

## **Manajemen Pemasaran bagi Pengusaha Kecil di Kelurahan Tegal Alur**

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### ***Abstract :***

*A community service program was designed to help small scale enterprise utilize textile available in household in their business. The program was conducted with the theme “Marketing Management for Small Scale enterprise in Tegal Alur”. The objective of the program is to provide knowledge to the small scale enterprise on how to market their product. It was conducted by lecture four followed by discussion on problems faced by the small scale business in Tegal Alur district. Participants of the program were the exiting small scale business and household wives interest to start a new venture in Tegal Alur district. The program was accepted positively and considered useful by the participant, in particular in providing knowledge to market product. It was expected the program to be continued in the future.*

***Keywords:*** *Small scale enterprise, marketing management.*