



SDG 15: LIFE ON LAND

Universitas Sumatera Utara (USU) is dedicated to advancing Sustainable Development Goal (SDG) 15—Life on Land—through a variety of impactful community and research initiatives. These programs aim to promote biodiversity, sustainable land use, and the conservation of natural habitats. Key activities include the development of Kuta Pengkih Village as an eco-tourism site, creating alternative hiking trails to Gunung Leuser National Park to protect orangutan habitats, and the Taman Seribu Bunga project in Raya Village, which enhances agrotourism while promoting organic cultivation practices. Additionally, USU’s involvement in managing river areas through community-led ecotourism initiatives, such as the Gertakola movement on the Musi River, underscores its commitment to preserving local ecology and supporting creative economic development. Through these comprehensive efforts, USU contributes to preserving natural resources, promoting sustainable community practices, and fostering environmental stewardship.

No	Title	Abstract	Outcome	Evident/Attachment
1	<p>Pengembangan Desa Eco-Wisata Kuta Pengkih Melalui Pembukaan Jalur Pendakian Alternatif Taman Nasional Gunung Leuser Untuk Melestarikan Satwa Orangutan Di Kabupaten Karo</p> <p>Development of Kuta Pengkih Eco-Tourism Village Through the Opening of an Alternative Hiking Trail to Gunung Leuser National Park for the Conservation of Orangutans in Karo Regency</p>	<p>This community engagement project aims to develop Kuta Pengkih Village in Karo Regency as an eco-tourism destination by establishing an alternative hiking route to the Gunung Leuser National Park (TNGL) to help preserve the local orangutan population. Despite its rich natural potential, including the multi-tiered Namo Waterfall, Kuta Pengkih has yet to gain recognition as a significant tourist site. The project addresses challenges such as limited visitor awareness, inadequate promotion, and frequent human-wildlife conflicts stemming from habitat encroachment. Through training workshops on eco-tourism management, digital marketing education, and community service practices, the initiative seeks to empower residents with knowledge and skills to boost tourism and economic opportunities while promoting conservation efforts. Collaborative partnerships with local authorities and environmental experts aim to create sustainable development</p>	<ol style="list-style-type: none"> Enhanced Eco-Tourism Potential: The development of an alternative hiking route to Gunung Leuser National Park positions Kuta Pengkih Village as a new eco-tourism destination, attracting more visitors and increasing local tourism appeal. Community Empowerment: Residents gained knowledge and skills through workshops on eco-tourism management, digital marketing, and visitor service, enabling them to actively participate in and benefit from tourism activities. Improved Economic Opportunities: By promoting eco-tourism, the project helped create new economic opportunities for the village, contributing to improved income for residents. Conservation Awareness: The initiative fostered greater understanding and cooperation among the community regarding the importance of preserving protected wildlife, such as orangutans, reducing human-wildlife 	<p>https://drive.google.com/open?id=1to6_M5NW_0GlrPFpWFrvofF9z-pq2MpR</p>



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		pathways that benefit both the community and the environment.	conflicts and promoting sustainable interaction with the natural environment.	
2	<p>Disain Landscape, Penataan, Dan Penyediaan Bibit Bunga Di Taman Agrowisata Seribu Bunga Desa Raya Kecamatan Berastagi</p> <p>Landscape Design, Arrangement, and Provision of Flower Seedlings at Taman Seribu Bunga Agrotourism in Raya Village, Berastagi District</p>	<p>This community service project aimed to enhance the agrotourism potential of Taman Seribu Bunga in Raya Village, Berastagi District, known as the "village of a thousand flowers," primarily cultivating chrysanthemums. The initiative addressed issues such as limited flower variety, excessive pesticide use, and unprofessional park layout. Solutions included providing new flower seeds and seedlings, training in organic flower cultivation to reduce pesticide dependency, and analyzing pesticide residues pre- and post-training. Additionally, the project developed a professional landscape design and provided training on landscape management. The outcomes were improved knowledge in organic cultivation, increased flower diversity, and a structured landscape that enhances visitor experience and supports sustainable tourism development.</p>	<ol style="list-style-type: none"> 1. Improved Knowledge in Organic Cultivation: The project enhanced the understanding of organic flower cultivation among the BumDes Arih Ersada managers and local farmers, promoting sustainable agricultural practices and reducing pesticide use. 2. Increased Flower Variety: The addition of new flower seeds and seedlings enriched the diversity of flowers at Taman Seribu Bunga, enhancing the visual appeal and biodiversity of the agrotourism site. 3. Enhanced Landscape Design: The creation and implementation of a professional landscape design improved the overall layout and aesthetic of the garden, making it more attractive to visitors and better suited to the topography. 4. Sustainable Tourism Development: The project supported the development of Taman Seribu Bunga as a more appealing and eco-friendly tourist destination. 	<p>https://drive.google.com/open?id=1Fr6gyKcTzH7zl8IKBRlnID_ZrT9VYZqJ</p>
3	<p>Rekayasa Sosial Dalam Pengelolaan Wilayah Sungai Melalui Gertakola (Gerakan Tata Kelola) Ekowisata Air Sungai Musi Bagi Pelestarian Ekologi Adat Dan Dan Pengembangan</p>	<p>This article examines the significance of active community involvement in local economic development within a socio-economic framework. It highlights that community participation plays a crucial role in reinforcing local economic foundations by influencing policies, expanding</p>	<ol style="list-style-type: none"> 1. Enhanced Community Empowerment: The research highlighted the importance of empowering local communities to play active roles in their economic development, leading to more sustainable and inclusive economic growth. 	<p>https://drive.google.com/open?id=1Thc1H2aG8j6eKpFj7XXk5Wu8jhYxhs81</p>



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	<p data-bbox="277 256 645 347">Ekonomi Kreatif (Sungai Musi Kabupaten Ogan Ilir, Sumatera Selatan)</p> <p data-bbox="277 387 645 675">Social Engineering in River Area Management Through Gertakola (Governance Movement) of Musi River Water Ecotourism for the Preservation of Indigenous Ecology and the Development of Creative Economy (Musi River, Ogan Ilir Regency, South Sumatra)</p>	<p data-bbox="672 256 1171 834">economic opportunities, and creating an environment conducive to sustainable growth. The discussion encompasses various strategies such as community empowerment, partnerships between the private and public sectors, and improved access to resources. The article also underscores challenges like information gaps and calls for policy adjustments and technological utilization to enhance engagement. The empowerment of women is noted as a vital component in enriching the local economy and strengthening social networks. Overall, the findings suggest that community participation extends beyond economic benefits by fostering inclusive growth and reinforcing social ties within local economies.</p>	<ol style="list-style-type: none"> <li data-bbox="1198 256 1787 411">2. Policy Recommendations: The study emphasized the need for policies that support community involvement through incentives, resource access, and infrastructure that fosters local entrepreneurship. <li data-bbox="1198 419 1742 574">3. Technological Integration: Identified the potential for digital platforms to bridge information gaps and facilitate wider community participation in local economic activities. <li data-bbox="1198 582 1787 805">4. Women's Economic Empowerment: Recognized the critical impact of empowering women through education and entrepreneurial support, which not only enhances their economic contribution but also strengthens social cohesion and resilience within communities. <li data-bbox="1198 813 1787 968">5. Strengthened Social Networks: Community engagement was shown to reinforce social ties and collaborative efforts, which are essential for sustained economic and social development. 	