

Development of “Omah Kakao” MSMEs, through Increasing Human Resource Capacity, to Improve Product Quality and Chocolate-Based Businesses in Nglanggeran Village, Patuk, Gunungkidu

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ABSTRACT

The purpose of this service activity is to improve the skills of the Nglanggeran community in managing plantations, post-harvesting, diversifying Cocoa products, and developing "Omah Kakao" as the center of the chocolate industry in order to support "Omah Kakao" as an educational tourism destination.

Service activities are carried out through counseling, training and mentoring. Training is conducted to improve organizational managerial skills, entrepreneurship, innovation and creative product creation for high economic value cocoa. The training is carried out by the service team, experts/practitioners invited by the service, and by KKN students in Nglanggeran village, Patuk, Gunungkidul. Assistance: mentoring is carried out in order to maintain the motivation of the target audience in implementing and developing training results.

The results of the activity showed the high motivation of the managers and members of Omah Kako for cocoa-based entrepreneurial activities. PPM activities have also resulted in the Omah Kakao logo, Company profile for Omah Kakao in two languages, the design of the Omah Kakao educational tour venue, and publication flyers in bilingual. The training participants have also been able to produce more efficient and high-selling chocolate-based products, namely chocolate bars, steamed brownis and roasted chocolate with mocav flour, and instant chocolate-herbal drinks.

Kata Kunci : "Omah Kakao", chocolate-based entrepreneurship, edu-tourism, cocoa product diversification