

BUSINESS DEVELOPMENT BASED ON WINONGO TIME TOUR, NOTOYUDAN, PRINGGOKUSUMAN, YOGYAKARTA CITY, DIY

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ABSTRACT

In developing Entrepreneurship for the Notoyudan community, Pringgokusuman was carried out by exploring the potential that could be developed into tourism, namely the riverbank area which, if managed, could become one of the tours for Pringgokusuman Village. In managing a tourism, the role of the surrounding community is needed. This time, the KKN PPM Program initiated the following programs: a) Socialization and Formation of Tourism Awareness Groups (Pokdarwis), b) Vegetable Lorong, c) Kaliwinongo Photo Spot, and d) Garbage Bank. The implementation of the work program is carried out in collaboration with community leaders and heads of RWs and heads of RTs. Methods of implementing activities with discussions, lectures, and training, as well as practice. The results of this PPM KKN are: a) Formation of a Tourism Awareness Group (Pokdarwis). Pokdarwis is a form of support for the development and development of the tourism sector. It is necessary to develop human resources who understand the management of regional tourism as well as being a field of employment for people around tourism potential. b) Realization of Vegetable Lorong. Vegetable aisle is a community activity in utilizing a narrow yard with vegetables that are their daily needs. c) The realization of the Kaliwinongo Photo Spot. With a good Photo Spot, it will attract tourists to take selfies. and d) The establishment of a Waste Bank. With the Waste Bank group, the environment will be cleaner, the community will be more concerned about the environment by sorting waste

Kata Kunci: *Pokdarwis, Riverbank Tourism, Lorong Sayur, Garbage Ban*