a development program that has the potential to create more significant employment opportunities and can be used as the spearhead for increasing the country's foreign exchange. Using Twitter social media with #WonderfullIndonesia hashtags as a medium for branding, searching, and presenting information more efficiently can improve the image of Indonesian tourism to potential tourists. The study and analysis results show that the role of Twitter social media in enhancing the image or branding of tourism is quite adequate, with the leading actor being the government. Through the great potential in the tourism sector, social media can become a media choice in tourism branding activities because it is considered practical, has an affordable cost, and can reach a large audience.

As a result, disseminating information and using social media requires a commitment from the government as the actor is responsible for restoring and improving the country's economy; this study hopes to contribute to efforts to recover the economy through branding in the tourism sector. In addition, the results of this study are expected to become material for government consideration in formulating policies for tourism development. This research has limitations, especially in its analyst unit, which only examines from the government's perspective. Future research will provide a broad picture of tourism branding efforts through more exhaustive network analysis.

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