

Revitalization of Production Equipment and Implementation of E-Marketing to Increase the Productivity of the Wood Craftsman Group in Patuk Gunungkidul

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ABSTRACT

This service program is in partnership with the woodworking community who are members of Vinda Batik Craft. Partner problems that will be addressed through this activity are production aspects and marketing aspects. For the production aspect, partners need to revitalize production equipment. For marketing problems, partners need an effective and efficient marketing effort to increase partner marketing again.

The solutions offered in order to overcome partner problems are: (1) for the production aspect, by revitalizing production equipment, namely the sitting planner machine and didgeridoo drilling machine; (2) for the marketing aspect, assistance is carried out related to effective and efficient marketing strategies, namely the implementation of e-marketing through the marketplace platform.

The results of this service activity are: (1) partner empowerment has been successfully increased, namely increasing partner production capacity by 15%, as well as increasing partner turnover by 15%; (2) mandatory outputs have been achieved, namely scientific publications in journals/proceedings and collaborative IA manuscripts.

Kata Kunci: *revitalization, e-marketing, wooden mask*