

EMPOWERMENT OF MSMES IN THE DEVELOPMENT OF TOURISM IN PATEHAN KRATON YOGYAKARTA

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ABSTRACT

Yogyakarta as a tourist city, cultural city, student city. The nickname Yogyakarta as a tourist city because it is the second tourist destination after the island of Bali. As a Student City, Yogyakarta has 104 universities with 732 study programs and spread across five regencies/cities. As a cultural city, Yogyakarta has many historical relics that reflect the cultural values of adiluhung. One of the cultural heritages is the Philosophical Axis Area of the imaginary axis consisting of Tugu Golong-Gilig, Kraton, and Panggung Krapyak which are in a straight line. Patehan Village is one of the areas in the Keraton area. The name Patehan itself comes from the word "tea", one type of brewed drink. As its meaning implies, Patehan is part of the palace in charge of preparing drinks, especially tea, along with all its equipment for the needs of the Yogyakarta Palace, both for traditional ceremonies and for daily routine needs. The development of tourist areas in Patehan village is supported by the existence of various businesses. Based on 2022 data, the number of MSMEs in Patehan Village is 645 businesses with various business sectors ranging from culinary, transportation, trade, creative economy, and others. Most activities carried out are only limited to trading or selling, whose business orientation is short-term. It takes a change in mindset *to become* an entrepreneur who has a vision for the future and is expected to realize the vision of Patehan village to become a palace-style tea tourism icon to become a *brand*. The purpose of PkM activities is to answer partner problems with a focus on dedication to conducting training and mentoring related to fostering an entrepreneurial mindset and building product brands and branding of Patehan Village. The output target of PkM activities is that there is a Cooperation / IA script and a certificate from the partner that explains the lecturer as a practitioner / consultant / assistant. The stages of activities carried out are the stages of cooperation, development of training modules, implementation of training and mentoring.

Kata Kunci: *branding, entrepreneurial mindset, cultural tourism*