

TRAINING OF E-MARKETING TECHNIQUES FOR NATURAL FIBER CRAFTSMEN IN BANTUL REGENCY

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ABSTRACT

The objectives of the implementation of this study program are: (1) Designing, determining and applying the right e-marketing techniques to be applied; (2) Knowing participants' enthusiasm in participating in e-marketing techniques training; (3) Knowing the increase in marketing from the partners after applying e-marketing techniques.

The method of conducting training activities is through lectures, discussions and hands-on practice. In addition, assistance was also provided when implementing e-marketing techniques to support the marketing process of partners. Assistance is carried out to skilled partners in utilizing online media as a marketing medium for the products they produce.

This activity has been carried out well and smoothly. The results of this activity are: (1) e-marketing techniques applied in overcoming partner problems are: marketing through social media (face book & Instagram), marketing through websites, and marketing through market places; (2) The participants of the training were very enthusiastic in participating in e-marketing training techniques, as evidenced by the maximum number of participants who participated, namely 30 people, and all participants participated in a whole series of training and mentoring activities; (3) Increased turnover from partners has been achieved after applying e-marketing techniques, with details for Iyan Handicraft experiencing an increase in turnover of 9.5% ie from around 63 million to 69 million / month. And for Anis Craft, the turnover has increased by 10.4%, from around 48 million to 53 million / month.

Kata Kunci: *Training, E-Marketing, Natural Fiber, Bantul*