

# **TRAINING OF FINANCIAL MANAGEMENT AND DIGITAL MARKETING AT THE POKDARWIS IN TRIHARJO PANDAK BANTUL**

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## **ABSTRACT**

This PPM aims to: (1) provide training and assistance in financial management and digital marketing (2) motivate Pokdarwis to improve financial management performance and do digital marketing well. The methods of this PPM activity are (1) lectures, participants gain knowledge about the importance of financial management and the importance of digital marketing to develop the potential of a tourism service business (2) tutorials, participants get material on the financial management of tourism businesses and how to do good digital marketing for increase the number of tourism visitors. (3) discussion, participants can discuss problems related to financial management and tourism business marketing activities they face to make good financial management and do good digital marketing. The selected target participant is Pokdarwis (Kelompok Sadar Wisata) in Triharjo Village, 25 participants attended this training. The results of the PPM activities are: (1) 20 out of 25 participants (80%) stated that their insight into financial management improved "very well" while the remaining 20% said that their insight into financial management improved "well" (2) 22 out of 25 participants (88%) said that their insight into doing digital marketing increased "very well" while the remaining 12% said that their insight into doing digital marketing had increased "well" (3) 15 out of 25 participants (60%) stated that they were "very well" motivated to improve their performance in managing tourist attractions. Meanwhile, the remaining 40% stated that they were "well" motivated to improve their performance in managing tourist attractions.

*Kata Kunci: Financial Management, Digital Marketing, Pokdarwis*