

BUSINESS ADMINISTRATION BASED ON TECHNOLOGY FOR HPI KARIMUNJAWA TO IMPROVE BUSINESS CONTROL TOUR GUIDE

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ABSTRACT

Karimunjawa youth need knowledge and skills about business administration. Educational background is an obstacle in accessing knowledge about administration. Many tour guide activities are not recorded, making it difficult to conduct evaluations and breakthroughs in developing scouting activities. Therefore, the lecturer devotion team proposes a training activity with a focus on the field of business administration in order to increase public awareness, especially members of the HPI Karimunjawa in terms of administration of pilot business that has been and will be implemented.

The PPM activity is aimed at providing knowledge and training in managing technology-based business administration for Karimunjawa HPI in order to increase the capability of the community so that they are able to develop their potential to improve welfare and education through improving the control of the tour guide business in the Karimunjawa Islands. The method used is the presentation of the concepts of administration and bookkeeping management, the concept of business and business administration systems, the concepts and strategies of business marketing. After the concept has been well received, the second method used is guided practice and assistance in filling in various business administration documents, and practice and assistance in managing technology-based business administration for Karimunjawa HPI with on the job training and peer tutoring methods.

Based on the results of evaluations of PPM activities carried out, it was found that: 97% of participants were able to explain the concepts of administrative management and bookkeeping able to master the material well, 85% of participants were able to explain the management of business and business administration systems well, and 97% were able to demonstrate marketing strategy management skills good business. Community service activities regarding the management of technology-based business administration have been carried out properly in accordance with the planned program so that it is expected to be able to improve the management of tour guide businesses and have an impact on the welfare of Karimunjawa HPI members who attend training.

Kata Kunci: *Business Administration, Administrative Technology, Tour Guide*