

E-MARKETING TRAINING AS A BUSINESS TO MAINTAIN THE ECONOMIC RESILIENCE OF BAMBOO CREATOR COMMUNITY IN BRAJAN VILLAGE IN FACING THE PLAGUE OF COVID 19

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ABSTRACT

The objectives of this program are: (1) Designing, determining and implementing appropriate e-marketing techniques to be applied to partners; (2) Describe partner enthusiasm in participating in e-marketing technical training and assistance; (3) Knowing the increase in marketing from the partner after implementing e-marketing techniques.

The method used is lectures, discussions and direct practice. In addition, assistance is also provided when implementing e-marketing techniques to support the partner's marketing process. Assistance is carried out until partners are skilled in using online media as a product marketing medium.

The results of this activity are: (1) e-marketing techniques that are applied in overcoming partner problems are: marketing through social media (face book & Instagram), marketing through websites, and marketing through market places; (2) The training participants are very enthusiastic in participating in the e-marketing technique training, as evidenced by the maximum number of participants who take part, namely 20 people, and all participants participate in the entire series of training and mentoring activities; (3) The increase in turnover from partners has been achieved after implementing e-marketing techniques, the value of product sales has increased from around Rp. 12.8 million to around Rp. 14 million, thus sales turnover has increased by around 8.75%.

Kata Kunci: *Training, E-Marketing, Bamboo Craftsmen, Brajan*