

# **BUSINESS MANAGEMENT OPTIMIZATION OF FARMERS WOMEN GROUP (KELOMPOK WANITA TANI/KWT) AMONG KISMO, BLENDANGAN, BERBAH, SLEMAN, YOGYAKARTA**

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## **ABSTRACT**

The purpose of community service is to improve the ability of group members to manage business, optimize the marketing of agricultural products and processed agricultural products, increase knowledge and ability in the process of recording financial transactions in the Women Farmers Group (KWT) Among Kismo and KWT Jelita in Berbah Sleman.

Activity methods include training in the form of lectures, discussions and simple bookkeeping practices. As many as 30 trainees consisted of administrators and members of KWT Among Kismo, Blendangan hamlet, Tegaltirto village and KWT Jelita, Kranggan 1 village, Jogotirto village, Berbah Sleman sub-district. Training materials in the form of entrepreneurial motivation, marketing strategies, group business management and simple bookkeeping.

The results of the community service program activities can be seen from the enthusiasm of the participants in receiving the material and actively discussing the management of the group's business and the importance of aligning the vision and goals of the members with the group. In addition, participants can also understand how to plan and design a marketing strategy that starts from mapping the target consumers (segmentation) and continues with attention to the product aspects (packaging, brands, product variations), determining selling prices, distribution to consumers and promotion through various promotional media .

Post-training activities are still needed to add practical skills in terms of packaging and calculation of cost of goods manufactured to determine the selling price.

*Kata Kunci: Optimization, Business Management, Farmer Women Group*