

FOOD STYLIST, FOOD PHOTOGRAPHY AND BASIC MAKE UP TRAINING FOR WOMEN FARMERS' GROUP (KWT) IN NGALIAN, WIDODOMARTANI, NGENEMPLAK, SLEMAN, YOGYAKARTA

by Wika Rinawati, Afia Fauziah, Dr. Minta Harsana, Eni Juniastuti, Nolis Marliati

ABSTRACT

The aim of this Community Service Partnership is to assist partners in overcoming problems, marketing to support promotion of products produced by partners, including: ginger syrup, kencur rice, tamarind turmeric, and ginger ampyang by providing training related to food stylists and food photography. . Apart from product improvements, training will also be provided regarding basic make up for PWT members, so they can appear simple but elegant. The approach used to help resolve partner problems is by bringing in practitioners or resource persons who are competent in the field of food stylists and food photography. The training materials provided are food stylist and food photography training materials on the products offered. The target of the training was all members of the women farmer group, totaling 58 people, who were divided into 2 groups, the food stylist group and the food photography group with the basic make up group. The training design uses lecture, discussion, question and answer techniques and direct practice. Through this PKM activity, it is hoped that partners can overcome the problems they have been experiencing, namely being able to increase product capacity through promotions with the photos they create, so that in the long term they can meet consumer demand. The number of products produced increases, consumers are satisfied, it is hoped that partner income will increase both in quantity and quality. The output targets to be achieved from this PKM activity are community service publications in the form of: (1) articles published in the Sinta-indexed PPM Journal, and (2) UNY LPPM seminar proceedings.

Kata Kunci: training, food stylist, food photography and basic make-up