



INTISARI

Digital marketing telah memainkan peran penting dalam pengembangan pariwisata di era digital saat ini. Desa wisata Wukirsari yang mengusung konsep eduwisata juga menerapkan strategi *digital marketing* untuk mempresentasikan aspek budaya lokal agar dapat mewujudkan pariwisata yang berkelanjutan. Tulisan ini berupaya mengeksplorasi berbagai aspek warisan budaya lokal yang digunakan untuk membuat materi pemasaran (*branding*), sekaligus mengetahui lebih dalam lagi terkait praktik presentasi budaya melalui *digital marketing*, beserta macam-macam strategi yang diterapkan di dalamnya. Metode penelitian yang digunakan yaitu kualitatif dengan teknik pengumpulan data observasi, wawancara, dan studi literatur pada kurun waktu tertentu. Hasil penelitian menunjukkan bahwa berbagai aspek warisan seperti pengetahuan tradisional, pola kehidupan, motif batik, arsitektur, dan masih banyak lainnya berhasil dipresentasikan melalui penggambaran di ruang digital dan sesuai dengan persepsi dari wisatawan. Banyaknya strategi pemasaran digital yang telah diterapkan di desa wisata Wukirsari mengarah pada pengembangan pariwisata budaya yang bagus.

Kata kunci: *digital marketing*, pariwisata budaya, presentasi budaya, *branding*, desa wisata



ABSTRACT

Digital marketing has played a significant role in the development of tourism in today's digital age. The tourist village of Wukirsari, which developed the concept of edu-tourism, also implemented digital marketing strategies to present local cultural aspects of sustainable tourism. This paper seeks to explore the various aspects of the local cultural heritage used to create branding material, as well as to learn more about cultural presentation practices through digital marketing, and the various strategies that are applied to it. The method of research used is qualitative with the technique of collecting data from observations, interviews, and literature studies over a certain period. The findings show that various aspects of heritage such as traditional knowledge, life patterns, batik motifs, architecture, and many more are successfully presented through depiction in digital space and in accordance with the perception of tourists. The many digital marketing strategies that have been implemented in the tourist village of Wukirsari have led to the development of good cultural tourism.

Keywords: digital marketing, cultural tourism, cultural representation, branding, tourist village.