

Kulon Progo Batik Craftsman Development Strategy

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ABSTRACT

Small and Medium Enterprises (MSMEs) are one of the sectors most affected by the Covid-19 pandemic. One of the affected MSMEs is the Sembung Batik MSME batik craftsman. The obstacle faced by Sembung Batik SMEs is that there is no Standard Operational Procedure (SOP). In addition, regarding the diversification of batik products. Sembung Batik SMEs have not been able to adapt quickly in addressing consumer needs. The resulting product is still limited in the form of sheets of cloth. And regarding the introduction of batik products is still lacking because not many consumers know about it. To deal with some of these problems, there are several solutions offered, namely conducting a Forum Group Discussion (FGD) to produce SOPs, training on batik product diversification and webinars and edu-tourism so that Sembung Batik SMEs are better known to the public so as to increase consumer buying interest. The results of community service activities that have been carried out are: This community service activity was carried out at the Sembung Batik Production House, Lendah District, Kulon Progo Regency with a target audience of batik workers. The method of implementing this activity uses the FGD method and training

Kata Kunci: Batik SMEs, Batik craftsmen, Standard Operational Procedure (SOP)