

Developing a crowd funding model for SMEs in Taman Kedung Ngancar, Bantul

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ABSTRACT

Bantul has various potential tourism sites, one of those is Kedung Ngancar in Triharjo Village. Kedung Ngancar, managed by Pokdarwis Kedung Ngancar, is currently finding obstacles to maximize its potential due to lack of funding and investment. This community service is aimed to introduce Pokdarwis Kedung Ngancar to alternative way to gain capital from crowdfunding. At the end of the community service, it is expected that members of Pokdarwis Kedung Ngancar are able to prepare business proposal and use the mechanism of crowdfunding to gain investment. Prior to the training, the community service team held discussions with the representatives of Pokdarwis Kedung Ngancar to gain prior knowledge on the participants' background as well as understanding their needs to be covered in the training. Based on the evaluation conducted following the training, it can be concluded that the training was a success. The participants of the training revealed that the training has been able to assist them to implement balanced scorecard in their business.

Kata Kunci: *investment, crowdfunding, SME'S*