

UTILIZATION OF E-COMMERCE TO INCREASE SALES PERFORMANCE OF INTERNATIONAL STANDARD HONEY BEE PRODUCT (STUDY AT KEMBANG JOYO COMPANY, MALANG REGENCY)

Sangidil Kudri¹⁾ and Bambang Ali Nugroho²⁾

1) Student of Animal Science Faculty, Brawijaya University

2) Lecturer of of Social Economic Departement, Animal Science Faculty, Brawijaya University

E-mail: sanikudri@student.ub.ac.id

ABSTRAK