



The International Conference on Small And Medium Enterprise Empowerment (ICSMEE) with the theme of “Enhancing Small Medium Enterprise Competitiveness Based on Creative Economy in Innovation Disruptions.”

Abstract No. 47

**MARKETING COMMUNICATION LITERATION BASED ON ANDROID WONOLELO
TOURISM VILLAGE IN BANTUL REGENCY, YOGYAKARTA**

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ABSTRACT

Wonolelo Village in Bantul Regency has tourism potential and potential as a creative industry. There are several tourist spots such as Surupethek Waterfall and creative patchwork and lincak industries that can be developed but less publicized. As a result these products are marketed through other parties (middlemen) at low prices. The assessment to see the condition of the Wonolelo Tourism Village was finally done with the SWOT analysis approach. The main objective is how to market the Wonolelo Tourism Village along with tourism objects, creative arts and crafts products in it. Some activities were also carried out, including Android-based marketing socialization, web development and Android applications. As a result, the villagers of Wonolelo became more knowledgeable for online marketing. Wonolelo Village already has literacy applications for web and Android based marketing. Residents already understand and start marketing their own products through online stores on the Internet.

Keyword : *village tourism, creative industry, communication literacy, marketing, android*