

SERVICE TO THE COMMUNITY (PKM) FOR HOUSEHOLD CRIPING INDUSTRY AND STIK BREAKFUL PUTRA MANDIRI IN PRAMBANAN DISTRICT

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ABSTRACT

This Community Service is carried out in collaboration with Micro, Small and Medium Enterprises "Breadfruit Sticks and Mandiri Putra Breadfruit Chips" located in Randusari Village, Prambanan District. This Micro, Small and Medium Enterprises has a workforce of approximately 30 people who are neighbors of business owners alias residents around the village of Randusari, so from here it is a positive assessment that the Micro, Small and Medium Enterprises "Stik Breadfruit and Criping Sukun Putra Mandiri" have succeeded in lifting the economy of the village community. around this Micro, Small and Medium Enterprises. The objectives of implementing this activity program include 1) Assisting Partners in increasing breadfruit products through the procurement of breadfruit cutting machines and slicing machines, 2) Assisting Partners in increasing sales of breadfruit products through product flavor variations, brand logo development, product packaging, use of halal certificates , and product marketing through social media, and 3) Assist Partners in improving their Human Resources through maintenance and repair Technical Guidance, as well as Industrial work culture. The conclusions from the implementation of Community Service are 1) Community Service activities are carried out by a team of service lecturers and students from UNY for Mitra Putra Mandiri, producers of breadfruit products by procuring a Breadfruit Chipping Cutting Machine and Slicing Machine with the aim of increasing the yield of processed breadfruit products both in quantity and product quality, 2) Increased knowledge and skills in using machines, as well as maintenance and repair of machines in the event of a Trouble, and 3) Implementation of assistance in developing trademark logos and developing product packaging so that they have more selling value, so that it will increase the selling value of processed breadfruit in wider market. However, internet access is inadequate, making marketing through social media not maximal in its implementation. Suggestions from the servant are that there is a need for follow-up activities regarding this program so that there is good sustainability because most of the activities designed are related to the development of Human Resources, even support for production equipment and facilities both through procurement methods and modification methods have been provided. The program for registering Intellectual Property Rights, halal certificates and managing marketing through social media has not been maximized, so it can be maximized through the next Community Service program.

Kata Kunci: *Breadfruit, UMKM, Prambanan, Machinery, Technical Guidance*