SUMMARY

Indonesia as a developing country with a large population and faces serious challenges in social problems such as unemployment. High unemployment rate, which increased by 1.84% in 2020 (Putri & Ash, 2023). showing that the growth of employment opportunities has not been able to keep pace with the growth of the labor force. Factors such as the mismatch of labor competencies with market needs, lack of new jobs, and development inequality between regions are the main causes of this problem. In facing this situation, entrepreneurship is one of the strategic solutions. Not only creating jobs, entrepreneurship also encourages local economic growth and community independence. Especially, social entrepreneurship is considered effective because it is not only profit-oriented, but also provides social benefits, such as empowering the surrounding community.

Departing from this phenomenon, the author tried to develop a business in the culinary field which the author titled ***"BASLOK KUMIS MBLEDOS".***

Baslok Kumis Mbledos is a business engaged in industry, especially processed culinary native Indonesia. This business was formed starting from my family who has a profession as a meatball trader. However, in the process itself, the original Indonesian meatballs are served as a heavy food made from meat and doused with hot gravy. This is what makes me interested in looking for ideas for processed meatballs served in another form, namely cilok meatballs. So that in its presentation it can be consumed as a light snack or snack.

The location of the sale of Baslok Kumis is in the area of Bekasi Regency, South Tambun District, Perum Griya Asri II. It is very strategically located because it is in a very densely populated housing. So this is a business opportunity because Baslok Kumis is a fast food that can be enjoyed by many people and has a very affordable price.