Strategy Development Creative Industry Eichhornia Crassipes Bag As a Superior Product of Lamongan Regency

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ABSTRACT

Eichhornia crassipes grow a lot of environment in Lamongan society. It has been a few years Lamongan community utilize plant eichhornia crassipes for various crafts. Therefore it is necessary to do research on the development of creative industry eichhornia crassipes bag. This research aims to design a strategy development creative industry eichhornia crassipes bag so that the existence of creative industry eichhornia crassipes bag can be developed. This research uses the SWOT method, by firstly identifying the strengths, weaknesses, opportunities, and threats of the eichhornia crassipes bag industry. The results of this study indicate that industrial eichhornia crassipes bag has a good market, but need to do some alternative strategies that are; market products through information technology, diversify products, cooperate with local governments and distributors.

**Keywords:** Creative Industry, Eichhornia Crassipes Bag, Lamongan Regency