

TRAINING AND ASSISTANCE OF MARKETING STRATEGY FOR SMEs IN SEMBUNG WEDI, KLATEN

by Dr. Dra. Endang Mulyani, M.Si., Dr. Ali Muhson, M.Pd., Dra. Barkah Lestari, M.Pd., Yeni Nur Prilanita, S.Pd., M.Pd., Dewi Eka Wulandari, Riyan Siregar

ABSTRACT

This community service program aims to: 1) train MSMEs in Sembung Wedi village, Klaten on marketing strategies, and 2) assist SMEs in Sembung Wedi village, Klaten on marketing strategies.

The target audience for community service is the SMEs in the Sembung Wedi village, Klaten. For the purpose of service services and the availability of facilities and infrastructure, 30 MSME actors were taken in the village of Sembung Wedi, Klaten. The method of implementing the activity is divided into two namely lectures and hands-on practice.

The training is held for 1 day on May 12, 2019. Community service activities can be categorized as successful in terms of participant participation, because almost all participants attend the training. The participants felt enthusiastic in participating in the community service activities. While the implementation of the assistance was carried out after the training was completed until August through social media and site visits for two times. Judging from the process of devotion, many participants responded both in discussion and creative ideas in the next service proposal. Participants feel that they have received new inspiration in developing their products and marketing.

Kata Kunci: *TRAINING AND ASSISTANCE , MARKETING STRATEGY, SMEs*