

EMPOWERMENT OF FASHION ACCESSORIES IN INCREASING PRODUCTIVITY THROUGH DEVELOPMENT OF BATIK PARIJOTO DERIVATION PRODUCTS IN DESA CONDONGCATUR KABUPATEN SLEMAN YOGYAKARTA

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ABSTRACT

EMPOWERMENT OF FASHION ACCESSORIES IN INCREASING PRODUCTIVITY THROUGH DEVELOPMENT OF BATIK PARIJOTO DERIVATION PRODUCTS IN DESA CONDONGCATUR KABUPATEN SLEMAN YOGYAKARTA By: Triyanto, et al. Abstract Development of tourist souvenir products is a necessity. Batik Parijoto is one of the souvenirs typical of Sleman Regency, Yogyakarta. Souvenirs in the embodiment of cloth have become the usual form that gives the possibility of saturation. The step of developing souvenir-making innovations can be done in various forms of development techniques. Through development techniques, the variety of souvenir products becomes more diverse. Various choices of handicraft products can provide support for a tourist area. The HJC community is a souvenir-producing community that needs product development. The PY UNY team, especially the lecturers of the Fashion Engineering Study Program, provided solutions through Community Service activities by combining various elements of materials, workmanship techniques, and variations in embodiment forms to produce souvenir products of Parijoto batik derivatives that have selling power for tourism packaging in Sleman Regency, Yogyakarta. Keywords: Development, Batik Parijoto

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