

UMKM through Integrated Marketing Training in Sentolo Kulonprogo

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ABSTRACT

Management in an effort intended to make the company survive and berkembang. Tujuan it can be achieved by maintaining and increasing profits. The profits of an enterprise can be maintained and improved by increasing sales. One way to increase sales is to increase marketing activities. Reality is happening in the field, especially at the craftsmen in the art market Sentolo, Kab. Kulonprogo, pemasarannya which became permasalahan. Para craftsmen capable of making / creating products with excellent however the difficulty in memasarkannya. Pasar art tend to be quiet and sales turnover is quite low. This is because the marketing management of the craftsmen still very simple and monotonous, meaning that marketing is only done by placing a banner in front of the shop and wait for visitors to come. Marketing like this is very unusual and certainly reach enough customers sempit. Oleh therefore need a breakthrough new ideas are quite kreatif to market products that attract customers both locally and internationally. Marketing problems in the art market, Sentolo, Kab. Kulonprogo, also due to lack of knowledge and experience aspects of the craftsmen of the concept of a creative marketing strategy, attractive, effective, and efficient. Also the media used to market the product very simple, new craftsmen using banners and marketing brosur. Strategi new limited direct marketing (direct selling) in the market, and marketing personal. Untuk it would need to be done training related to marketing strategies, one of which is an integrated marketing strategy. Integrated marketing is a marketing concept that combines direct marketing (direct marketing), sales promotion (sales promotion, public relations (public relations), personal selling (personal selling), and advertising (advertising. With the training strategy pemasaran integrated expected knowledge of the craftsmen to concepts and marketing strategies is increasing, so that they can implement these concepts into everyday business dealings.

Kata Kunci: *UMKM, training*