

APPLICATION OF CYBER MARKETING AND TECHNOLOGY IN THE WOVEN BAGS CRAFT COMMUNITY IN GAMPLONG

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ABSTRACT

There are 53 families in Gamplong, Sumberrahayu, Moyudan who own a woven bag craft business. The association in the community group is one of the producers that produces woven bag crafts. The association in fact does not have the competence to optimize branding on the products produced so that it is not well known to the general public, competence in terms of online marketing is not maximized. Even though in the era of technology and the current Covid-19 pandemic, sales and product introductions to the public will be more optimal if done online. So to keep running the business, the members of the association must change business behavior by changing product marketing using an online system (cyber marketing). This cyber marketing strategy is considered more prospective because it allows potential customers to obtain all kinds of information about the product. Therefore, it is necessary to provide assistance related to cyber marketing training to increase brand awareness, competitiveness, and income of bag craftsmen associations in Gamplong.

Kata Kunci: *Cyber Marketing, Technology, Bag Craft Association*