

BRAND DEVELOPMENT PRODUCT DESIGN CRAFTS TO ACCELERATE OBTAIN IPR IN KULON PROGO

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ABSTRACT

The purpose of the program this activity is the provision of socialization and workshops for the industrial centers of handicrafts in Kulon Progo, Yogyakarta, mainly related to: 1) an understanding of the importance of brand and logo or craft product and how its development, and 2) motivate entrepreneurs to protect the product innovation of its findings in the form of intellectual property rights. Implementation of socialization and the workshop was attended by 26 people craftsmen or industrialists in the village Kanoman, District Panjatan, Kulon Progo. The place of these activities in the village office Kanoman, on Sunday 7th September 2014, followed by workshops and consultations or tutorial for 2 weeks (starting from 8 to 22 September 2014). The methods and patterns used in the implementation of socialization and workshop this is by lecture, question and answer, discussion and tutorial or consultation. The results of the implementation and dissemination workshop of this are as follows. First, all participants socialization and workshop event was very enthusiastic, eager, and has a high motivation to follow the implementation of this activity. Second, the public's understanding of associated with the brand and the importance of IPR ownership for increasing their business brand. Socialization and workshop this is important for business development or industry in the community, especially in Kulon Progo, therefore, would need to be carried back and further enhanced in the future.

Kata Kunci: *Socialization, workshops, brand development efforts, intellectual property rights.*