

ABSTRACT

This study aims to show application of Digital Integrated Marketing Communications (DIMC) on the destination branding of Cikolelet Tourism Village, focusing on its implementation through the Cikolelet Tourism Village Festival. This study aims to assess how digital marketing strategies increase the visibility and attractiveness of village tourism destinations. The study was conducted using a qualitative research method using a case study approach, this study analyzed digital personal selling activities, digital direct marketing, digital sales promotion, digital public relations, digital advertising and digital sponsorship. The main findings show that the implementation of DIMC has made Cikolelet Tourism Village strengthen its brand position and attract tourists. The effective use of digital channels by this festival has made it a unique event in Serang Regency, which shows the benefits of an integrated digital marketing strategy. In addition, through DIMC, Cikolelet Tourism Village has also optimized its destination brand image and strengthened its position as a leading village tourism destination in Serang Regency.

Keywords: *Digital Integrated Marketing Communications, Destination Branding Event Tourism, Village Tourism*