

Increasing the Capacity of PKM Coconut Shell Craftsmen in Supporting Tourism Villages as a Source of Community-based Economic Learning in Bantul Regency

by Kiromim Baroroh, Ariadie Chandra Nugraha, Paryanto, Riswan Dwi Djatmiko,

ABSTRACT

One of the people's economic locomotives in Bantul is Tourism. There are 43 tourist villages registered with the Bantul district tourism office. One of the tourist villages that is currently starting to improve is the Juron craft tourism village. The craft that became a mainstay was the Coconut Shell craft which was initiated by Ms. Suharyanti under the name Yanti Bathok Craft. The problems are mainly 1) capacity building Human resources are a) especially machine maintenance is still low. Slow production due to dynamo machines and equipment in the production process that are not maintained. b) conventional marketing, craftsmen who lack confidence during product presentations and no training profiles/modules, very limited marketing network. Partners currently only rely on orders from old customers and partners from local governments, resulting in difficulties in getting new customers. c). Do not yet have the ability to use Information Technology as a marketing medium, so the current marketing reach is still narrow, only at stores located in the Bantul area, d) Still lack confidence when presenting in front of potential customers and the public. The solutions offered for capacity building and adding tools are a) assistance with maintenance of electric motor dynamos and other engine maintenance b), improvement of marketing management through creating business profiles, c) improvement of marketing through social media and marketplaces. d) Public Relations training. The results of the activities 1) Machines work better, 2) Partners' knowledge about machine maintenance increases 3) Knowledge about public speaking increases, 4) Knowledge about export marketing increases 5) Additional sales through marketplace and shopee. The output of the servant is 1) draft Article 2) IA

Kata Kunci: *capacity building, coconut shell, community economy*