

IMPROVEMENT OF DIGITAL-BASED TOURISM PROMOTION IN VILLAGE-OWNED ENTERPRISES (BUMDes) IN GENILANGIT VILLAGE, MAGETAN DISTRICT

by Argo Pambudi, Pandhu Yuanjaya, Lena Satlita, Marita Ahdyana, Irfan Adi Saputra, Stefani Pratiwi Pramana

ABSTRACT

One of the sectors affected by the COVID 19 pandemic is tourism. The warning and even the prohibition of not traveling as a way of dealing with the COVID 19 pandemic has caused all tourism supporting sectors in anjok, ranging from transportation, hotel occupancy, merchandise, restaurants and all tourism multiple effects to disappear. Promotion of Genilangit Tourism Park through digital media has not been maximized as expected. Until 2020, promotion of genilangit tourism only relies on one social media, namely Instagram. In fact, there are many media that can be used by managers. Another effort from the Village Government is the formation of BUMDes to help optimize the management and promotion of the Genilangit Tourism Park. Universities including Yogyakarta State University can play a role in helping BUMDes Genilangit Village through the development of digital tourism branding in Genilangit Village through Community Service (PPM) activities. The results of the PPM implementation in Genilangit Village show that efforts that can be made to increase the understanding of village officials about village funds are through training and mentoring. From the PPM service team, it was found that the village staff and the community were very enthusiastic about participating in PPM activities as seen from the number of training and mentoring participants that was more than the set target, which was 37 people.

Kata Kunci: *Covid, PPM, Digital Branding*