

CULINARY SERVING PROCESS ENGINEERING FOR SERVING QUALITY IN THE NGIJON MOYUDAN TRADITIONAL MARKET, SLEMAN, YOGYAKARTA

by Sri Palupi, Marwanti, Tri Murhanjati Sholihah, Kurni Marifa

ABSTRACT

Education is an important component in the Sustainable Development Goals' (SDG) sustainable development process. Human development is an essential component of the investment required for economic development because it is a channel of investment prepared for society for economic improvement both individually and collectively. PKM for the development of this area refers to SDG's Program No. 4, namely quality education.

Traditional markets are one of the pillars of the community's economy. However, traditional markets are also synonymous with dirty, smelly, and dirty conditions. Markets that wish to develop with government assistance through market revitalization policies should not only produce visible progress in terms of physical comfort but also prepare elements such as structuring the location of traders and the quality of the products being marketed. Ngijon Market is a traditional market located in the western part of Yogyakarta Region, in the Moyudan District. Not long ago a physical renovation was carried out, then its existence went viral so that lately it has been visited by many guests in the form of groups and "pedowes" from various regions such as the cities of Yogyakarta, Bantul, Magelang and Klaten. Its strategic location on the main route to the Kulon Progo hillside restaurant area makes Pasar Ngijon an interesting place to stop for culinary hunting.

From initial observations, it appears that culinary traders are not yet ready to serve consumers well, the variety of offerings offered is not as viral through social media, and the way of serving and providing service is still very simple. The activity method provided is in the form of collaborative training between 4 lecturers and Culinary Education students at UNY and 15 culinary traders at the Ngijon Market. This activity was held at the Ngijon Market on 28 August 2022 and 17 September 2022. Activities are evaluated based on the participants' participation, attitude, skills, and satisfaction during the training. The service activity was successful in training four different types of processed cassava diversification products, including cassava croquettes, cassava dominoes or sentiling, gethuk lindri, and cassava or madusari trays. The product is also then packaged in suitable packaging. In addition to product manufacturing training, training on packaging and excellent service was also given to culinary traders at the Ngijon Market. Participants were satisfied with the service that had been carried out, with a satisfaction level of 96.27%.

Kata Kunci: The development of quality, processing, and serving in traditional culinary