

EXPANSION OF THE MSME PRODUCT MARKET THROUGH PRODUCT DIVERSIFICATION, PURCHASING SERVICES AND CREATIVITY IN THE SRIHARDONO AND SUMBERAGUNG SPECIAL REGION OF YOGYAKARTA ONLINE BUSINESS COMMUNITIES

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ABSTRACT

The aim of this community service activity is to improve the business management capabilities of Online Shop business people in the Srihardono and Sumberagung areas of the Special Region of Yogyakarta. Capacity building related to designing marketing strategies, purchasing services and product diversification strategies is prepared by the service team in an activity program in the form of training delivered through offline training and providing theoretical material using online meeting media. The training participants consisted of 20 people who work as online shop owners in the Srihardono and Sumberagung areas. The material presented is about the description of marketing strategies which include product diversification strategies, purchasing and after-sales services and how to create a wider business network. Practical training material regarding various types of food product diversification from bananas was also provided in the community service activities which were held after the theoretical material was provided. The output of this activity is the formation of an online merchant business start-up which plans to collect the results of banana processing production under the Sumberagung community under the product brand "Banana Chips", where the marketing will use distribution channels already owned by the training resource person. This business is quite interesting because local people have enough land to produce bananas. This condition is enough to guarantee the availability of product raw materials

Kata Kunci: *Online Shop Business Actors, Marketing Strategies and Business Networks*