

EMPOWERING LOCAL FOOD-BASED WOMEN HOME BUSINESSES TO CREATE COMMUNITY ECONOMIC RESILIENCE IN LEDOKSARI KEPEK WONOSARI VILLAGE, GUNUNGKIDUL

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ABSTRACT

This service program partners with UKM Hapsari which is a home industry based on local food ingredients from the Gunungkidul Regency area, namely peanuts. Partners have experienced a significant reduction in turnover due to the COVID-19 pandemic. Problems with partners that are addressed through this activity are the production and marketing aspects. For the production aspect, the equipment used by partners does not meet hygiene principles. For the marketing aspect, partners need an effective and efficient marketing strategy to increase partners' marketing returns. The solutions offered to overcome partner problems are: (1) for the production aspect, with the support of hygienic production equipment. (2) for the marketing aspect, assistance is carried out related to an effective and efficient marketing strategy, namely the implementation of digital marketing through social media platforms. Besides that, to complete the product packaging, a QR Code is made. The results achieved were increasing partner empowerment consisting of increasing partner knowledge and skills, increasing product quality and quantity, increasing partner production capacity by 10%, increasing partner turnover by 10%, increasing partner assets by 5% and increasing the number of workers by 1 person.

Kata Kunci: *Empowerment, Women, Household, Local food, Ledoksari*