

Management training and business development for tempe entrepreneurs at Village Summersari District Moyudan Sleman

by Naning Margasari, Wardana, Andreas Mahendro Kuncoro, Mahendra Ryansa Gallen Gagah Pratama

ABSTRACT

Management training and business development in tempe entrepreneurs in Summersari village, Soyudan sub-district, Sleman Yogyakarta regency is one form of community service that is conducted by puppets from the UNY FE PPM TEAM. The purpose of this training is to form productive small businesses through innovation in tempe processed products and also expansion of marketing, along with financial records both capital recording, daily transactions, cost of goods sold, as well as profit margins so as to help improve the welfare of craftsmen.

The training participants came from Summersari village, Soyudan district, Sleman district. The expected benefits of this community service activity are providing debriefing about product innovation and marketing, and financial literacy to Tempe Craftsmen in Summersari Village in developing and improving their business going forward. In addition, this training can be used as a forum for exchanging ideas between Tempe Craftsmen in Summersari Village in terms of how to train and improve the ability of entrepreneurs in developing their business.

The results of this training can be seen from the participants' good understanding of product innovation and marketing. Achievement of goals is indicated by the skills and knowledge of the importance of financial literacy, especially about how to manage business finance and family finances with skills acquired during training to improve business performance. The ability of participants can be seen from the mastery of the material that is still lacking because the educational background of the participants is not from economics / management / accounting, so it makes it difficult for them to understand some terms relating to financial statements. Overall, participants were satisfied with the PPM activities that had been carried out and were helped by this activity.

Kata Kunci: *training, innovation, marketing, tempe*