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Buru district is one of the food barns in Maluku province. Agricultural products produced from staple foods such as rice, sago and corn. One of the superior agricultural products is corn because the availability of land is quite large and suitable for planting corn. However, even though the corn harvest is quite large, the management of the harvest and marketing is also not optimal. In an independent study, the author made a breakthrough with the team to maximize corn processing by empowering farmers who are precisely located in Waetina village to process raw dry corn into corn chips snack food. after this action, farmers are helped to market their corn and SMEs that manage corn chips are also helped because they can increase their income. In addition, product rebranding and global marketing are very helpful for SMEs that manage corn chips.

Keywords: Buru Regency, Corn, Rebranding