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EMPOWERING ARDIAN BATIK BAKERY MSME IN BANJARSARI DISTRICT OF SURAKARTA CITY THROUGH PRODUCTIVITY IMPROVEMENT TO INCREASE INCOME

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ABSTRACT

The general purpose of this service is to increase the sales income of Adrian snack MSME as a producer of batik sponge cake and batik brownies made from cassava, and the specific objectives are (1) to improve the quality of Adrian MSME products through equipment introduction; (2) to improve the quality of business management through empowerment in the field of business accounting.

To increase the productivity and profit of Adrian MSME, the methods implemented in this service were providing equipment in the form of stand mixers, ovens with a capacity of household industry, batik design and business book keeping training.

The conclusions of this service are: 1) Introduction of the provided equipments is able to be managed well by the target MSMEI and can support the improvement of the production process; 2) Design of the images provided supports variations in products produced by the target MSME; 3) MSME partner has implemented business bookkeeping in accordance with the bookkeeping standard for MSME business entity.

Keywords : batik bakery, equipment, batik design, business bookkeeping