

PIM for Batik Craftsmen in Kulon Progo

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ABSTRACT

Small and Medium Enterprises (MSMEs) are one of the sectors most affected by the Covid-19 pandemic. One of the affected MSMEs is the Sembung Batik MSME batik craftsman. The obstacle faced by Sembung Batik SMEs is the diversification of batik products. Sembung Batik SMEs have not been able to adapt quickly in addressing consumer needs. The resulting product is still limited in the form of sheets of cloth. And regarding the introduction of batik products is still lacking because not many consumers know about it. To deal with some of these problems, there are several solutions offered, namely conducting diversification training for batik products and webinars so that Sembung Batik SMEs are better known to the public so that they can increase consumer buying interest. PKM Regional Development is in order to realize the SDGs related to industry, innovation and infrastructure which aims to improve the sustainable batik product industry and encourage innovation. The results of community service activities that have been carried out are: (1) This community service activity was carried out at the Sembung Batik Production House, Lendah District, Kulon Progo Regency with a target audience of 50 batik workers; (2) The method of implementing this activity uses the socialization method, followed by the practice of making several product diversification products and (3) Community service activities are going well and based on the indicators of the achievement of the activity, it is considered successful.

Kata Kunci: *Batik SMEs, Batik Craftsmen, Diversification of batik products*