

MENTORING FOR THE PILOT OF CULINARY BUSINESS MANAGEMENT IN THE COMMUNITY IN KRAPYAK HAMLET, MARGOAGUNG, SEYEGAN, SLEMAN

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ABSTRACT

Each region certainly has traditional snacks that reflect the identity and cultural characteristics of a particular region. Likewise, the Krapyak Hamlet Community has typical snacks as products that have the potential to bring economic benefits. This is because traditional snacks are not only to meet the needs of the local community but also to meet the needs of tourists while in the destination and as souvenirs. But unfortunately, the traditional culinary business actors in Krapyak Hamlet have not realized the potential of their products. They only run their business simply without planning their product development. Whereas they are faced with capital constraints, product development and marketing which can actually be minimized if business people have business planning concerning marketing, capital, manufacturing and human resources. Therefore, this community service activity tries to provide assistance to the culinary business managers of Krapyak Hamlet to create a business management that can be useful in future business development. The training resulted in four findings. First, the PPM activities can run well and smoothly and the participants' assessment of the PPM implementation is also very good. Second, the participants experienced an increased understanding of business management. Third, the motivation and enthusiasm to take part 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 felt happy and satisfied with this service activity and hoped that similar activities could continue to be carried out in the future.

Kata Kunci: *Culinary business, business management, Krapyak Hamlet*