

# EMPOWERING SUPERIOR PACKAGES TO BOOST UNY'S INCOME INCOME GENERATING FROM A JAVANESE CULTURAL ENTREPRENEURIAL PERSPECTIVE

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## ABSTRACT

In the UNY PTNBH era, superior programs are needed that can increase income generation. It needs to be realized that almost every PT that enters PTNBH really needs to prepare various superior packages that are suitable for sale, as well as being a Javanese cultural entrepreneur based on the creative economy. This research aims to explore (a) superior cultural packages and (b) arguments for empowering superior packages to increase income generating UNY from the perspective of Javanese cultural entrepreneurship based on the creative economy. This research uses an exploratory study approach. Lecturer data source. Civil servants, private individuals, entrepreneurs, teachers, employees, village officials and non-PNS employees totaled 167 respondents. From 167 respondents. The research uses Googleform instruments distributed via cellphone, both GWA and personal. Data validity was carried out by means of peer discussion and source triangulation. The results of the research are (a) there are 13 superior packages explored, namely Tourism guides, Performance Hall rentals, multilingual pranatcara, Pendapa Kinarya rentals, gamelan for tourists, uploads for children, cultural village assistance, karawitan entertainment, Javanese creative content in the media public, Pradnya Widya dance studio, music arts courses, puppetry courses, and wedding wayang, (b) reasons and strategies for empowerment by analyzing factors: opportunities, marketability, survival/competitiveness, demand, HR (Human Resources).

Kata Kunci: *empowerment, superior packages, creative, income generating*