

Improving Ability of The Product Diversification Based on Local Potency for The Emping Melinjo Craftsmen

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ABSTRACT

This study aims to develop ability to diversify processed products based on local potential for women of emping melinjo craftsmen as effort to empower groups and community members. This diversification ability needs to be developed because the group has not been able to develop high-value-selling products and increase the group's business benefits. This research is an action research with the stages includes defining issues, planning, implementing actions, and reflection. The action developed is vocational learning to group members in Kalirejo Village, Kulon Progo. Data collected by interview and observation and analyzed qualitatively that is reduced, presented and drawn conclusions. The data validity is gained by observing the extension and triangulation. The results showed that the actions given to the target group gave positive changes in term of they could have an awareness to be more innovative and have knowledge and skills in the production of diversified products based on local potential. Therefore, relevant and relevant actions need to be implemented again in the future by providing adequate facilities.

Kata Kunci: teaching, diversification, craftsmen, product, women