

## **Optimizing the Use of Digital Promotion Media to Increase Tourism Village Business Opportunities**

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### **ABSTRACT**

The implementation of this activity aims to optimize the use of social media to increase business opportunities in the tourism village in the village of Mangir, Sendangsari. The objects of this PPM are the Mangir tourism conscious group, Sendangsari Village, Pajangan District, Bantul Regency. This activity is in the form of workshops and training which is pursued through the provision of material on "the use of the internet as a business and promotion of Tourism Villages; Taking pictures for videos Images for videos, editing videos, making video thumbnails, creating account tutorials and filling social media content, the practice of creating a YouTube account. and the Instagram account PPM was held on Saturday and Sunday 27-28 July 2019 at the Sendangsari Village Kelurahan Office The workshop was attended by 25 participants consisting of adolescents who were members of the Mangir Tourism Village Group In general there was an increase in competence regarding development and preparation of online media content in the form of tourism promotion Evaluation of implementation revealed that the participants were satisfied with the implementation of the activity.

*Kata Kunci: Mangir, Tourism Village, Internet*