

ABSTRACT

PRODUCT DEVELOPMENT UNDER LONG DISTANCE ACCOMPANIMENT PROGRAM IN RAFI CRAFT SMEs

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Rajapolah is a sub-district in Tasikmalaya where the entire people who live in there have known well about natural woven as a craft for a long time ago. Natural woven is the important part of Tasikmalaya people's life especially for Rajapolah sub-district area, since a long time ago they use the natural woven for daily usage as a household utensil, seat mat, give birth mat and also for the grief. This time people in Tasikmalaya, Rajapolah sub-district in particularly still have the natural woven as their living source, that showed by the buying and selling activities in some area in Rajapolah sub-district.

They producing many kind of craft thing and also the product with the wear function that produce for the small and big scale needs as well. There is a big profit increment in a time, but it didn't last long because there is some factor. This cause the limited latitude and economy of the society that impact to the people's interest and buying for the woven and craft product from Rajapolah. In this time some SMEs and craftsman in Rajapolah became bankrupt because of their low income, but there is one SMEs can survive in this condition, they named Rafi Craft SMEs. In fact they also still need assistance to develop their product.

The purpose of this research is to show if we still can do the development product with the SMEs and the craftsman in any kind of condition, although the researcher is unable to be with SMEs and do the process together in real. The end result of this research is to find a way and recommendation for the researcher to help the SMEs even they unable to be with the SMEs and craftsman. The other output of this long distance accompaniment program is the product with the development aspect and to enrich the research accompaniment program in particular for the SMEs.

Key words: SMEs Accompaniment, Product Design, Natural Woven