

SUMMARY

Indonesia is a developing country that is experiencing development both in the economic growth sector and other sectors. In development, Indonesia experiences many problems, one of which is the problem of unemployment. Unemployment is a problem that has a very bad effect on the economy and society. This entrepreneurship project aims to provide motivation to people who don't have a job, are embarrassed, and are afraid to start a business so they have the courage to try and are not afraid to fail.

Entrepreneurship is certainly an alternative for someone to start a job, this can reduce the existing unemployment rate. Apart from that, it can also provide benefits from an economic perspective, because this can influence the economic growth of a nation and state.

Starting from this phenomenon, the author has started a business in the culinary sector which the author entitled "Bakso Mekar Ngebaks Skuy". Bakso Mekar ngebaks skuy is a business that operates in the industrial sector, especially authentic Indonesian processed culinary delights.

This business was formed starting from the owner's parents who had a profession as meatball traders. However, in its own preparation, authentic Indonesian meatballs are served as a heavy meal made from meat and doused with hot sauce. This is what made the owner interested in looking for ideas for processed meatballs served in other forms. So when served it can be consumed as a snack or side dish mixed with rice.

The location for selling the ngebaks skuy flower meatballs is Ginung, Gajahan, Colomadu, Karanganyar. The location is very strategic because it is in a student area and close to the Muhammadiyah University Surakarta. This is a business opportunity because meatball ngebaks skuy is a snack that can be eaten with or without rice but has an affordable price for students' pockets.