

DIVERSIFICATION BUSINESS OPPORTUNITY AND PROMOTION TOURISM VILLAGE THROUGH INTERNET USE: WEBSITE, MARKETPLACE, AND SOCIAL MEDIA

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ABSTRACT

Implementation of this activity aims to the availability of online media in the form of websites, marketplace and social media contains promotional tours for the Palace community Breeding Wukirsari Bird. The PPM target audience is a member the Society of Wukirsari Bird Breeding Palace. This PPM activity is a workshop training that is pursued through the provision of related materials "Management Internet for Media Promotion "; "How to Sell Online in Tokopedia via Android"; "Marketplace through Bukalapak"; "Account Creation Tutorial and Use of Socmed untku Village Tourism Promotion "; "Article Writing: Website, Marketplace and Media Social"; and "Developing Website of Bird's Palace". Implementation PPM was successfully held on Thursday and Friday, 19 and 20 July 2018 at the Palace Bird Breeding, Wukirsari. The workshop was attended by 27 participants consisting of members the Society of Wukirsari Bird Breeding Palace. In general there is an increase competence on the development and preparation of online media content form promotion tour. Evaluation of the implementation revealed that the participants were satisfied

Kata Kunci: *tutorial, promotion, village tourism, wukirsari*