

INCREASING THE ENTREPRENEURSHIP CAPACITY IN THE GROUP OF SAYUK RUKUN TRADERS AT SEPANJANG BEACH, GUNUNGKIDUL

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ABSTRACT

Community service carried out in the Sayuk Rukun Pantai Panjang Gunungkidul group aims to improve the group's ability to entrepreneurship and innovation skills in processing fish. This activity was carried out for 25 people from the Sayuk Rukun Beach group along Gunungkidul. The implementation of this activity goes through several stages, namely planning, implementation, evaluation, and follow-up using an adult approach. The method used is lecture, discussion, and practice. Activities carried out in the form of providing material, practical activities, evaluation and reflection. The results of this activity obtained an increase in entrepreneurial motivation in the Sayuk Rukun group. Through this motivation, the group becomes excited to improve the ability to innovate in the group. In addition, innovation in processing fish is also an additional skill and the group will plan to present a new menu that will be trained at its stall at Pantai Sepanjang.

Kata Kunci: training, empowerment, entrepreneurship, pokdarwis, pantai sepanjang