

## **ABSTRACT**

**REZY KHOLIFATUNIDZOM. 25619482**

***THE UTILIZING YOUTUBE APPLICATIONS AS A MEDIA FOR PROMOTING CULTURE ATTRACTIONS.***

***CASE STUDY: THE BUDAYA MEKAR ARTS ENVIRONMENT IN GELARPAWITAN VILLAGE, CIDAUN, CIANJUR.***

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*Keywords: Utilization, Youtube Application, Media Promotion, Art Environment, Culture.*

*(xii + 53 + Appendices)*

*This writing aims to find out how to use the Youtube application as a promotional media for cultural attractions, the Budaya Mekar arts environment. The research was conducted from June to July 2022 in the cities of Depok and Indramayu, using a qualitative descriptive research method with a descriptive approach. The source of the data comes from an informant, namely Kang Suryana, the owner of the Putra Bungsu YouTube channel account, who promotes the Budaya Mekar arts environment, documents and archives. Data collection techniques with observation and interviews. The results of research data collection discussed how to use the YouTube application, then linked to the results of interview data with informants, other supporting data and existing theoretical foundations. Putra Bungsu YouTube channel is indirectly a promotional medium for the Budaya Mekar arts environment, Gelpawitan Village, Cidaun District. This is because the Putra Bungsu channel is not an official media promotion for the Budaya Mekar arts environment.*

*Bibliography (2012-2022)*