

# **PELATIHAN PACKAGING MAKANAN KHAS UNTUK PENINGKATAN NILAI JUAL PRODUK DI KAPANEWON PURWOSARI, GUNUNGKIDUL**

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## **ABSTRACT**

Kapanewon Purwosari is one of the areas in Gunungkidul which has a variety of traditional/special foods, two of which are kue cucur and manggleng. However, until now, the packaging of the two products is still simple, i.e. transparent plastic so that it is less attractive, product safety, durability, and sales reach are still lacking.

This community service activity is entitled "Training on Typical Food Packaging to Increase Product Selling Value in Kapanewon Purwosari, Gunungkidul" which will be held from March to June 2021. Activities include training and providing materials on packaging/packaging, food safety, labeling, marketing, and selling price calculation. The evaluation was carried out by conducting a material understanding test and packaging practice.

The activity went smoothly and was attended by 21 participants. In addition, it was also attended by Panewu Purwosari, chairman of PKK Kapanewon Purwosari, and UPPK Purwosari employees. The average understanding of the material reaches 90% so that it is categorized as very good. Participants suggested further training by improving the process of processed food products from several villages in Kapanewon Purwosari and assistance in obtaining P-IRT permits for food products.

*Kata Kunci: Packaging workshop, traditional food, purwosari, gunungkidul*