

E-MARKETING TRAINING AS A EFFORT TO MAINTAIN THE ECONOMIC RESILIENCE OF THE COMMUNITY OF LURIK WEAVING ARTISTS IN PAKELAN SUMBERARUM VILLAGE IN FACING THE IMPACT OF THE COVID 19 PANDEMIC

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ABSTRACT

The objectives of this activity are: (1) to design, determine and apply appropriate e-marketing techniques to be applied to the Pakel Arum lurik woven craftsmen; (2) knowing the enthusiasm of Pakel Arum lurik weaving craftsmen in applying e-marketing techniques; (3) increasing income turnover of Pakel Arum lurik weaving craftsmen through the application of e-marketing techniques.

This activity consists of two main activities, namely training and mentoring. The training activities are carried out using lecture, discussion and question and answer methods. Meanwhile, mentoring activities are carried out using simulation methods, tutorials and direct practice.

The results of the activities are: (1) the right e-marketing techniques to be applied are marketing through social media (face book & Instagram), websites, and market places; (2) partners are very enthusiastic and enthusiastic in participating in all series of training activities and e-marketing technical assistance; (3) the increase in partner turnover has been achieved by around 15.68%.

Kata Kunci: e-marketing, lurik weaving, Pakelan hamlet