

TRAINING ON MARKETING AND FINANCIAL MANAGEMENT OF SMALL AND MEDIUM MICRO BUSINESSES (MSMEs) DEVELOPED AT SLEMAN CREATIVE HOUSE (RKS)

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ABSTRACT

This community service is carried out with the aim of providing an introduction to management to members of the Micro, Small and Medium Enterprises (UMKM) fostered by the Sleman Creative House (RKS). The Sleman Creative House (RKS) is a forum formed by the Industry and Trade Office of Sleman Regency to provide guidance for Micro, Small and Medium Enterprises (MSMEs) in Sleman Regency.

PPM activities are carried out online using ZOOM. The number of target audiences targeted is 44 participants consisting of members of the Micro, Small and Medium Enterprises (UMKM) fostered by the Sleman Creative House (RKS). The activity was carried out by way of material presentation followed by a joint discussion related to the obstacles faced by the training participants in running their business. The management introduction given is financial management, social media marketing strategy, and revenue mastery. Indicators of success in the implementation of this MSME training are from pre-test, process evaluation and post-training using post-test.

The ppm activities were carried out well and smoothly. Participants enthusiastically followed the course of the training to completion. The introduction of marketing and financial management is expected to be able to improve the ability of Micro, Small and Medium Enterprises (MSMEs) fostered by the Sleman Creative House (RKS) which have various businesses such as culinary, batik, souvenirs, souvenirs, tourist transportation tools, and homestay so that they can help improve the quality of its products and services.

Kata Kunci: Marketing Management, Financial Management, Micro, Small and Medium Enterprises (UMKM), Sleman Creative House (RKS)