

# **EMPOWERMENT MSMEs IN THE FOODCOURT UNY LABORATORY USING PARTICIPATORY ACTION RESEARCH**

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## **ABSTRACT**

UNY as an educational institution, is very concerned about entrepreneurship education which continues to make new MSMEs. One form of concern for this is the existence of the Entrepreneurship Laboratory (LAB KWU) on the UNY campus. Based on an interview with the Chairperson of the UNY Entrepreneurship Laboratory, the main problem faced by UMKM in the KWU Lab was the low sales turnover, the efficiency in using resources was still low. In this way the aim of the Community Service Program is to help identify the weaknesses and desires experienced by MSMEs in the KWU Lab in conducting their business and help determine strategies and methods to solve problems. This activity managed to find out the problems of business people and solve the four problems faced, namely the cleaning staff of the presentation place, the less neat banner, customer service especially the availability of menu tables, and the speed of service to customers. How to solve these problems by cooperating with other parties and conducting discussions with business actors if they encounter problems.

*Kata Kunci: Entrepreneurship Laboratory, MSMEs Empowerment, Participatory Action Research*