

# **TRAINING ON SOCIAL MEDIA OPTIMIZATION OF TAMAN NGANCAR TOURISM AND INTRODUCTION TO DIGITAL PAYMENT ON TOURISM AWARENESS GROUP (POKDARWIS) IN TRIHARJO VILLAGE, PANDAK, BANTUL**

**by Isro'ah, Endra Murti Sagoro, Amanita Novi Yushita, Ponty SP Hutama, Eko Putri Setiani, Atika**

## **ABSTRACT**

The purpose of this community service activity are: (1) providing training and assistance in optimizing social media to market Taman Ngancar tourism and (2) introducing digital payments that can be used for transactions in the Taman Ngancar tourism environment. The target audience chosen was the Tourism Awareness Group (Pokdarwis) in Triharjo Village, Pandak District, Bantul Regency, which was attended by 30 participants. The method of implementing this service activity uses the lecture, tutorial, discussion, and mentoring methods. The training activities for optimizing social media and introducing digital payments for Pokdarwis in Triharjo Village, Pandak, Bantul have been well implemented. Based on the results of the evaluation questionnaire, it can be seen that this training activity has succeeded in increasing participants' insight regarding optimization of social media for Taman Ngancar tourism and insights related to digital payments. During the training, the trainees were enthusiastic and took an active role both during the material presentation session and during the discussion session. In addition, participants are also motivated to improve their performance in managing tourist attractions in order to increase the tourism potential of Taman Ngancar.

Kata Kunci: *tourism awareness group, social media, digital payment*