

Pengembangan Usaha Produk Box Kado Souvenir dengan Peningkatan Manajemen dan Pemanfaatan Teknologi

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ABSTRACT

This program's activity aims to improve organizational governance capabilities and provide digital literacy counseling and entrepreneurial insights for a group of souvenir gift box craftsmen in Jagalan Village, Banguntapan District, Bantul Regency, Yogyakarta. The method used is offline counseling and mentoring. The implementation of activities is divided into three stages. Namely, pre-implementation includes observation and identification of problems; the implementation phase includes training on organizational governance and digital literacy counseling; and the post-implementation stage includes mentoring and business development in the marketing aspect using e-commerce. The product output of this community service activity is a website used as an information medium and branding of products produced by gift box artisans. The result of implementing this program is an increase in the capabilities and insights of the souvenir gift box artisans group regarding business management governance, digital literacy utilization of digital-commerce platforms, and entrepreneurial insights. The implication of the results of this service is the development of an MSME management guide model that can be used as a reference in the digital transformation process and increasing the business scale of its business units.

Kata Kunci: *entrepreneurship, websites, digital literacy, mentoring, e-commerce*