

Increasing Regional Tourism Destination Development Strategies Through Digital Promotion Media in the Banyunibo Tourism Area, Bokoharjo Village, Prambanan District

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ABSTRACT

Banyunibo Temple is a Buddhist temple located in Cepit Hamlet, Bokoharjo. The temple's remote location and hidden behind the hills, its single shape and small size, means that this temple is little known, even among local tourists. Tourism promotion efforts in the Banyunibo Temple area have been carried out by BUMDes as the manager of this tourist area. However, even though tourism promotion has been carried out through social media Facebook and Instagram, the impact on increasing the number of visits to this tourist attraction has not been as expected. Therefore, the group of lecturers and students majoring in PTSP FT UNY, together with partners plan to increase mutual tourism promotion of this tourist attraction. To achieve the above objectives, several work stages were carried out. First, survey the location of the Banyunibo Temple Tourist Area. This survey aims to identify the potential of this tourist attraction, as well as identify its weaknesses. Second, identify the number, type, origin of visitors and length of tourist visit. Third, determine consumer segments for tourist attractions and their needs for the Banyunibo Temple tourist attraction. Fourth, document various tourist activities at tourist attractions in the form of good quality photos. Fifth, select and suggest a tourism development concept for Banyunibo Temple, as an important part of the tourism promotion strategy. The results of the PkM team of lecturers and students at this tourist attraction are as follows: First, determining a tourism promotion strategy through social media Facebook and Instagram. Second, take photos of various tourist activities at this location. Third, identifying potential consumer segments for this tourist attraction, namely: schools, government agencies and hobby-based communities. Fourth, the choice of a tourist attraction development concept in the form of combining the 4F and 4S models, which creates pressure on games and interactions between tourist visitors.

Kata Kunci: tourism promotion strategies, social media, tourism development concepts