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Training on innovative topping development and digital marketing for Yammie Ayam vendors

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ABSTRACT

This community service program was conducted in Kapanewon Pengasih, Kulon Progo, focusing on enhancing the creativity and digital marketing skills of local mie ayam (chicken noodle) vendors. This program aimed to assist mie ayam vendors in creating innovative topping variations and expanding their market reach through digital marketing. This initiative was prompted by the limited menu variety and the vendors' lack of knowledge about online marketing, which resulted in low competitiveness and negative consumer reviews. The methods used included training in mie ayam topping development, such as teriyaki chicken, crispy fried chicken, and mushrooms, and digital marketing strategies through social media. The findings from this activity showed increased product creativity, with new topping variations favored by consumers, and an improvement in participants' ability to utilize social media for promotion. The evaluation results indicated that participants felt more confident in growing their businesses, with increased social media engagement and a rise in customers. This community service is expected to provide practical contributions to supporting the development of local culinary businesses in the digital era.

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ABSTRAK

Pengabdian kepada masyarakat ini dilakukan di Kapanewon Pengasih, Kulon Progo, dengan fokus meningkatkan kreativitas dan keterampilan pemasaran digital para pedagang mi ayam lokal. Tujuan pengabdian ini adalah untuk membantu pedagang mi ayam menciptakan varian topping yang inovatif serta memperluas jangkauan pasar melalui pemasaran digital. Pengabdian ini dilatarbelakangi oleh rendahnya variasi menu dan minimnya pengetahuan pedagang tentang pemasaran online, yang berdampak pada rendahnya daya saing dan ulasan negatif dari konsumen. Metode yang digunakan meliputi pelatihan pengembangan topping mi ayam, seperti ayam teriyaki, ayam geprek, dan jamur, serta pelatihan strategi pemasaran digital melalui media sosial. Temuan dari kegiatan ini menunjukkan peningkatan kreativitas produk, dengan varian topping baru yang diminati konsumen, serta peningkatan kemampuan peserta dalam memanfaatkan media sosial untuk promosi. Hasil evaluasi menunjukkan bahwa peserta merasa lebih percaya diri dalam mengembangkan usaha mereka, dengan peningkatan interaksi di media sosial dan peningkatan jumlah pelanggan. Pengabdian ini diharapkan dapat memberikan kontribusi praktis dalam mendukung pengembangan usaha kuliner lokal di era digital.

Kata Kunci: bisnis kecil; kreativitas kuliner; mie ayam; pemasaran digital

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INTRODUCTION

Noodles are a very popular food in Indonesia, making them one of the staple foods after rice. According to data from the World Instant Noodles Association, Indonesia consumed 14.26 billion portions of instant noodles in 2022, contributing 11.76% of the total global instant noodle consumption (see: <https://instantnoodles.org/en/noodles/demand/ranking/>). Besides instant noodles, dishes like chicken noodles also hold a special place in people's hearts, as evidenced by the growing number of chicken noodle stalls throughout Indonesia. In Kapanewon (Sub-district) Pengasih, Kulon Progo, over 30 chicken noodle stalls are operating, but not all receive positive ratings and reviews from consumers. This indicates that variation and creativity in products are key factors in sustaining a culinary business.

The importance of creativity in the culinary industry is not only to create delicious flavors but also to present attractive and different products amidst tight competition. Restaurants like Mie Gacoan and Golden Geisha have successfully drawn many customers by offering innovative and varied topping options. This phenomenon shows that product innovation, including variations in noodle toppings, can help vendors attract more customers and enhance their competitiveness. In the context of culinary business development, product innovation, particularly in terms of topping variations, has proven to be an effective strategy for capturing consumer attention. Large companies like Indomie have successfully offered more than 64 different flavor variations, which significantly impact purchasing decisions (Almindo, 2023). This shows that variation in the menu, especially noodle toppings, can enhance product appeal and encourage customers to keep trying new things.

Previous research has highlighted that the development of healthy noodle products, such as with fish meatball or fish sausage toppings, can be an interesting alternative for increasingly health-conscious consumers (Hutapea et al., 2022). By using local ingredients that are nutritious and easily accessible, vendors can create topping variants that are not only delicious but also nutritious, adding value to their products. This aligns with the trend of consumers becoming increasingly health-conscious, making innovation in products more important in meeting market demand. In addition to product innovation, other research shows that effective marketing also plays a crucial role in enhancing customer loyalty (Dirayani & Mandala, 2022). Product innovation combined with the right marketing strategy can enhance brand love and consumer loyalty. In this case, the use of digital platforms to promote products with attractive visualizations can help chicken noodle traders in Pengasih to compete in an increasingly competitive market, while also building strong relationships with customers.

Previous research has highlighted the importance of product and marketing innovation in sustaining culinary business continuity. The first study emphasizes that the use of local ingredients and the development of healthy toppings can be an effective strategy to attract health-conscious consumers. Meanwhile, the second study shows that innovative marketing strategies can enhance customer loyalty. However, despite many studies discussing the importance of innovation and marketing, there are still few studies specifically examining the impact of chicken noodle topping development on the success of small businesses at the local level, particularly in Pengasih. Studies on the role of digitalization in expanding the marketing reach of culinary businesses in rural areas are also limited. Digitalization can be an effective solution in addressing market access challenges, but there have not been many studies specifically examining the implementation of this strategy in the small and medium-sized enterprise sector in Indonesia (As-siisi et al., 2022). Thus, there is a research gap that needs to be bridged regarding how innovation in chicken noodle toppings and the digitalization of marketing can be effectively applied to enhance the competitiveness of small businesses in Pengasih.

One of the main problems faced by chicken noodle traders in Pengasih is the lack of variety in the menu offered, which results in some stalls being less attractive to customers. This contrasts with chicken noodle stalls that are always crowded, such as Mie Ayam Pakde Wonogiri, which receives positive reviews from customers due to product innovation and satisfying service. Previous research has shown that factors such as limited menus, less strategic locations, and minimal marketing contribute to the low success rate of some chicken noodle stalls (William & Alfian, 2019). To address this issue, solutions that can be implemented include increasing the variety of toppings and product quality, as well as expanding marketing reach through online media. Product innovation becomes a crucial key in facing the increasingly tight competition in the culinary business, and the digitalization of marketing can help traders reach a broader market. Based on the conducted SWOT analysis, product development and digitalization strategies are steps that can enhance business networks and expand market share for chicken noodle traders in Pengasih (As-siisi et al., 2022).

This community service activity aims to enhance the creativity of chicken noodle traders in Pengasih through the development of innovative and appealing topping variants, as well as to expand their marketing reach through digital media. The novelty of this research lies in its approach that combines product innovation with online marketing in the context of small and medium enterprises in rural areas. This provides a unique contribution to the study of local culinary product development in Indonesia, which has not been widely explored in the literature. The scope of this research includes training and mentoring for chicken noodle traders in Pengasih, focusing on the development of topping variants and digital marketing strategies. The results of this research are expected to provide practical guidance for other chicken noodle traders in developing their businesses, as well as contribute to the literature on product innovation and digital marketing digitalization in the culinary sector.

Literature Review

Product Theory

Chicken noodles are one of the popular culinary variations of noodles in Indonesia, consisting of wet noodles served with various toppings such as chicken, meatballs, dumplings, and vegetables. As a culinary product, Yammie Ayam has undergone various innovations, especially in terms of the variety of toppings offered, such as stewed chicken, teriyaki, or fried chili. Innovation is important in product theory that emphasizes the product life cycle, where innovation and variation can prolong the growth and maturity phases of a product in a competitive market (Aydin, 2021). Product theory in the context of business is a conceptual framework that explains how products are created, marketed, and managed throughout their life cycle. The product life cycle, which includes the stages of introduction, growth, maturity, and decline, illustrates the journey of a product from its introduction to the market until it is ultimately withdrawn due to a decrease in demand (Vivan & Paliari, 2021). At each stage, different strategies are needed to maintain the product's appeal in the eyes of consumers.

One important component of product theory is product development, which involves market research to create new products or update existing ones. Innovation is a key element in product development, especially amid fierce market competition. Entrepreneurial skills such as critical thinking, risk-taking, and innovation are essential for creating unique products that are relevant to market demand (Reyad et al., 2019). In addition to product development, marketing strategy also plays an important role in the success of products in the market. Marketing through digital platforms allows products to reach more consumers, especially with attractive promotions and competitive prices (Infante & Mardikaningsih, 2022; Rangaswamy et al., 2020). Digital marketing is becoming increasingly important in expanding market

reach, especially among small and medium enterprises that want to enhance their competitiveness in both local and national markets (Hein, 2019).

Product life cycle management also plays an important role in maintaining product relevance in a dynamic market. In the maturity stage, for example, proper innovation and marketing strategies can help prolong the product's lifespan, allowing the company to maximize revenue before the product enters the decline stage (Fachrurazi et al., 2022; Wilson & Goffnett, 2022). As part of product life cycle management, companies also need to consider the management of intellectual capital. Intellectual capital, such as intellectual property rights and innovations, is an important asset that can enhance the value of the company, although its management requires careful strategies to maximize its impact on business value (Hartawan et al., 2022).

Business Principles

Business principles are the main foundation for running a successful venture. One key element is entrepreneurial skills, which include the ability to take risks, think critically, and innovate. These skills are crucial in identifying opportunities and overcoming challenges faced by entrepreneurs (Reyad et al., 2019). In this regard, education and training that support the development of entrepreneurial skills are very important, as they can increase the motivation and readiness of entrepreneurs to face business challenges. Understanding the business environment also becomes a determining factor for the success of a company. Economic shocks or sudden changes in regulations can affect business stability (Miklian & Hoelscher, 2022). Entrepreneurs need to monitor and analyze these external factors regularly to develop strategies that are responsive to market changes. This is important for businesses to remain competitive and adaptive in dynamic conditions.

Strategic management is another crucial aspect of business principles. The application of the European Foundation for Quality Management (EFQM) model in strategic management can help companies achieve competitive advantage through optimal quality management (Dobrovič et al., 2019). This process involves formulating strategies, implementing them, and conducting regular evaluations to ensure the achievement of the company's goals. On the other hand, internal communication and employee motivation also play an important role in the success of this strategy, as business success not only depends on planning but also effective implementation. Business resilience, especially in the face of crises, has become an increasingly relevant quality amid global challenges such as the COVID-19 pandemic. Product and service innovation, as well as adaptation to changing market demands, are key factors that have allowed culinary businesses in Salatiga to survive during the pandemic (Setiawan & Lasso, 2022). Flexibility in business strategies and the ability to quickly adapt to changing conditions allow entrepreneurs to survive even in times of crisis.

Entrepreneurial orientation, which involves proactive, innovative attitudes and behaviors, as well as the willingness to take risks, is also an important principle in running a business. Entrepreneurship education plays a role in enhancing entrepreneurial orientation among students, which in turn encourages innovation and entrepreneurial spirit (Raj & Subbalakshmi, 2023). Thus, educational programs that support entrepreneurial orientation must be integrated into the curriculum, especially for prospective entrepreneurs who wish to enter the market with a strong strategy (Hassan et al., 2021; Feola et al., 2021). The management of intellectual capital also plays an important role in maintaining and enhancing the value of the company. Although the management of intellectual capital does not always have a significant positive impact on the company's value, it remains an important asset that must be optimized (Hartawan et al., 2022). Management of intellectual capital, such as intellectual property rights and innovation, can be a competitive advantage that cannot be overlooked in a dynamic business environment.

Corporate Social Responsibility (CSR) has become an increasingly important principle, especially in efforts to build reputation and good relationships with stakeholders. Family businesses often focus more on their social responsibilities, which helps them build long-term relationships with the local community. CSR is not just about giving back to society, but also about creating long-term value for the company itself. Sustainable development, which includes regenerative strategies to maintain environmental sustainability, is also a primary focus in modern business. The importance of companies adopting sustainable approaches not only enhances the company's reputation in the eyes of consumers but also positively contributes to the environment (Hahn & Tampe, 2020). Today's consumers are increasingly concerned about environmental issues, and companies that can adapt to this trend tend to have a stronger competitive edge in the market.

Entering new markets also requires business strategy adjustments. When companies enter markets in developing countries, they must adapt their business models to the needs and preferences of local consumers. This adaptation is crucial to ensure that the products and services offered are well-received by the target market. Continuous innovation becomes key to maintaining competitiveness. Companies must continue to invest in research and development to create new products that are relevant to consumer needs (Kral & Janoskova, 2021). Sustainable innovation allows companies to remain relevant in the constantly changing global market.

METHODS

This community service activity is carried out through several strategic stages to achieve the goal of enhancing the creativity of chicken noodle vendors and their knowledge in digital marketing. The methods used are designed to ensure that participants can practically and effectively apply the training results in their businesses (see **Table 1**). The digital marketing training is intended to improve the vendors' skills in using social media as a promotional tool. Participants are taught how to create engaging promotional content and online marketing strategies. The level of achievement in this aspect is measured quantitatively through an increase in social media interactions (such as the number of likes, shares, and comments), as well as qualitatively through interviews with participants regarding changes in their marketing strategies. Additionally, comparisons of sales revenue before and after the training are also used as a measurement tool.

In this service, coordination was carried out with local partners, specifically chicken noodle traders in Pengasih, Kulon Progo. An initial survey was conducted to understand the participants' needs and assess their initial knowledge about product processing and marketing. This survey serves as baseline data that will be compared with the outcomes after training to measure changes in the knowledge and skills of the participants. The training on developing chicken noodle topping variants involved a practical approach where participants were taught to make toppings such as teriyaki chicken, smashed chicken, and mushrooms. The training was measured through the participants' skills in creating new topping variants, as well as consumer acceptance levels of the products produced. The success measurement tools in this aspect are qualitative, consisting of direct observation of the participants' cooking results and consumer satisfaction surveys after their products were introduced in their respective stalls.

Table 1. Evaluation framework for training

Evaluation Aspects	Indicators	Measuring Tools	Measurement Methods	Success Criteria (Level of Understanding and Participant Motivation)
Enhancement of Product Creativity	New topping variants created by participants	Direct observation of the produced products	Visual observation and taste testing	Participants demonstrate a high understanding of topping variations and are motivated to create at least 3 new variants.
	The use of innovative local ingredients	Interviews with participants and consumers	Open interviews	Participants understand the importance of using local ingredients and are motivated to explore new materials.
Digital Marketing	The use of social media platforms (Instagram, Facebook, WhatsApp)	Increased number of interactions on social media (likes, shares, comments)	Quantitative analysis of social media reports	Participants understand the functions of social media for marketing and are motivated to increase interactions
	Creation of engaging promotional content (photos, videos)	Content published on the participants' social media	Analysis of visuals and content quality assessment	Participants understand how to create quality content and are motivated to create at least 1 new promotional content
	The use of appropriate online promotion strategies	Interview with participants	Interview about changes in promotion strategies	Participants understand the concept of digital marketing and are motivated to consistently apply online strategies
Participant Satisfaction	Level of satisfaction with training	Satisfaction questionnaire	Likert scale questionnaire 1-5	Participants feel satisfied with the training and show high motivation to apply the training results
Social and Economic Changes	Participants' confidence in innovating	Interview with participants	Open interview	Participants demonstrate a deep understanding of innovation and are motivated to continue innovating in their businesses

Source: Devotion 2024

After the training, mentoring is carried out to monitor the application of the knowledge acquired. Monitoring is done using interviews and field observations to measure the extent to which participants apply the results of the training in their business. The measurement tools used are the increase in creativity in topping innovation and participants' ability to market products online. Additionally, social and economic changes among participants are also observed, such as an increase in the number of customers and consumer loyalty. The success of the activities is measured through participant satisfaction surveys after the training and data on sales increases. The level of participant satisfaction is measured qualitatively through questionnaires that cover attitude changes and skill improvements in product processing and marketing. Moreover, economic success is measured by comparing sales turnover before and after the activities, as well as the growth of a new customer base. From a social perspective, the change can be seen in the increased confidence of participants in innovating and interacting with consumers, which is measured through interviews and observations of participants' behavior in their businesses.

RESULTS AND DISCUSSION

This program begins with the formation of a committee team in March 2024 to establish a collaborative team. One of the priorities of the committee team is the signing of the Implementing Arrangement (IA) on August 6, 2024, Number B/267.1/UN34.15/PM.03/2024, as one of the mandatory outputs of the DLK program. As a follow-up to the signed IA, the service team will conduct training on August 6, 2024, which will be carried out in two main activities.

The details of the activities include two main aspects, namely training in making Yammie Ayam with various toppings and online marketing. In the training for making Yammie Ayam, participants are taught how to create innovative topping variants such as teriyaki chicken, crispy fried chicken, and mushrooms, enabling them to offer a wider menu selection to customers. Meanwhile, in the online marketing training, participants are trained to create engaging content and promote their products through social media platforms like Instagram, Facebook, and WhatsApp, with the aim of increasing the appeal and sales of their products more broadly.

This activity is carried out by involving students as companions and content creators for online marketing. Students play a role in helping participants understand effective digital marketing techniques, especially in creating visual content and promotions on various social media platforms. In addition, several successful noodle stalls also participate in this activity, acting as mentors for new traders starting their businesses. The active participation of partners, both experienced traders and students, plays a significant role in the smooth running and success of this activity.

The community service activities aimed at enhancing creativity and knowledge of online marketing for chicken noodle vendors in Pengasih, Kulon Progo, have been carried out as planned and have yielded significant results. The focus of this activity is to assist chicken noodle vendors in developing topping variations and utilizing digital technology to market their products. From the implementation of this activity, there are three main points that can serve as benchmarks of success, namely the increase in product creativity, the increase in knowledge about online marketing, and the level of participant satisfaction with the training provided.

Increase in Product Creativity

One of the main goals of this activity is to help chicken noodle vendors develop their products through innovative topping variations. Before the training, many of the vendors only offered limited toppings, such as fried chicken or meatballs. This made their products less competitive, especially with the tightening competition in the local culinary market. Through this training, participants were taught various techniques and recipes to create more creative and appealing topping variations for consumers. Some of the topping variations taught in this training include teriyaki chicken, smashed chicken, and mushrooms. Each of these topping variations was chosen because of its unique taste and texture, which is expected to enhance the appeal of their chicken noodle products (**Figure 1**).



Figure 1. The results of the participants' creativity on topping variants
Source: Author's Documentation 2024

During the practice session for creating toppings, participants not only learned how to process ingredients but were also encouraged to be creative by combining various spices and easily obtainable local ingredients. Participants were also given the opportunity to try different topping variations and receive feedback from experienced resource persons in the culinary business. The outcomes of this session showed that participants were able to create new products that have the potential to attract customer interest. Many of them felt more confident to innovate after attending the training.

Overall, the increase in creativity of this product is reflected in the positive responses from the participants, who feel that with the introduction of new topping variations, they have more options to offer to consumers. The larger variety of toppings also helps to enhance their product's competitiveness in the local market, while also preventing buyers from getting easily bored with the same menu.

Improvement of Knowledge about Online Marketing

In addition to focusing on product development, this community service activity also provides training on online marketing, which is considered very important in today's digital era. Many traders who previously relied solely on word-of-mouth marketing and local customers now have greater opportunities to expand their markets thanks to digital technology. In the online marketing training session, participants are taught how to create engaging and effective promotional content using social media platforms such as Instagram, Facebook, and WhatsApp. Engaging content, such as product images taken from the right angles, appetizing product descriptions, and the use of relevant hashtags, becomes key to attracting the attention of potential customers. Furthermore, participants are also taught how to create simple paid promotions on these platforms to reach more consumers.

Participants who previously had little understanding of how social media works for promotion have become more aware of the importance of product visualization and good communication with customers. They were also trained to interact actively with customers through comment sections or direct messaging features available on social media. This greatly helps in building customer loyalty and maintaining good relationships with consumers. According to the survey conducted after the training, participants stated that they felt more prepared to utilize social media as a marketing tool. Most participants have even begun uploading their promotional content and receiving positive responses from consumers. This new knowledge is expected to help increase their sales revenue in the long term.

Participant Satisfaction Level

One of the important benchmarks for the success of this service activity is the level of satisfaction of the participants with the training materials and the impact felt after participating in the activities. Based on a survey conducted with all participants after the event, the results show that 85% of participants were very satisfied with the training provided. The participants felt that this training not only provided new knowledge but also gave them the confidence to implement the results of the training in their businesses.

The training focused on two main aspects, namely the development of topping variants and online marketing, was deemed very relevant to their needs. Participants felt that the product innovation and digital marketing strategies taught provided them with opportunities to improve their businesses, both in terms of product quality and marketing reach. Many participants admitted that before the training, they did not fully understand the importance of innovation and online marketing, but after the training, they felt more confident in applying it to their businesses. In addition to the aspect of increasing knowledge and skills, participants also expressed satisfaction with the way the material was delivered by the speakers. They appreciated the approach used, which not only focused on theory but also provided plenty of hands-on practice. This made participants feel more engaged and better understood the concepts taught.

Long-term Impact

The results of this activity are not only felt by participants during the training, but it is also hoped to provide a long-term impact on the development of their businesses. With increased creativity in products and the utilization of online marketing, it is expected that chicken noodle traders in Pengasih can compete better in the local market and even expand their market reach through digital media. In addition, the active participation of partners and the support of students involved in this activity are also important factors in the success of this community service endeavor. More experienced traders act as mentors for new traders, facilitating the transfer of beneficial knowledge and experience. This collaboration not only enriches the participants' knowledge but also strengthens the network among traders, which is expected to support the collective development of their businesses. This activity also opens opportunities for further collaboration between educational institutions, local governments, and the community of noodle vendors in order to improve the quality of local culinary products. With ongoing support, the chicken noodle vendors in Pengasih can continue to innovate and adapt to market trends.

Discussion

The development of Yammie Chicken toppings has become a primary focus in enhancing the variety and appeal of noodle products among consumers. Diverse toppings not only enrich the flavor but also provide significant added value for consumers, thereby boosting sales and customer loyalty. As stated, the variety of Yammie Chicken toppings such as chicken feet, mushrooms, meatballs, and wontons offers choices to consumers who desire a different culinary experience (Family, 2022). In this case, the development of innovative toppings can be a strategy to attract more customers by providing a more diverse culinary experience. The development of innovative toppings must certainly align with consumer needs to ensure the food's healthiness. The high demand and interest in noodle consumption, combined with the relatively small number of noodles available in the market that meet community quality and safety standards, provides a very great opportunity to engage in healthy noodle entrepreneurship (Viza & Ratih, 2024).

This research is consistent in showing that the use of healthy and easily accessible local ingredients in topping development can provide a more nutritious alternative for consumers. In this case, fish sausage and fish balls used as toppings have proven capable of meeting the needs of consumers who are increasingly concerned with healthy eating patterns. The use of such quality ingredients in the development of Yammie Ayam toppings not only meets the increasingly diverse consumer demands but also supports the healthy lifestyle that is increasingly favored by the community. Additionally, functional food ingredients can be used as an alternative to create toppings or innovate in food presentation; the processing of functional food can be employed to make attractive and delicious food or beverages while maintaining taste, texture, color, and other sensory factors (Nur'aini et al., 2024).

In addition to product innovation, branding and consumer loyalty also play an important role in the development of Yammie Ayam toppings. Product innovation, including the development of toppings, can enhance brand love and customer loyalty (Dirayani & Mandala, 2022). In this case, the noodle brand that successfully introduces innovative new toppings and markets the product well will be able to create a stronger relationship with customers. An effective marketing strategy is needed to introduce this innovation to consumers, so they are interested in trying the new product and remain loyal customers. The development of noodle toppings must follow market trends and changing consumer preferences. Innovations in processed products, such as fish meatballs with taro flour substitutes, provide an interesting and healthy alternative topping (Fauziyah et al., 2023). Thus, following the trend of healthy food and meeting consumer needs can be key in maintaining and expanding the customer base. In addition, the use of cheaper and more easily accessible raw materials can help producers reduce production costs, thereby increasing profit margins.

The innovation carried out by large companies like Indomie, by offering 64 flavor variations, has a significant impact on consumer purchasing decisions (Almindo, 2023). This shows that by providing a wider variety of topping choices, noodle producers can attract consumer attention and encourage them to continue trying new products. In this case, the development of Yammie Ayam topping is not only about culinary innovation, but also an effective marketing strategy to win competition in an increasingly tight market. The training provided to traders in the context of product creativity development has a significant impact on improving their skills and knowledge. Communication training for Small and Medium Enterprises (SMEs) in Batam involves learning about language politeness and quick calculation strategies. This training has proven to enhance traders' ability to communicate with customers, thereby contributing to increased customer satisfaction and sales (Susanti et al., 2022). The same applies to the development of noodle toppings, where training on processing and marketing can positively impact traders in enhancing their competitiveness.

Technology training is also a key factor in supporting the sustainability of merchants' businesses, especially in the digital era. Training on the use of technology applications for online transactions during the PSBB period helps merchants to continue operating (Syafariani et al., 2021). With knowledge of technology usage, traders can more easily adapt their business to changing market conditions. This is relevant in the context of Yammie Ayam's marketing, where digital technology and social media platforms can be effective tools to expand market reach and increase sales. The ability to speak English also adds value for traders operating in tourist areas (Wang et al., 2022). English conversation training for traders at Senggigi Beach aims to improve their communication skills with foreign tourists. With better language skills, traders are able to offer their products more effectively to international tourists, which in turn can increase sales and revenue. This highlights the importance of language training in improving access to a wider market.

Training on the utilization of MMT waste into trash bins at Kartasura Market not only raises merchants' awareness of cleanliness but also provides opportunities to create new products from waste (Brotojoyo et

al., 2022). Such training demonstrates how innovative approaches can provide dual benefits for small businesses, both in improving product quality and preserving the environment. Training in product processing has also proven effective in enhancing the quality and competitiveness of traders. Notes from the training on processing fish waste for the fisherwomen in Loyang Molas village help to increase knowledge about good and proper processing techniques, thereby improving the quality of the products offered (Fatimah, 2023). This improvement in quality certainly impacts their income, showing how important training focused on technical aspects is in product development.

In the context of marketing, the importance of digital marketing training for traders in tourist locations like Panyaweuyan. This training provides knowledge about digital marketing platforms that enable traders to reach more customers (Masduki, 2023). With a better understanding of modern marketing, traders can enhance their product branding and compete more effectively in the digital era. The findings from the Yammie Ayam topping development training have significant implications both scientifically and practically. Scientifically, the development of innovative toppings not only contributes to an increase in product variety but also supports the growing trend of healthy food that is increasingly favored by consumers (Hutapea et al., 2022). In practice, traders' ability to leverage digital marketing technology can help expand their market reach and increase sales (Syafariani et al., 2021). Thus, this training successfully enhanced the skills and knowledge of traders, which positively impacted their competitiveness in the increasingly competitive market.

CONCLUSION

The training activities for developing Yammie Ayam toppings have successfully enhanced the creativity and skills of vendors in creating innovative topping variations that suit market tastes. The use of healthy local ingredients, along with the adoption of digital marketing strategies, has positively impacted sales growth and the competitiveness of small businesses. Product innovation combined with effective marketing can increase customer loyalty. This training also demonstrates that vendors can adapt to healthy food trends and digital technologies to expand their market reach. These results provide practical contributions to the development of culinary businesses, especially in the Yammie Ayam sector, and can serve as a model for other small businesses in developing products and increasing competitiveness in the digital era. Future service can further explore various local topping variations that have not yet been optimized for Yammie Ayam products. It is also necessary to conduct studies that monitor the long-term impact of culinary training on traders, both in terms of increasing competitiveness, sales productivity, and the ability to adapt to sales digitization.

AUTHOR'S NOTE

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