

Improvement of Culinary Skills for PKK Groups Around the Gunung Kidul Campus, Yogyakarta State University

by Dr. Minta Harsana, M. Sc., Sutriyati Purwanti, M. Si., Ambar Rizqi Firdausa, M. Pd., Ezra Chica'al Sandya, M. Pd., Karina Wasitaning Widhi, Arya Satya Soga

ABSTRACT

This Community Service Program (PPM) broadly aims to provide insight, education, and culinary skills to improve the community's economy. The knowledge and skills provided to the community include: 1) an overview of the opportunities to open a business for the community around the UNY Gunungkidul Campus, 2) utilizing digital marketing as an effort to market culinary products for businesses that run social distancing, 3) how to determine a good selling price. 4) skills in making, presenting and packaging culinary products made from local food so that they are able to produce good and worthy products for sale.

PPM activities will be held in April-August 2021, at the Catering Laboratory of the UNY Gunungkidul Campus. The target participants of the PPM are the community around the UNY Gunungkidul Campus, namely PKK members in Papadejo Village, Semanu District, Gunungkidul Regency. The methods used include lectures, discussions and questions and answers, as well as traveling practice. The results of PPM activities were analysed using descriptive techniques with percentages.

The results of PPM activities include: 1) participants have increased knowledge related to business opportunities and constraints around UNY Gunungkidul Campus, 2) participants have increased knowledge related to marketing strategies, especially digital marketing, 3) participants are able to calculate product selling prices and determine value BEP, and 4) participants can do well in processing, presenting and packaging culinary products made from local food (sweet corn). These products are: Corn Tortilla, Corn Lepet, Corn Pudding, and Sweet Bread.

Evaluation of PPM activities is carried out by filling out customer satisfaction questionnaires filled out by PPM participants. The results obtained are that most of the participants gave good and very good grades on the PPM activities carried out. Participants felt that PPM activities were very beneficial for them and hoped that PPM activities could be carried out again with a different theme.

Kata Kunci: *skills, culinary, PKK, Gunungkidul*