

## **ABSTRACT**

*Website Marketing is a marketing strategy that uses a site to introduce products and services owned by a business. Lamajang Tourism Village, one of the villages in Pangalengan District, Bandung Regency, utilizes the website [www.desawisatalamajang.com](http://www.desawisatalamajang.com) for strategic marketing of village tourism potential through website marketing management.*

*This research aims to find out how the marketing website management process in the Lamajang Tourism Village is a marketing strategy for the village's potential. This research uses a qualitative research design with a case study approach. The object of this research is the Lamajang Tourism Village and the main research subjects are 3 people. Data was collected through a process of observation, interviews, and documentation and then analyzed using the Miles, Sadana, and Huberman techniques.*

*As a result, implementing website marketing management using the POAC technique (Planning, Organizing, Actuating, and Controlling) is considered capable of helping increase the existence of the Lamajang Tourism Village. Website management is carried out by the management consisting of the Village Head, Chair and Members of the Pokdarwis, as well as the Website Marketing Management Team.*

**Keywords :** *Management, Website Marketing, Tourism Village*