

PEMBERDAYAAN KELOMPOK KARANGTARUNA UNTUK PROMOSI POTENSI WISATA MENGGUNAKAN MULTIMEDIA

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ABSTRAK

This PPM activity aim of training for karangtaruna at tourist village of Wukirsari Imogiri Bantul Yogyakarta in utilize of social media and website for tourist village promotion. Training methods were held on theory and practice class. Here are some materials: 1) introduction of social media as tourist village promotion; 2) Instagram Sosial Media Optimalizing for tourist village promotion; 3) Youtube social media Optimalizing for tourist village promotion; 4) Devopment of Web content for tourist village promotion media; 5) Training of video editing used corel studio. Furthermore, participants did the task by took some photographs and videos for being uploaded to social media and website. During those activity, supervisors supervised them based on each material. The results are all participants have capabilty to built social media for promote their own tourist village. All participants did collaborating by follow other account of social media. Keywords: social media, website, Wukirsari Tourist Village.

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