

## **ABSTRACT**

**WIDHI ANJANI PUTERI. 2024. TRAINING OF TOURIST VILLAGE PROMOTION THROUGH SOCIAL MEDIA TIKTOK IN ANNADOPAH GROUP (STUDY IN PALASARI HAMLET, CIHAURBEUTI DISTRICT, CIAMIS REGENCY) DEPARTMENT OF COMMUNITY EDUCATION, FACULTY OF TEACHER TRAINING AND EDUCATION, SILIWANGI UNIVERSITY, TASIKMALAYA.**

*The issue regarding the existence of problems found, namely the lack of existence and promotion in the tourist village which will reduce the quality and quantity as the nickname of the tourist village, makes a promotional training activity as a solution and problem solving for the group in order to revive productivity and social media management for promotion because there is no social media promotion movement in the technological era. This study aims to determine the process of Tourism Village Promotion Training activities through Tiktok social media in the Annadopah Group in increasing existence and maintaining quantity and quality as a Tourism Village. The method used is a qualitative descriptive method which aims to describe a particular phenomenon. Data collection techniques through interviews, observation, and documentation. The results showed that the process of promotional training through TikTok social media in the Annadopah group was carried out due to the group's awareness of the lack of existence on social media and the decline in quality as a nickname for the Tourism Village due to the lack of visitors to group members. Implementation of the program through a problem assessment process using discussion as a means of examining the problem, a program planning process which includes discussion as setting common goals and developing strategies, then the implementation process by providing material about TikTok social media and the practice of making promotional videos and uploads about tourist village content as well as opening opportunities for people other than the Annadopah group to join and finally evaluating the program which is carried out by monitoring by the group leader and instructor. And the result of this promotional training is a tiktok account managed directly by the Annadopah Group. The conclusion of this study is that the Training Process for Promoting Tourism Villages Through Tiktok Social Media in the Annadopah Group plays an important role in increasing the Quality and Quantity which makes people understand social media for the sustainability of the Tourism Village Program.*

**Keywords: Marketing Training, Tourism Village, Tiktok Social Media**