

# **Institutionalization of Segoro Amarto values for Alleviating Poverty in Yogyakarta Municipality**

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## **ABSTRACT**

SUMMARY Activity Community Service (PPM) aims to encourage the strengthening of values ??that can be awakened Segoro Amarto integrated movement to accelerate poverty reduction and build morale beberwirausaha in order to accelerate poverty reduction in Sub kricak Yogyakarta. Methods include cermah PPM activities, discussions, training, motivation and mentoring. Target audience kricak Village residents who gathered in groups, especially business economics committee, Poverty Reduction Coordination Team (TKPK), and the device Kelurahan kricak, Yogyakarta through the details of the following activities: 1. Explain to the trainees about the various training materials that have been prepared by Tim Pengabdian da motivate implementation Segoro movement Amarto 2. Discussion of-discuss ways of strengthening the values ??Segoro Amarto amid the swift currents of modernization and the influence of western lifestyles. 3. Discussion of ways to develop a spirit of entrepreneurship and build a business. 4. Mentoring preparation of business plan The results obtained from the PPM is the achievement of the number of participants to the training attended by 37 participants on the first day and 33 participants on the second day, the achievement process of implementation as planned, and the achievement in building passion for conducting Segoro Amarto. As for entrepreneurship skills they need to do a workshop of making business plans and mentoring sampai can perform independent business.

Kata Kunci: *Model, institutionalization, values, poverty*