



ABSTRAK

Judul : Galeri Upakarti sebagai Wadah Promosi UMKM Sleman

Oleh : Ambar Ayu Ridiowati

Penelitian ini membahas pemanfaatan pameran yakni Galeri Upakarti sebagai wadah promosi UMKM Sleman oleh Dinas Perindustrian dan Perdagangan Sleman yang berlokasi di Jalan Parasamya No.8, Beran, Tridadi, Sleman, Yogyakarta. Penelitian ini menggunakan pendekatan kualitatif dan jenis data yang digunakan berupa data primer. Data primer diperoleh dengan menggunakan metode pengumpulan data berupa *Focus Group Discussion* (FGD) bersama tim kurasi dan *staff reception* Galeri Upakarti. Penelitian ini menggunakan pendekatan tiga dimensi yang masing-masing terdiri dari beberapa sub dimensi dan indikator, yakni *pre-show* (*promotion, invitation*), *at-show* (*booth, product, staff reception*) dan *post-show* (*personal contact* dan *sending sales letters, catalogs, product samples*). Hasil dari penelitian yakni Galeri Upakarti telah memenuhi beberapa indikator dari sub dimensi diantaranya *pre-show* (*promotion, invitation*), *at-show* (*booth, product, staff reception*) dan *post-show* (*personal contact*).

Keywords : promosi, pameran, Galeri Upakarti, *pre-show*, *at-show*, *post-show*



ABSTRACT

Title : Upakarti Gallery as Promotional tool for Sleman's MSME

By : Ambar Ayu Ridiowati

This research discusses the use of the exhibition, the Upakarti Gallery as Promotional tool for Sleman's MSME by Dinas Perindustrian dan Perdagangan Sleman which located on Jl. Parasamya No.8, Beran, Tridadi, Sleman, Yogyakarta. This research uses a qualitative approach and the type data is primary data. Primary data is obtained by using data collection methods in the Focus Group Discussion (FGD) with curation team and staff reception of Upakarti Gallery. This research uses a three dimensional approach, each of which consist of several sub-dimensions and indicators. There are pre-show (promotion, invitation), at-show (booth, product and staff reception), and post-show (personal contact, sending sales letters, catalogs, product samples). The result of this research is Upakarti Gallery has fulfilled indicators of sub dimensions consisting of pre-show (promotion, invitation), at-show (booth, product, staff reception) and post-show (personal contact).

Keywords : promotion, exhibition, Upakarti Gallery, pre-show, at-show, post-show