

INCREASING THE EXISTENCE OF BAMBOO ARTICLES WITH SOCIAL MEDIA BASED PRODUCT INNOVATION AND MARKETING IN THE DLINGO AREA, BANTUL DISTRICT

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ABSTRACT

The purpose of this activity program is to solve the problems faced by partners. This can help partner development in improving and developing regional superior products through improving product quality and marketing. The solution offered for production problems is the provision of appropriate technological assistance, namely finishing equipment. The solution offered for marketing problems is by creating a marketing account through the marketplace. Methods of implementing activities, carried out include: (1) the stage of cooperation; (2) situation analysis that focuses on solving problems in the production process, product innovation and marketing; (3) the marketing account design stage through the marketplace; (4) training and mentoring stages to develop employee skills; and (5) evaluation stage. The results of the activities that have been achieved are: (1) an increase in product quality has been achieved, followed by an increase in partner productivity by 10%; (2) an increase in the marketing of partner products has been achieved, this was followed by an increase in partners' revenue turnover of 12%.

Kata Kunci: *bamboo, innovation, marketing*