

DESA WISATA SEGAJIH SMART MARKETING TOURISM

by **Septiono Eko Bawono***, **Yoga Sahria**, **Widodo**, **Tinesa Fara**, **Putu Sudira**, **Pardjono** dan **Moch. Bruri Triyono**

ABSTRACT

The 2022 UNY Postgraduate School Community Service Team recommends integration technology in developing tourist villages by applying digital technology. This research carried out at Segajih Tourism Village and Tinalah Tourism Village in Kulon Progo Regency. This research was carried out using a mix method approach, namely combining approaches qualitative and quantitative approaches. In the initial stage, in-depth interviews were carried out with informants tourist villages to determine the level of digital technology literacy as emic data. Collected data qualitatively explored and then interpreted as ethical data. This interview was conducted on key people who are tourist village informants. Based on the data obtained, it was developed Web prototypes.

This research aims to investigate the appropriate application of digital technology for village development tour. The research results show that tourist villages have a good level of literacy regarding digital technology but needs facilitation in optimizing the use of this technology for developing tourist villages with a Smart Marketing Tourism strategy.

Kata Kunci: *Tourism Village, Segajih, Smart Marketing, Tourism.*