

This research was purposed to: (1) determine the strategy adopted in the development of the creative economy in workshop craft tatah sungging “Maju Karya” at Wukirsari Village Imogiri Subdistrict Bantul Regency. (2) determine the development of the creative economy workshop craft tatah sungging “Maju Karya” at Wukirsari Village Imogiri Subdistrict Bantul Regency in terms of sales value, type of product, sales and distribution from year to year. The method of the research was case study method. Purposive method was incorporated to collect data from 5 respondents interviewed in all sub-district in the workshop craft tatah sungging “Maju Karya”. Two-tailed t-tests was used to test the hypothesis of no kind of product development and sales distribution by $\alpha = 5\%$. The results showed that internal factors have a total score of 2.88 in the strength and external factors have a total score of 2.92 lies in the opportunity. This means the strategy is applied in workshop craft tatah sungging “Maju Karya” is a strategy S-O (strenghts-opportunity) and the position of the sanggar is in quadrant I support the strategy (aggressive). At the end of the study we conclude that the development of the creative economy workshop craft tatah sungging “Maju Karya” in terms of sales value tends to increase the average value of sales, product developmentexperience any kind of product innovation, sales and distribution experience growth marketing area coverage more widely from year to year.

Keywords: strategy, sales value, type of product, distribution sales