

Community Capacity Building Through Strengthening Bussines Strategy in Donoharjo, Ngaglik, Sleman

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ABSTRACT

The low number of successful creative and small-medium enterprises in developing countries like Indonesia causes slow economic progress and common social welfare. The Manunggalkarso association Community is one of the marginal community forums in Yogyakarta that desires to progress by being economically active. This desire has yet to be accompanied by sufficient knowledge about business and marketing. Thus, the service seeks to provide socialization to increase understanding of partners related to this field. These activities empower the community to be economically active and productive. Implementation of activities is divided into three stages, preparation, execution, and evaluation. Activity participants have been triggered to develop a business in the eco-printing sector by utilizing local resources and trying to establish cooperation with other parties who have developed earlier.

Kata Kunci: *community development, ecoprint, local wisdom*