

QUALITY IMPROVEMENT AND BUSINESS MANAGEMENT OF LANTING KUNING BRUNOSARI PURWOREJO ENTERPRISE

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ABSTRACT

The human basic need of foods in various shapes and flavors has been utilized as a means to gain income. The food product of "Lanting Kuning", which is a kind of cassava-based crackers, is a product made by a community in Brunosari village. However, the condition of the Small Micro Medium Enterprises (UMKM) of Lanting Kuning is far from ideal as they still face obstacles in their efforts. Therefore, this community service aims to improve the product and management aspects faced by the partners. The target audience is the Lanting Kuning Brunosari UMKM located in the Sub-District of Bruno, Purworejo Regency, Central Java Province. The methods of activity used were interview, workshop, and accompaniment. The steps of activity include the preparation, execution, monitoring, evaluation, and reports.

The result of the activity shows that this training and accompaniment activity successfully improved the knowledge and skills of the partners, such as solving product problems through pressing the ingredients by using an equipment, adding baking soda as an ingredient to give more crunchiness to the dough, the additional flavor variations of celery, black, and white sesames, and also shape variations of squares and sticks, accelerating the production process. The management problems were solved by improving the partner's knowledge regarding the financial capital access from banks, and the implementation of several supplemental financial statement books.

Kata Kunci: *Lanting Kuning, production, management*