

ABSTRACT

Purbalingga Memikat is one of the facilities provided by the Office of Communication and Information (DINKOMINFO) of Purbalingga Regency which contains various kinds of information about Purbalingga, especially nature tourism located in Purbalingga. The features contained in the Purbalingga Memikat application help make it easier for users or tourists who want to visit Purbalingga by getting accurate and quickly accessible information about Purbalingga. Many people may need accurate information about Purbalingga but are not aware of the existence of this Purbalingga Memikat application. Thus, it is necessary to have promotions that can help companies to reach more viewers. Flyers are an effective way for companies to be able to promote the Purbalingga Memikat application, because flyers can be uploaded via various online platforms as a form of promotion in today's digital era.

Keywords : Purbalingga Memikat, Informations, Promotions, Flyers.