

IMPROVEMENT OF COMMUNITY WELFARE OF SUNDAK BEACH, TEPUS, GUNUNGKIDUL THROUGH TRAINING OF SEA PRODUCTS AND MARKETING PROCESSING

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ABSTRACT

Sundak Beach is one of the beaches in Gunungkidul Regency which has a group of traders with processed marine products. Marine products are one of the mainstays of the traders at Sundak Beach. Various types of processed foods made from fish and seaweed have been produced for years, but along with the times, there have been no innovations and good practices for traders. This results in a lack of interest and the shortness of product durability.

PPM KKN activities are carried out with a more varied and innovative model of marine product processing training and improvement of business management through counseling. In order to improve the quality of existing products, a Spinner tool is used to increase the shelf life of marine products produced.

The results of the activity showed the enthusiasm of the participants who were very good and were very hopeful for follow-up as a continuation of this program, so that the impact of the training could be truly felt by the participants in the form of assistance.

This seafood processing training program has a major effect on creating marine product innovations and packaging methods so that food is not stale, so the products sold by traders are able to attract tourists and last a long time.

Kata Kunci: Sundak Beach, Marine Products, Innovation