

FOOD BUSINESS PRODUCT DEVELOPMENT AS AN EFFORT TO INCREASE HOUSEHOLD INCOME IN SEMANU DISTRICT, GUNUNG KIDUL REGENCY

by Fitri Rahmawati, Kokom Komariah, Mutiara Nugraheni, Afia Fauziah

ABSTRACT

Abstract

One of the development programs that favor women in the village is the Family Income Improvement Business Program (UP2K), which is implemented through the Family Empowerment and Welfare Institution (PKK). Increasing community knowledge and skills as an effort to increase household income in District Semanu, Gunung Kidul Regency specifically aims to: 1) Increase target knowledge about entrepreneurship and its importance to improve the household economy; 2) Increasing target knowledge about the use of local food ingredients that are around their place of residence; 3) Increased target knowledge about sanitation and hygiene in food processing; 4) Improvement of target skills in making sweet potato donuts; casava brownies; corn schotel; Madusari cassava; Pulmonary flavored cassava chips; and banana chips; 4) Improvement of target skills in product packaging; 5) Increased target knowledge about the calculation of the selling price.

The activity was carried out at the UNY Food Laboratory, Gunung Kidul Campus for 2 days in April 2021. Activities in the form of training included theoretical and practical training with lecture, discussion and practice (practice) methods. The theoretical training materials consist of: 1) the importance of entrepreneurship to improve the household economy, 2) the use of local food ingredients in the food business, 3) hygiene sanitation in food processing, 4) packaging and calculation of selling prices. Practical training materials to improve skills include: 1) making sweet potato donuts, 2) corn schotel, 3) cassava honey, 4) casava brownies, 5) honey banana chips, and 6) lung flavored cassava leaf chips.

The results of the training showed a good response where the participation rate of participants was 100% (12 people). The results of the knowledge evaluation show a good level of knowledge where 100% of the participants have a score of >80. Meanwhile, the results of the practice evaluation also showed a skill level where 100% of the participants scored >80. The usefulness of this activity shows that this training is very beneficial for the target community. These results are in accordance with the evaluation design that was made and the entrepreneurial product development training for the UP2K group to strengthen the household economy in District Semanu Gunung Kidul can be declared successful.

Kata Kunci: *Training, development, food business, household income, District Semanu Gunung Kidul*