

# TRAINING AND ASSISTANCE OF "JAJAN PASAR" BUSINESS BASED ON LOCAL WISDOM TO INCREASE COMMUNITY INCOME IN KARONGAN, KEDUNGSARI, PENGASIH, KULON PROGO

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## ABSTRACT

Micro business is one of the business sectors that saves the nation's economy as well as expands employment opportunities, providing broad economic services to the community in the Covid-19 era, one of which is in Pengasih. Based on a pre-survey conducted in Pengasih, Kulon Progo, one of the SMEs engaged in the culinary field, especially the snack market, namely the Wiguna Tasty community, is experiencing difficulties in developing its business because it is constrained by several problems. First, the entrepreneurial motivation of members to develop a snack market business is still low so that the desire to join and run a business so far has only followed the flow of other paguyuban members. Second, the motivation of business managers in increasing income is still low. The purpose of this Community Service Activity is to improve the capabilities and skills of market snack business managers in Pengasih, Kulon Progo. The location of this community service is in Pengasih, Kulon Progo. The implementation of this activity starting from preparation to reporting is carried out for 6 months starting from April to September. The training resulted in four findings. First, PPM activities can run well and smoothly and participants' assessment of the implementation of PPM is also very good. Second, the participants experienced an improvement in the management of the "jajan pasar" business, which initially only offered merchandise in the village scope and expanded to serve orders in offices. Third, the motivation and enthusiasm for participating in the training was very high because the responses given by the participants were very active during the training and mentoring process. Fourth, the service participants feel happy and satisfied with this service activity and hope that similar activities can continue to be carried out in the future.

Kata Kunci: *Training and Assistance, "Jajan Pasar" Business, Local Wisdom, Community Income*