

# **PRODUCTION AND MARKETING MANAGEMENT DODOL SALAK NGLUMUT FOR THE COMMUNITY KALIBENING VILLAGE, DUKUN DISTRICTS, MAGELANG TO IMPROVE FAMILY ECONOMIC REVENUE**

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## **ABSTRACT**

This service activity aims to develop the knowledge and skills of the Kalibening Village community, especially the residents of KUB Ngentak 1, Dukun District, Magelang Regency in making dodol Salak Nglumut. Training activities focus on the production process and product marketing. The benefit of the activity is to equip the skills of the target audience in an effort to increase the economic income of the family. The activity was carried out in order to anticipate the low price of Salak Nglumut which was less qualified and during the big harvest, so it was necessary to diversify the processed product of the dodol salak.

The method of activities to improve skills for administrators and members of KUB Ngentak 1 in producing dodol salak begins with workshops, training, and mentoring to produce dodol salak products that are ready to sell. Activities continued with program evaluation, monitoring, and reporting of results. The raw materials and composition for making dodol salak are 25 kg of salak, ¼ kg of glutinous rice flour, 5 coconuts which can produce 3 liters of coconut milk, and 2 kg of brown sugar (Java). Packaging and labeling of products using zip lock plastic bags and with gold ribbon straps. Requirements and management of PIRT/halal product labels in order to support product marketing in the consultation process to related agencies. The design and online marketing process through mass media and the internet are in the development process assisted by KKN students using the Kalibening Village website.

The main result of the activity is that it can provide entrepreneurial motivation for the management and members of KUB Ngentak, administrators and members of the local hamlet Karang Taruna, and hamlet residents who join during the training. The target audience can implement entrepreneurial knowledge and skills in accordance with the market's dodol salak needs. Thus, when the main harvest, Salak Nglumut is not sold in a fresh condition, which is relatively expensive. However, there are efforts to diversify post-harvest products to increase the selling value that can increase family economic income. The composition of the material that can produce as much as 6.5 kg of dodol salak which in its marketing is packaged in zip lock plastic bags laced with eman ribbons which are sold at a price of Rp 10,000.00 for each package.

Kata Kunci: *dodol salak, training, income, and family economy*