

PENDAMPINGAN STRATEGI PEMASARAN PRODUK OLAHAN SINGKONG ĀĉĀ€Ā•GROPAKĀĉĀ€Ā• DI KABUPATEN BANYUMAS

Title	PENDAMPINGAN STRATEGI PEMASARAN PRODUK OLAHAN SINGKONG ĀĉĀ€Ā•GROPAKĀĉĀ€Ā• DI KABUPATEN BANYUMAS
Author Order	1 of 3
Accreditation	
Abstract	<p>Kegiatan pengabdian bertujuan untuk meningkatkan pendapatan dari perajin gropak; meningkatkan ketrampilan perajin dalam mengembangkan pemasaran gropak, dan memperbaiki kemasan retail gropak. Kegiatan pengabdian dilaksanakan pada 8 bulan di Agroindustri Gropak Desa Karangdadap, Kecamatan Kalibagor, Kabupaten Banyumas. Metode pelaksanaan kegiatan pengabdian kepada masyarakat berbasis riset dilaksanakan melalui beberapa tahap yaitu sosialisasi program, pelaksanaan kegiatan, dan evaluasi kegiatan. Hasil evaluasi pelatihan mencapai 84%. Pengembangan dan peningkatan produksi industri gropak di Desa Karangdadap dilakukan melalui pendampingan, bantuan pemberian alat produksi, pelatihan serta penyuluhan yang dirancang untuk membantu industri gropak dalam memajukan usahanya. Pendampingan pembuatan web dan kemasan branding serta pelatihan strategi pemasaran baik online maupun offline. Kata kunci: Strategi, Pemasaran, Singkong, Gropak. ĀĀ ABSTRACT Mentoring activities aim to increase the income of the gropak home industry; improve the skills of crafters in developing gropak marketing, and improve gropak retail packaging. The service activity was carried out for 8 months at the Gropak Agroindustry, Karangdadap Village, Kalibagor District, Banyumas Regency. The method of implementing research-based community service activities is carried out through several stages, namely program socialization, activity implementation, and activity evaluation. The results of the training evaluation reached 84%. The development and improvement of gropak industrial production in Karangdadap Village is carried out through assistance, assistance in providing production equipment, training and counseling designed to assist the gropak industry in advancing its business. Assistance in web development and branding packaging as well as marketing strategy training both online and offline. Keywords: Strategy, Marketing, Cassava, Gropak.</p>
Publisher Name	Departemen Budidaya Pertanian Fakultas Pertanian UNHAS
Publish Date	2022-04-30
Publish Year	2022
Doi	DOI: 10.20956/jdp.v7i2.20833
Citation	
Source	Jurnal Dinamika Pengabdian (JDP)
Source Issue	Vol. 7 No. 2 (2022): JURNAL DINAMIKA PENGABDIAN VOL. 7 NO. 2 MEI 2022
Source Page	291-299
Url	https://journal.unhas.ac.id/index.php/jdp/article/view/20833/8169
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