

## ABSTRACT

*Digital marketing is one of the strategies for tourism industry players to survive during the Covid-19 pandemic. The use of technology can be used by various levels of society, from the young to the elderly. Therefore, digital marketing can be used for multiple things, one of which is being a means of marketing and developing tourist villages. One of the tourist villages that is also looking for ways to optimize the use of digital marketing is the Tourism Village of Ngargoretno. This study used qualitative methods and analyzed with the SOSTAC method in generated strategies. The qualitative approach took data from 5 interviewees who were successfully interviewed. This study aimed to produce a digital marketing strategy for the development of the Ngargoretno Tourism Village in the Covid-19 transition period, as well as how to optimize it. The results of this study indicated that it takes activation and integration of all social media owned by the Tourism Village of Ngargoretno, including Website, SEO, Online advertising, Email marketing, and Video Marketing.*

**Keywords:** *Digital Marketing Strategy, SOSTAC, Covid-19, Ngargoretno Tourism Village, Tourism Village Development*