

EFEKTIVITAS PRODUKSI UNTUK MENDUKUNG DAYA MELABA LABA UMKM MELALUI KEGIATAN PELATIHAN PERHITUNGAN HARGA POKOK PRODUKSI DAN SOSIAL MEDIA MARKETING PADA KAMPUNG EMAS SEYEGAN, SLEMAN

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ABSTRACT

The main problem faced by Kampung Emas Seyegan is that they have not calculated the cost of goods produced and implemented social media marketing for the products they sell. The community service carried out to solve these problems is to provide training in calculating the cost of goods produced and social media marketing to support the profitability of MSMEs in Kampung Emas Seyegan, Sleman. The training participants were 40 people consisting of MSME players and youth of Kampung Emas Seyegan, Sleman. The training lasted for 3 hours, where before the training was held planning activities for 2.5 hours, and added 36 hours of mentoring activities. The implementation of the service can generally be categorised as successful as seen from the results of the evaluation given and from the activeness of the participants during the discussion and question and answer sessions. Participants felt that the implementation of the service was well done and the material provided was in accordance with the needs of the participants in increasing the effectiveness of production to support the profitability of MSMEs.

Kata Kunci: Cost of Goods Sold, Social Media Marketing Training, Community Service