

Improving the Competitiveness of Traditional Food Small Business in Imogiri Bantul by Developing Marketing Mix

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ABSTRACT

This public serving activity was designed for the owners of traditional food small business located in Imogiri, Bantul, Yogyakarta. The purpose of this activity was to give the small business owner with the knowledge and skills of marketing mix development which could be used to improve the competitiveness of the business. The methods used in this public serving activity include lectures, demonstrations and practice while materials provided include principles of business management, marketing management and marketing mix development (product, price, promotion, place). The results of this public serving activity showed that from total 31 participants there were 24 participants (77,4%) have developed more attractive labeling and packaging; 10 participants (32,26%) have developed promotion through internet (facebook) as well as 21 participants (67,74%) have practiced to compute the selling price.

Kata Kunci: *small business, marketing mix, product, price, promotion, place*