ABSTRACT

UTILIZATION OF DIGITAL MARKETING PROMOTION AT KAMPUNG BUDAYA TENUN RONGKONG OF RINDING ALLO VILLAGE IN NORTH LUWU REGENCY

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Tourism is a place that is empowered for vacation and has its own unique attraction. It is also an economic support in a country. If the tourism marketing method can be managed properly, it will produce a major impact on increasing tourism itself. One of these marketing is by utilizing digital marketing in the form of promotional videos. The destination of Kampung Tenun Rongkong *(A Weaving Cultural Village) is one of the tourist objects at* Salurante *sub-village, precisely in North* Luwu *Regency, South* Sulawesi.

This study aimed to find out how the use of digital marketing at Kampung Tenun Rongkong *of* Rinding Allo *Village. The research method used is descriptive qualitative which is carried out by making videos that describe the natural atmosphere, tour packages, and 8 mixed marketing indicators in detail and organized. The resulting depiction of nature depicts the hidden paradise of North* Luwu *Regency, depicting the life of the village community and woven fabrics that only exist at* Kampung Tenun Rongkong *and various uniqueness of* Kampung Tenun Rongkong.

The results of this study showed that the use of digital marketing at Kampung Tenun Rongkong *of* Rinding Allo *Village is still not optimal and has not made the latest innovations with more interesting things. There are still many people who do not know about* Kampung Tenun Rongkong. *The Village requires digital utilization in the form of promotional videos to present the interest of tourists from abroad and increase visitors who come to the Destination* of Kampung Tenun Rongkong.

Keywords: Digital Marketing, Destination, Kampung Tenun Rongkong

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