

ABSTRACT

The poverty rate in Klaten Regency has increased in 2020 to 2021. DINSOSP3AKB Klaten Regency seeks to address this problem by forming women's empowerment groups with the UPPKA (Efforts to Increase Acceptor Family Income) by providing training programs aimed at processing semi-finished goods into a product that can be sold so that it can provide additional income. There are 71 UPPKA groups spread across Klaten Regency. However, the problem that hinders the optimization of this program is the lack of even distribution of UPPKA product marketing between one region and another. On this basis, the author makes a design of information media that can become a central forum for all UPPKA products from various regions in Klaten Regency as a marketing medium for the products of the program. Based on qualitative research methods with the AISAS analysis model. With the final result in the form of designing a marketplace application for a collection of products from the UPPKA program in Klaten Regency.

Keyword: *Women Empowerment, Application, Klaten*