

PENINGKATAN WAWASAN KEWIRAUSAHAAN BERBASIS POTENSI LOKAL BIDANG BOGA, BUSANA DAN KECANTIKAN BAGI MAHASISWA DAN GURU PRODUKTIF BIDANG PARIWISATA

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ABSTRACT

Increasing Entrepreneurial Insight For Students Based on Lokal Potential in The Fields of Culinary, Fashion, and Beauty

Abstract

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One of the programs to improve the quality of prospective graduates and foster alumni is to conduct socialization through community service activities. In general, this PPM activity is to disseminate knowledge and provide insight into local potential-based entrepreneurship to students and productive teachers in the tourism sector. The method used in this activity is a focus group discussion to determine the material and the right way to provide socialization to students and teachers. Furthermore, socialization is carried out through webinars involving resource persons from various fields, and carried out through three stages, the first stage is entrepreneurship based on local potential in the culinary field, the second stage is entrepreneurship based on local potential in the field of fashion and entrepreneurship based on local potential in the field of beauty. Evaluation is done by looking at the participation of participants in the webinar activity. The training activities will be held on the campus of the Faculty of Engineering, Yogyakarta State University. The results of the activity are expected to increase knowledge and insight about local potential-based entrepreneurship for students and teachers so that they can increase insight and understanding of local potential-based entrepreneurship in the fields of cuisine, clothing, and beauty, so that in time it can have an impact on students after graduation to take part in local potential-based entrepreneurial activities. In addition, the material obtained can be used as material for development studies for students and teachers who will continue at the Masters Program in Family Welfare Education. The output of this activity is publication in mass media and national journals. Keywords: Entrepreneur, Local Potential,

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Kata Kunci: Lokal Potension, Culinary, Fashion, Beauty