

PKM CREATIVE INDUSTRIES WOODEN WATCH SIDOHARJO VILLAGE SAMIGALUH DISTRICT KULON PROGO REGENCY

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ABSTRACT

Wooden watches are the result of high-value crafts made from the main material of wood waste. So that if it is sold and marketed, it has high potential in the local and international markets. Some crucial problems are caused by Jogja Mastercraft partners using a manual process in making body and case bezels so that it takes a long time up to 6 hours. In addition, the work on the bezel and case with the scroll saw machine also makes the final result less neat and precise. The second problem is that there are no effective marketing methods and strategies in increasing the sales figures of wooden watch products, so a Joomla-based e-commerce website is needed so that wooden watch sales can be optimal. The main methods and outputs carried out in the implementation of the Community Partnership Program include the application of CNC (Computer Numerically Controlled) technology through the manufacture of Milling type CNC designs with 3 axes to increase the productivity and quality of bezels and cases from wooden clocks, providing training and guidance in managing effective marketing management and product promotion, and producing e-commerce websites in wooden watch marketing through online to overseas markets. Products have been produced in the form of 3 axis CNC machines with computer technology and design with the FreeCAD program to increase wooden watch production. CNC 3 axis products have been functionally tested with good results, characterized by the proper functioning of the tool as planned. The results of the evaluation carried out for approximately two months showed a significant increase, namely in terms of quantity and sales. This can be seen from the increase in quantity from 50 pcs up to 105 pcs per month. The number of sales also increased by 55, from before the program of 50 to 105 pieces per month. So that the profit achieved reaches more than double. There has been a implementation of assistance and training in order to provide knowledge about the design of wooden watch bezels with programs and the creation of e-commerce websites as a promotional medium for wooden watch sales.

Kata Kunci: *Industri kreatif, wooden watch; CNC; ; e-commerce*