

ABSTRACT

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*Promotion of Community Backpacker Indonesia Regional Yogyakarta In
Promoting Tourism In a Way Backpacker In Yogyakarta
Qualitative Descriptive Analysis
Year Thesis: 2015. 88 Pages
Bibliography: 21 books + 1 Article + 1 Article Online*

Find out how Backpacker Indonesia Regional Yogyakarta communities promote tourism in Yogyakarta is the goal of this research. Backpacker Indonesia Regional Yogyakarta is one of the largest communities in Yogyakarta. Backpacker Indonesia Regional Yogyakarta Community established 2010.

This research uses qualitative descriptive method which researchers obtained data through interview, observation, documentation that the data is further analyzed and described in more systematic and accurate. The object of this study is the tourism promotion strategy undertaken by the community Backpacker Indonesia Regional Yogyakarta online through various social networks like twitter, facebook, instagram and blogs.

These results indicate that promotional strategies conducted by Backpacker Indonesia Regional Yogyakarta communities promote tourism in Yogyakarta is still not optimal due to the lack of competent human resources. This study also gives some suggestions on the shortcomings.

Keywords: backpacker, tourist, yogyakarta, promotion