

**STRATEGI PROMOSI DESA WISATA MANDING  
PADA ERA ADAPTASI KEBIASAAN BARU DI  
DAERAH ISTIMEWA YOGYAKARTA**

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**ABSTRACT**

*It's been a year the World appalled by the presence of the highly contagious virus. COVID-19 (coronavirus disease 2019) is a disease caused by the virus severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The Tourism industry is also affected. Tourism as a Sector of the Economy Relaxation, the current pandemic COVID-19 is having a crisis. The same thing is perceived by the Tourist Village of Manding. It's been almost a year the economic condition of the citizens who sell in the Tourist Village Manding this up and down the impact of the pandemic. Therefore, it is necessary to set up a promotional strategy to help the economy of the people around. This study aims to determine the promotional strategies used by the Tourist Village of Manding in the era of adaptation to new habits in Daerah Istimewa Yogyakarta. The research method used is descriptive-qualitative. The source of the data derived from observation and frankly, interview, semi-structure, document, and triangulation. Results of the study describe that the Tourist Village Manding not using a promotional strategy that is appropriate both digital and conventional. At the end of the research, the Authors provide suggestions promotional strategies that can be used Tourist Village Manding, namely: a. Local government need to be present to provide education or training related to digitization to the board and the community Tourism Village Manding; b. Managers should improve with a consultation to discuss the regeneration of the member; c. Facilities and infrastructure that can be used to the maximum; d. Promotional activities both through the medium of conventional and digital.*

*Keywords: Strategy, Promotion, Tourist Villages*