

RENCANA MENDIRIKAN PERUSAHAAN STARTUP BERBASIS APLIKASI MOBILE CHAT FOKUS PADA MINAT KHUSUS (DIVING)

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The purpose of this study is to create an apps which can be a media for divers to interact to each other as well as promotional tool for Indonesian tourism. This apps which is segmented to diving, was chosen based on the consideration of current growing number of divers and sea tourism across Indonesia archipelago.

This apps is targeting all ages who are interested with this sport. The increase of the apps user is expected through the quantity of contents and the convenience to gel the apps. User needs to download it freely via their smartphone. Furthermore, as this apps will reach out more users, those who run business related to this sport will be able to expand along with the development of Indonesian tourism.

Keywords : apps Jar diver, segmented to diving, sea tourism, Indonesia archipelago, Indonesian tourism.