

ABSTRACT

Bumiwangi Village is one of the tourist villages located in Ciparay District, Bandung Regency, West Java. This tourist village offers a different tourist experience from other villages, namely enjoying the beauty of nature through hang gliding or paragliding sports from the top of Bukit Cula. In addition, this tourist village has a lot of potential to develop into an attractive tourist spot because of its natural beauty and preserved environment. However, Bumiwangi Village is still not widely recognized by the general public as a tourist destination. This happens because the development of tourism is still facing obstacles so that Bumiwangi village as a tourist village has not shown the difference between Bumiwangi tourist village and other tourist villages. Even information about Bumiwangi village is still little found on digital platforms.

In this study using qualitative research methods. Qualitative research is an approach to exploring and understanding the meaning ascribed to social or humanitarian problems by a number of people or a group of people. The research approach taken is a qualitative approach with descriptive research type. This research aims to determine the right digital promotion strategy for the village through the process of creating a website that can be used to promote and develop tourist villages.

Finally, the results of this study provide important directions and insights for the development of Bumiwangi Tourism Village in terms of effective digital promotion and utilization of tourist interest information to improve the experience and attractiveness of tourist destinations. It is hoped that this research can provide important directions and insights for the development of Bumiwangi Tourism Village to improve the experience and attractiveness of tourist destinations.

Keywords: *Website, Village of Tourism, Digital Promotion*