

COMMUNITY SERVICE IN KAMPUNG EMAS FOR IMPROVING YEAR BUSINESS MANAGEMENT

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ABSTRACT

One of the empowerment sectors of the 9 leading sectors in Kampung Emas is tofu blessings. The aim of this institutional community service (PkM) is to improve the management of the blessed tofu business in the golden village of Krapyak IX Sayegan Sleman hamlet.

Methods for implementing PkM activities include: 1) training on good food production methods (CPPB), 2) training on packaging and labeling, 3) training, offline and online marketing.

The results of community service show that this activity is able to 1) Increase the knowledge and skills of the Kampung Emas community in managing the tofu business and its products. 2) Improving product performance with tofu and processed tofu product packaging technology to make it more attractive. 3) Increase people's knowledge and skills in marketing products offline and online through digital marketing and ecommerce. 4) Training participants are enthusiastic about creating online marketing designs and new logos together with their mentors.

Kata Kunci: *Entrepreneur Know, Business Management; Training; Golden Village; Yogyakarta*