

STRENGTHENING THE PRODUCTIVITY OF WOODEN BATIK MASK ARTISTS GROUP THROUGH THE EXPANSION OF MULTILINGUAL-BASED ONLINE MARKETING AND DESIGN INNOVATION

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ABSTRACT

This service activity aims to develop a group of artisans who are economically independent by providing solutions to the problems of artisans with a touch of science and technology. The Covid-19 pandemic has brought a downturn in the group of Wooden Batik Mask craftsmen in Bobung Putat Patuk, Gunungkidul, because consumers usually come in person, during the pandemic there were practically no visitors. Other problems are a lot of damaged mechanical equipment, lack of design innovation, lack of regeneration of artisans, lack of variety in packaging forms, and no sample documents and product catalogs that have ever been made so that they are not well documented. The methods implemented are training, mentoring and provision methods. equipment assistance to craftsmen as well as provision of multilingual online marketing platform facilities (in several languages) to expand the scope of marketing to foreign countries. Assistance is provided in the form of design innovation training, packaging manufacturing, and providing motivation to foster interest in the younger generation in mask craft and wooden batik sculptures, providing assistance with equipment as a stimulant to speed up production, and developing informative and attractive product catalogs and providing multilingual online marketing platforms as well as training in conducting online marketing.

Kata Kunci: *Marketing; online, multilingual, innovation; design*