

DIGITAL MARKETING COMMUNICATION STRATEGY FOR BANYUNIBO TEMPLE TOURISM THROUGH TIKTOK SOCIAL MEDIA

by **Dra. Pratiwi Wahyu Widiarti, M.Si., Fikri Disyacitta, M.A., Ratna Ekawati, S.I.P., M.A., Eko Prasetyo Nugroho Saputro, S.Pd, M.Hum, M.I.Kom., Dani Ahmad Nugraha, Adelia Putri Maharani, Hilman Akbar Al Hayat, Tsania Ratu Aira, Langgeng Wira Permana Aji.**

ABSTRACT

Bokoharjo Village is strategically positioned as an important tourist destination that attracts visitors to places such as Candi Boko, Candi Banyunibo, Candi Barong, Candi Ijo, Tebing Breksi, and Obelix Hills. Therefore, development is necessary. The development of Bokoharjo Village as a tourist village requires effective management through digital marketing communication to introduce the potential and products with market value to the broader community, thus enhancing the economic sector in Bokoharjo Village. To support digital marketing communication, a medium that can assist in the rapid and easy delivery of messages to the audience is needed. This research aims to develop a digital marketing communication medium using TikTok for the promotion of Banyunibo Temple in Bokoharjo Village. This research is categorized as Research and Development (R&D). The results of this research show that TikTok social media content has been developed as a digital marketing communication medium for the Banyunibo Temple area using the ADDIE framework (Analysis, Design, Develop, Implement, Evaluate), although this research only reached the implementation stage. The developed product has been evaluated by two media experts and one social media manager from Banyunibo Temple. The assessment results were then used to revise the product to make it suitable for use as a digital marketing communication medium. The TikTok media developed can be used by the managers of the Banyunibo Temple area for promotion and marketing.

Bokoharjo Village is strategically positioned as an important tourist destination that attracts visitors to places such as Candi Boko, Candi Banyunibo, Candi Barong, Candi Ijo, Tebing Breksi, and Obelix Hills. Therefore, development is necessary. The development of Bokoharjo Village as a tourist village requires effective management through digital marketing communication to introduce the potential and products with market value to the broader community, thus enhancing the economic sector in Bokoharjo Village. To support digital marketing communication, a medium that can assist in the rapid and easy delivery of messages to the audience is needed. This research aims to develop a digital marketing communication medium using TikTok for the promotion of Banyunibo Temple in Bokoharjo Village. This research is categorized as Research and Development (R&D). The results of this research show that TikTok social media content has been developed as a digital marketing communication medium for the Banyunibo Temple area using the ADDIE framework (Analysis, Design, Develop, Implement, Evaluate), although this research only reached the implementation stage. The developed product has been evaluated by two media experts and one social media manager from Banyunibo Temple. The assessment results were then used to revise the product to make it suitable for use as a digital marketing communication medium. The TikTok media developed can be used by the managers of the Banyunibo Temple area for promotion and marketing.

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