

## ABSTRACT

*Applying new media in this era has already become an absolute and required for goods or service providers. It isn't only from consumer or provider who use information technology like the using of new media today, government use new media to promote their work program too, one of them is Pesona Indonesia's branding. Pesona Indonesia's account in social media already had much followers, that makes this Indonesia's branding tourism become popular. The popularity of Pesona Indonesia's branding in online media compares with another similar account and similar trend, is still far away. Reduction from traffic rank and search traffic become a problem to Pesona Indonesia's website. Brand preference indicates good and bad the product is. The bigger the value that perceived by consumer, more and more people choose that brand. The dominant thing that influences brand preference is perceived value. Associated with it, it is necessary to do a research about perceived value to know the value from Pesona Indonesia's web*

*In this research, it will be measured about perceived value from Pesona Indonesia's web using service domain model from STOF business model concept while seeing variables that influence perceived value from the consumer or end-user's side, there are expected value, context, effort (ease of use) tariff (pricing) and bundling.*

*Data collecting method uses questionnaire that distribute in social media to 314 valid responden that have instagram account, know Pesona Indonesia, and like travelling. Data processed using SmartPLS 2.0 M3 apps.*

*Based on data processing result, we can know that expected value and effort (ease of use) variables toward perceived value has significance influence. While, context, tariff (pricing) and bundling toward perceived value don't have significance influence. Expected value becomes the dominant variable, followed by effort (ease of use), tariff (pricing), bundling, and the last is context toward perceived value of consumers or end-users of Pesona Indonesia's web.*

*Based on the research result and the theory of service domain model from STOF business model's concept, to increase perceived value of consumers or end-user's of Pesona Indonesia's web, provider should repair the context to give more benefits to consumers or end-users, followed by information bundling that give more benefit and give the positive value to consumers or end-users, and repair the content to fit the capacity and tariff that Pesona Indonesia's web's consumers or end users have spent.*

*Keywords: Tourism, Online Media Marketing, Perceived Value, Service Domain Model, STOF Business Model, PLS-SEM*