

# EMPOWERING THE MADUGONDO COMMUNITY THROUGH OPTIMIZING BANANA PROCESSING AND INDUSTRIAL PARTNERSHIPS

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## ABSTRACT

### Abstract

The second agenda of the Village SDGs aims to end all types of hunger in villages by 2030 and strive to create food security, and ensure that everyone has good food security leading to a healthy life. Achieving this goal requires improving access to food and increasing agricultural production in a sustainable manner, which includes increasing productivity and income of farmers, developing technology and market access, sustainable food production systems, as well as adding value to agricultural production. The aim of community service (PkM) with the scheme This regional development is the empowerment of the Madugondo Village Community, Kajoran District, Magelang Regency through optimizing the processing of lempeneng bananas which are abundant in the area around Madugondo Village and industrial partnerships. Methods for implementing PkM activities include: (1) training by providing theory: material knowledge, processing techniques, good food production methods, packaging and labeling, calculating selling prices and BEP, online and offline marketing, and business management, (2) training by providing skills in making banana lempeneng processing, namely: practice of making and packaging various contemporary banana chips; practice of making and packaging banana flour; and practice calculating selling prices and product BEP. (3) Online and offline marketing training with assistance from partner industries. The output targets for this Regional Development PkM activity are mandatory outputs in the form of IA collaboration manuscripts with BumDes Wates Madugondo Village and scientific articles in national journals, and additional outputs in the form of publications in online mass media and activity videos.

Kata Kunci: *Community Empowerment, Madugondo Village, Banana Processing Optimization, Industrial Partnership*