

ASSISTANCE IN ESTABLISHING A SUNDAY MARKET TO SUPPORT BUSINESS PARTNERSHIPS IN KRAPYAK HAMLET, MARGOAGUNG, SEYEGAN, SLEMAN

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ABSTRACT

Pasar Minggu plays an important role in improving the welfare of the people of Krapyak Hamlet. The community in Krapyak hamlet as the smallest government institution has a program with the aim of overseeing the potential of the community in the field of culinary business so that it can develop well. Pasar Minggu has a strategic position to be developed because it has a multiplier effect, namely as an umbrella of community economic activities and also as an active contributor to the income generating of Krapyak hamlet residents. One of the assets owned by Krapyak Hamlet that can be developed is that there is still land owned by the hamlet whose management has not been maximized. The village land is very strategic if used for business activities because it is located and has considerable access if it is used as a market. The most popular type of business in Krapyak is the culinary field. Through this business field, the community is able to fulfill their needs independently, so that in the long run it can achieve equitable village growth. The service activity will be carried out through 3 stages, namely preparation by conducting a pre-survey to partners, second is assistance related to the establishment of the Sunday Market and third is the evaluation of the business. With the presence of the Sunday Market, besides being able to increase community income through business partnerships, it is also able to achieve equitable village economic growth.

Kata Kunci: *Sunday Morning, Business Management, Business Partnership*