

## INTISARI

*Website borobudurpark.com* menjadi salah satu media promosi yang digunakan oleh PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko (Persero). Penelitian ini berfokus pada penggunaan *website borobudurpark.com* sebagai iklan media digital PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko (Persero). Tujuan dari penelitian ini yaitu untuk mengetahui pandangan wisatawan mengenai implementasi *website borobudurpark.com* sebagai iklan media digital PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko (Persero). Penelitian ini menggunakan metode deskriptif kualitatif dan teknik pengumpulan data untuk memperoleh data primer dan data sekunder melalui hasil observasi dan *focus group discussion*. Landasan teroi yang digunakan pada penelitian ini adalah dimensi *EPIC Model* (*Empathy, Persuasion, Impact, dan Communication*). Berdasarkan hasil penelitian, responden menilai bahwa *website borobudurpark.com* sudah memenuhi dimensi *EPIC Model*, yaitu *website borobudurpark.com* menarik dan disukai oleh responden, *website borobudurpark.com* menimbulkan minat berkunjung responden, *website borobudurpark.com* menambah pengetahuan responden, dan *website borobudurpark.com* mudah dipahami.

Kata Kunci : iklan digital, *website, borobudurpark.com, EPIC Model*

## ABSTRACT

*Borobudurpark.com website is one of the promotional media used by PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko (Persero). This research focuses on the use of the borobudurpark.com website as a digital media advertisement of PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko (Persero). The purpose of this research is to find out the opinion of tourists regarding the implementation of the borobudurpark.com website as a digital media advertisement of PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko (Persero). This study uses descriptive qualitative methods and data collection techniques to obtain primary data and secondary data through the results of observations and focus group discussions. The theoretical basis used in this study is the dimensions of the EPIC Model (Empathy, Persuasion, Impact, and Communication). Based on the results of the study, the respondents considered that the borobudurpark.com website had fulfilled the EPIC Model dimensions, namely the borobudurpark.com website was attractive and liked by respondents, the borobudurpark.com website caused interest in visiting respondents, the borobudurpark.com website increased the knowledge of respondents, and the borobudurpark.com website easy to understand.*

*Keywords: digital advertising, website, borobudurpark.com, EPIC Model*