

TILE CRAFTSMEN IN SIDOREJO VILLAGE, GODEAN DISTRICT, SLEMAN REGENCY, SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

Currently, the tile production system carried out by UKM Sokka SBD is still very simple, especially in the process of transporting the tiles after they are printed and during drying. In the printing process, in addition to printing the tiles, the craftsmen also have to move the printed tiles to the storage area arranged on the tile storage rack. The removal of the tiles is carried out by bringing the tiles one by one after the tiles are printed on a press machine which is operated manually. In addition, partners also do not have the ability to use information technology as a marketing medium to expand networks. Partner marketing system relies heavily on orders from neighbors, relatives and word of mouth. The solution offered is to make tile production tools Manual Material Handling (MMH) in the form of multipurpose shelves, websites and marketing using social media. In the implementation of the training activities carried out, participants were given reinforcement on how to overcome the problems experienced by partners so far by implementing Manual Material Handling (MMH) in the form of multipurpose shelves, websites and marketing using social media. The results of these activities show that the activities that have been carried out can add insight to the knowledge of participants in this case tile craftsmen in Godean District, this activity can help tile craftsmen in Godean District in using tools in the form of Manual Material Handling (MMH), websites, and social media in the use and application of the process of producing and selling roof tiles.

Kata Kunci: *Roftile, Manual Material Handling (MMH), Website*