

EMPOWERMENT OF WOODCRAFT COMMUNITIES IN SUMBERMUULYO VILLAGE THROUGH REVITALIZATION OF PRODUCTION EQUIPMENT AND DIGITAL-MARKETING IMPLEMENTATION AS A BUSINESS TO MAINTAIN ECONOMIC SECURITY IN FACING THE IMPACT OF THE COVID 19 PANDEMIC

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ABSTRACT

This service program is in partnership with the wood craftsman community who are members of the Gandok Handicraft. Partners have experienced a significant reduction in turnover due to the COVID-19 pandemic. Problems with partners that are addressed through this activity are the production and marketing aspects. The objectives of this service program are: (1) to increase partners' production capacity; (2) increase partner marketing.

The solutions implemented in order to overcome partner problems are: (1) for the production aspect, by revitalizing production equipment; (2) for the marketing aspect, assistance is carried out related to an effective and efficient marketing strategy, namely the implementation of digital marketing through social media platforms and marketplaces.

The outputs achieved from this community service activity are: (1) increasing partner empowerment consisting of increasing partner knowledge and skills, increasing partner production capacity by 15%, and increasing partner turnover by 12%; (2) mandatory outputs consisting of scientific publications in journals/proceedings and manuscripts of IA collaboration.

Kata Kunci: *empowerment, revitalization, digital marketing, Sumbermulyo*