

A Sociopreneur Based on Creative Services of Merchandise (KedaiKampus)

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Abstract : Special Region of Yogyakarta (DIY) has more than one hundred campuses of State Universities, and private sector amounted to 137, of course, is not a small amount, from 137 universities in the province there are hundreds of thousands of students, therefore, many kinds of businesses and business opportunities can provide support facilities supporting the needs of students ranging from life support classes or students who come from various regions in Indonesia and Abroad can be fulfilled during his education in DI Yogyakarta including the need for primary and secondary needs. KedaiKampus present to facilitate the needs of students in providing secondary needs such as clothing Students and merchandise or trinkets typical college respectively, but the difference with the other, KedaiKampus is to provide distinctive products and clothing and merchandise every college respectively. One goal KedaiKampus presence is to create a culture of confidence in every student who is proud of the college with the products of KedaiKampus because not a few students who are not accepted at State Universities have not been able to forget. In producing a wide range of products, we work with young entrepreneurs engaged in creative services and souvenirs. In addition, we are also working with various designers reliable to make the best design.

Keywords : markedplace, sociopreneur, merchandise, creative services

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