

Entrepreneurship Management Training in Kampung Emas, Dusun Krapyak Seyegan

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ABSTRACT

Entrepreneurship management is crucial for the entire community, including the residents of Kampung Emas, Dusun Krapyak Seyegan, who have potential in the field of entrepreneurship. However, not all residents of Kampung Emas, Dusun Krapyak Seyegan, have an understanding of entrepreneurship management and lack the skills to manage entrepreneurship in their daily lives. Therefore, there is a need for training for the community on the concept of entrepreneurship management, business planning, service management, business expansion strategies, glimpses of successful entrepreneurs, and facilitation techniques. Universitas Negeri Yogyakarta (UNY), as an educational institution concerned with the development of human resources in its local community, actively contributes to improving the quality of the community, including in the field of entrepreneurship. Therefore, it is advisable to conduct training for the community on managing businesses in their daily lives. The training methods used vary in terms of training format, implementation, mentoring, and program evaluation. This community engagement activity is also part of the implementation of Key Performance Indicator 2, where students gain experience outside of campus, Key Performance Indicator 3, where faculty members engage in off-campus activities, and Key Performance Indicator 6, where study programs collaborate with partners. Furthermore, the output of this community engagement program includes the publication of articles related to community engagement in national journals. The evaluation results indicate that all participants can acquire an understanding and skills in developing entrepreneurship management programs effectively and proficiently.

Kata Kunci: *Training, Entrepreneurship Management*