

ONE VILLAGE ONE PRODUCT (OVOP) APPROACH IN IMPROVING THE ENTREPRENEURSHIP OF SITIMULYO VILLAGE COMMUNITY IN PIYUNGAN SUB-DISTRICT, YOGYAKARTA

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ABSTRACT

Village development is one of many things needed to be of concern by many. Various devoted activities has been carried out by colleges, but those that develops local potentials in entrepreneurship aspect weren't common, thus several villages are still behind. This community service intend to give insight, experience, and accompaniment to the community of Sitimulyo village, Piyungan, Bantul, through the "One Village One Product" (OVOP) approach.

The target of this activity is 25 UMKM (Micro, small, and Medium Enterprises) entrepreneurs in Sitimulyo Village, Bantul Regency, Special Region of Yogyakarta, who are willing to thrive and to be trained. Training methods include lectures, discussion, brain-storming, and accompaniment, in order to improve a worth-selling product. Phases of activities include preparations, by coordinating with village officials and head of UMKM, implementation, by giving the knowledge of entrepreneurship, identifying and reflecting the featured product, and accompaniment as well as activity evaluation. The activity result in implementing OVOP can be identified in various kinds of food and beverages business, as well as several handicraft ones. The solution given in food products is the standardization of recipe, labelling, and strengthening the community. While the solution for non-food products are still in discussion. Generally, as the result of this activity, the target community felt the benefits and acquired a lot of insights, be it knowledge, skills, or attitude. The entrepreneurship knowledge boosts the spirit of entrepreneurship, UMKM activities, and the willingness to develop an even better product.

Kata Kunci: Keywords: One Village One Product, creativity, entrepreneurship