

IMPROVEMENT OF PRODUCTIVITY AND MARKETING MANAGEMENT OF BATIK CRAFTS THROUGH IMPLEMENTATION OF APPROPRIATE TECHNOLOGY IN DUSUN MENDIRO, KULON PROGO

by Nahiyah Jaidi Faraz, M. Lies Enderwati, Anita Mustikasari, Dinar Ari Prasetyo

ABSTRACT

The purpose of this community service is to improve the ability of group members to manage a business through entrepreneurial motivation, optimize product marketing for Batik Craftsmen in Dusun Mendiro Kulon Progo. The method of activity is in the form of training in the form of lectures and discussions. The training participants were 15 people consisting of members of the Dusun Mendiro Batik Craftsmen. Training materials in the form of entrepreneurial motivation and marketing strategies. The results of community service program activities show the enthusiasm of the participants in receiving material and actively discussing group business management and obstacles and solutions between members and groups. In addition, participants can also understand how to increase entrepreneurial motivation, plan and design marketing strategies starting from mapping target consumers (segmentation) and continuing with product aspects (packaging, product variations), distribution to consumers and promotion through various online and offline media.

Keywords: optimization, business management, marketing strategy

Kata Kunci: optimization, business management, marketing strategy