

# **DEVELOPING DIGITAL MARKETING COMMUNICATION MEDIA FOR BOKOHARJO TOURIST VILLAGE PROMOTION**

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## **ABSTRACT**

Bokoharjo village is located at strategic tourist spots such as Boko Temple, Banyunibo Temple, Barong Temple, Ijo Temple, Breksi Hills, and Obelix Hills that attract tourists so it needs to be expanded. The development of Bokoharjo Village as a tourist village requires good management through digital marketing communication to introduce potential that has selling value to the wider community. Therefore, the economic sector in Bokoharjo Village can increase. To support digital marketing communication, media that can help deliver messages to the audience quickly and easily are required. This research aims to: (1) identify the need for digital marketing communication media in Bokoharjo Village, and (2) develop digital marketing communication media for the development of Bokoharjo Village into a tourist village. This research is research and development. This research has produced a digital marketing communication media prototype for the promotion of Bokoharjo Village as a tourist village and journal articles.

Kata Kunci: *Media, Communication, Marketing, Digital, Bokoharjo*