

SDG 17: PARTNERSHIPS FOR THE GOALS

Universitas Sumatera Utara (USU) is committed to contributing to Sustainable Development Goal (SDG) 17—Partnerships for the Goals—by fostering collaboration among academic institutions, local communities, government bodies, and other stakeholders. Through various community programs, USU facilitates partnerships that enhance knowledge exchange, technological development, and community empowerment. These initiatives include joint training programs, research projects, and community service activities aimed at boosting local economic growth, improving public health, and promoting sustainable practices. By creating strong networks and collaborative platforms, USU helps build resilient communities and supports the achievement of broader development goals through collective efforts and shared expertise.

No.	Title	Abstract	Outcome	Evident/Attachment
1	<p>Pendampingan Teknik Modelling dalam Fotografi dan Pembuatan Konten Hasil Produksi Lembaga Kursus Keterampilan Menjahit KERIAHEN untuk Memperluas Pemasaran melalui Media Sosial</p> <p>Assistance in Modeling Techniques in Photography and Content Creation of Production Products of KERIAHEN Sewing Skills Course Institution to Expand Marketing through Social Media</p>	<p>This program aims to provide assistance to KERIAHEN Sewing Skills Course Institution in improving knowledge and skills in modeling techniques in photography and visual content creation, as well as expanding marketing through social media. KERIAHEN Institute currently faces challenges in utilizing social media to expand marketing reach and lack of understanding of modeling techniques in photography. The mentoring method includes identification of needs and challenges, intensive training on modeling and photography techniques, collaboration with photographers and visual creatives, creation of content plans and posting schedules, consultation and mentoring, evaluation and measurement, as well as dissemination of results and experience sharing. It is expected that through this assistance, KERIAHEN Institute will improve skills in modeling techniques in photography, understand marketing strategies through social media, and be able to produce attractive visual content. This will help the institute in expanding its marketing and increasing its popularity</p>	<ol style="list-style-type: none"> 1. Improved Photography and Visual Content Skills: The program at KERIAHEN Sewing Skills Course Institute enhanced participants' knowledge and skills in modeling techniques, photography composition, and lighting, enabling them to produce high-quality visual content to showcase their sewing products. 2. Strengthened Social Media Marketing Capabilities: Training on social media strategies helped participants learn how to create engaging content, set up posting schedules, and leverage platforms like Instagram, TikTok, and Facebook, expanding KERIAHEN's online presence and attracting more potential course participants. 3. Empowerment in Content Creation for Brand Building: By mastering modeling and photography skills, KERIAHEN's staff developed the ability to create consistent, professional-grade visual content that enhances the institution's brand identity and sets it apart in a competitive market. 4. Increased Enrollment Interest: The effective use of visually compelling content and social media marketing led to a rise in interest from prospective students, helping KERIAHEN 	<p>https://drive.google.com/open?id=1ze5i1XWhq-ln7erY0sbBUp1MH3mAFjKT</p>

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		<p>through social media, so as to attract potential course participants and achieve broader marketing goals.</p>	<p>expand its reach and potentially increase enrollment numbers.</p> <p>5. Ongoing Skill Development and Community Engagement: The positive reception of the program has fostered a community of learners within KERIAHEN who are motivated to continue improving their content production and marketing skills, supporting the institution's growth and sustainability in the digital era.</p>	
2	<p>Pendampingan Kader Cegah Stunting dengan Gerakan Skrining "GEMULEK" (Gigi, Mulut, dan KEK) Pada Perempuan Usia Subur dan Ibu Hamil di Desa Ujung Rambung, Kabupaten Sedang Bedagai</p> <p>(Dental, Mouth, and KEK) Screening in Women of Childbearing Age to Prevent Stunting)</p>	<p>Prevention of dental and oral health problems in pregnant women can be done by increasing knowledge and changing the behavior of pregnant women. The target audience for this community service activity are women of childbearing age, pregnant women, and posyandu cadres. The partner in this community service is the head of the posyandu cadre in Ujung Rambung village. The partner's problem lies in the emergence of dental and oral health problems and KEK during pregnancy. Screening activities for women of childbearing age in Ujung Rambung village include 12 components of dental and mouth screening, as well as upper arm circumference screening as an observation of nutritional status, and also detects the average age of women of childbearing age who attend as participants. Based on the results of the screening tabulation, it was found that 61.5% of the activity participants had cavities, and 73.1% had tartar. This condition is a condition that is at risk of developing tooth and mouth infections. Apart from that, in a number of other</p>	<p>1. Improved Knowledge of Oral Health and Nutrition of Pregnant Women: Through health education and screening, women of childbearing age and pregnant women in Ujung Rambung Village gained better knowledge about oral health and the importance of nutrition during pregnancy, especially in preventing Chronic Energy Deficiency (CED).</p> <p>2. Awareness Raising for Self-Screening: The program encourages women to routinely screen for oral health and SEZ as part of preventive measures against the risk of stunting in their children.</p> <p>3. Risk Identification and Health Monitoring: Through screening, it was found that 61.5% of participants had cavities and 73.1% had tartar, both of which increase the risk of oral infections. Upper arm circumference (LILA) monitoring was also conducted to identify the risk of SEZ, with the average LILA of participants being 30.08 cm.</p> <p>4. Empowerment of Posyandu Cadres: The program involves posyandu cadres as partners who assist in the education and monitoring process, so that the sustainability of the program can be maintained through local community support.</p>	<p>https://drive.google.com/open?id=1AaydEKhTrS9l5lcEi0SqjAmOecQpEph</p>

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		<p>problems, 26.9% found cases of bleeding teeth when brushing their teeth, and they often experienced food stuck in their teeth (53.8%). In the study of measuring upper arm circumference (LILA) as a monitoring of nutritional status and chronic energy deficiency (KEK), the average LILA was 30.08 cm. This was also followed by monitoring of reproductive age with an average age of 32.7 years. Nutritional status and maternal health before, during and after pregnancy affect the early growth and development of children, starting from the womb. Gingivitis of pregnancy is inflammation of the gums experienced during pregnancy. Oral screening and the incidence of CED are important components that can be complied with during the early trimester of pregnancy.</p>	<p>Reduced Risk of Child Stunting: By improving oral health and nutritional fulfillment in pregnant women, this program is expected to reduce the risk of stunting in children in the future, which is influenced by maternal health conditions during pregnancy.</p>	
3	<p>Peningkatan Ekonomi Lokal Petani Melalui Pendampingan Penanaman Benih Kopi Arabika Bersertifikat di Desa Pansur Napitu Kecamatan Siatas Barita Kabupaten Tapanuli Utara</p> <p>(Improving Farmers's Local Economy through Assistance in Planting Certified Arabica Coffee Seeds in Pansur Napitu Village, Siatas Barita Subdistrict, North Tapanuli Regency)</p>	<p>Arabica coffee farming in Pansurnapitu Village, Siatas Barita District generally uses its own land. This condition is both an opportunity and a challenge in the future in increasing land use and increasing the production capacity of certified Arabica coffee. Arabica coffee production in Pansurnapitu Village, Siatas Barita District has not yet achieved maximum results, partly due to the quality of the seeds not being fully certified. On the other hand, the existence of farmer groups in Arabica coffee farming is very beneficial for farmers because it helps in business continuity and transfers technical skills in farming. However, the role of farmer</p>	<ol style="list-style-type: none"> 1. Improved Farmer Knowledge: The mentoring program successfully improved the knowledge of farmer group members in Pansur Napitu Village on how to cultivate certified Arabica coffee, including the selection of improved varieties, planting techniques, and better maintenance. 2. Use of Certified Seedlings: The program successfully distributed certified Arabica coffee seeds to farmers, which are expected to improve the quality and yield of Arabica coffee production in the future. 3. Strengthening Farmer Groups: Through training and mentoring, the program strengthens the role of farmer groups as a forum for learning and cooperation among farmers, making them more 	<p>https://drive.google.com/open?id=1ib1dm0b5DwX3QN8FPnxVSy6WnETL17lz</p>

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		<p>groups as a forum for learning and doing business is not yet optimal. Based on these problems, the community service team proposed efforts to improve the local economy of farmers through assistance in planting certified Arabica coffee seeds. The method used is by conducting outreach, distributing certified Arabica coffee seeds, and assisting in planting certified Arabica coffee. The results of mentoring activities are increased knowledge among farmer group members about procedures for planting certified Arabica coffee and grants of certified Arabica coffee seeds ready for planting by farmer groups. In conclusion, the assistance and empowerment activities for farmer groups carried out in Pansur Napitu Village were successful without any obstacles, and it is hoped that the planting of certified Arabica coffee can make Pansur Napitu Village a center for Arabica coffee and improve the economy of the people of Pansur Napitu Village.</p>	<p>independent in managing Arabica coffee farming.</p> <p>4. Contribution to the Local Economy: With the practice of certified Arabica coffee cultivation, Pansur Napitu Village is expected to become a center of high-quality Arabica coffee production, increasing farmers' income and the local economy as a whole.</p> <p>Periodic Monitoring and Evaluation: The monitoring and evaluation process demonstrates the program's success in motivating farmers and ensuring more intensive cultivation practices, with good coffee plant growth results as a result of optimal care.</p>	
4	<p>PEMBERDAYAAN MASYARAKAT MELALUI PENGEMBANGAN UMKM SUKA MAKMUR SEBAGAI DESA AGROWISATA DI KECAMATAN KUTALIMBARU</p> <p>Agrotourism Development in Suka Makmur Village</p>	<p>Deli Serdang Regency is an area that has tourist destinations that are in great demand by tourists. One of the ways tourism development is implemented is through agrotourism activities in Suka Makmur Village, Kutalimbaru District as a center for producing fruit plants. The existence of agrotourism can be a tool to strengthen a local community which leads to community-based tourism. This research aims to 1) describe the characteristics of the agrotourism environment in Suka</p>	<p>1. Increased Community Knowledge in Agrotourism Management: Training and development initiatives in Suka Makmur Village equipped community members with skills in managing agrotourism, enhancing their ability to operate tourist attractions centered around local agriculture, such as fruit and organic farming.</p> <p>2. Strengthened Community-Based Tourism Efforts: The program fostered collaboration between local residents, government, and village youth organizations, resulting in a</p>	<p>https://drive.google.com/open?id=1BAf4DEufLOaAAuhOCJAGHQu5duZt8kiO</p>

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		<p>Makmur Village; 2) identify the condition of agrotourism objects in Suka Makmur Village as a tourist destination and 3) analyze community-based agrotourism management in Suka Makmur Village. This research uses a qualitative approach, with descriptive-qualitative data analysis techniques. The main data collection techniques used were in-depth interviews, observation and review of secondary data. The research results show that agrotourism in Suka Makmur Village is able to improve the community's economy and absorb local workers better. Agrotourism management is carried out jointly by the community involving the government's role as a facilitator to advance regional development, especially in rural areas as an economic based.</p>	<p>sustainable, community-driven approach to tourism that supports local economic growth and employment.</p> <ol style="list-style-type: none"> Enhanced Economic Opportunities Through Agrotourism: Agrotourism activities have provided new income sources for villagers, helping diversify the local economy by attracting tourists interested in experiencing farm life and purchasing fresh, local produce. Preservation of Local Culture and Environment: Emphasizing the principles of community solidarity and environmental sustainability, the agrotourism model promoted responsible tourism practices, which respect local culture and preserve the natural environment. <p>Positive Community Response and Commitment to Continued Development: The enthusiastic participation of community members and local authorities reflects a strong commitment to further developing Suka Makmur as a tourist destination, with plans for future improvements in infrastructure and service quality.</p>	
5	<p>Pemberdayaan Kelompok Masyarakat Melalui Ekonomi Kreatif Produksi Konveksi Dan Sablon di SMP PTPN 4 Dolok Ilir Simalungun</p> <p>Empowerment of Groups of Society Through Creative Economy Production Convection and Sablon in SMPS PTPN 4 Dolok Ilir Simalungun</p>	<p>Shirt sablon activities are the most exciting activity for the moment, given that the shirt will always be sought and bought by the community. Shirt templates are techniques of printing pictures, photos, cartoons, typography and various other design results to the shirt surface. Which means the core of the next shirt making besides thinking about the material is the design that will be sued. This activity aims to improve skills and capabilities in terms of increasing the economic value of a pure shirt into a shirt</p>	<ol style="list-style-type: none"> Improved Technical Skills and Creativity: The screen printing training program at PTPN 4 Dolok Ilir SMPS improved the technical skills of students and teachers in using cutting and pressing techniques on t-shirt screen printing. In addition, the training encouraged students' creativity in designing t-shirt designs using graphic design software, such as CorelDRAW. Development of Entrepreneurial Spirit: By learning about the design, production, and marketing of screen printed t-shirts, students and teachers gained useful entrepreneurial 	<p>https://drive.google.com/open?id=1tpn1Mkcmvk-AYgB8eepkqDlIB1p41tMs</p>

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		that has a sale value, economically of course this skill can be a sufficient supply to plunge into an industry if later Master and Students of SMPS PTPN 4 Dolok Ilir want to plung into the world of creative industry confectionery and templates. The result achieved is the independence of SMPS PTPN 4 Dolok Ilir in the enterprise world both at school and in the community.	<p>skills, which can help them if they are interested in entering the creative industry.</p> <p>3. Increased Economic Independence: The training enables students and teachers to produce marketable t-shirt screen printing products, which can be sold within the school and to the surrounding community. This creates additional economic opportunities and supports the economic independence of the school community.</p> <p>4. Additional Source of Income for the School: Proceeds from the students' screen printing business can be used to support educational programs at the school or social activities for the community, thus creating a broader positive impact.</p> <p>Support to SDGs Goals: The program supports several Sustainable Development Goals (SDGs), including equal opportunity in education, skills development for decent work, and strengthening local economies.</p>	
6	<p>Pemberdayaan Aparatur Desa Dalam Pengelolaan Mangrove Berbasis Ekowisata Di Desa Tapak Kuda Kecamatan Tanjung Pura Kabupaten Langkat</p> <p>Empowerment of Village Officials in Mangrove Management Based on Ecotourism in Tapak Kuda</p>	This community service activity aimed to empower village officials in Tapak Kuda Village, Tanjung Pura District, Langkat Regency, through the development of ecotourism-based mangrove management. The initiative addressed the challenges faced by village officials, including limited knowledge and capability to manage mangrove forests sustainably and develop ecotourism to boost local economic conditions. The program included socialization, training, and participatory approaches to enhance village officials' understanding of mangrove conservation	<p>1. Enhanced Knowledge and Skills: Village officials in Tapak Kuda gained improved understanding and capability in sustainable mangrove management and ecotourism development, enabling them to better utilize local natural resources.</p> <p>2. Improved Service Standards: The training led to better service quality in ecotourism, including hospitality, cleanliness, and environmental management, enhancing the overall tourist experience.</p> <p>3. Strengthened Partnerships and Business Management: Village officials were empowered to organize partnerships and</p>	https://drive.google.com/open?id=1AimKkPmVr_QSEs6QsAw58pQLhpnFWH_X

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	Village, Tanjung Pura District, Langkat Regency	and tourism management. Training focused on changing mindsets, improving service standards, and managing partnerships and collective businesses. The outcomes showed increased skills among village officials in managing ecotourism and organizing partnerships, which contributed to the sustainable development of mangrove resources and improved community income.	manage collective ecotourism businesses effectively, promoting collaboration with external stakeholders. 4. Economic and Environmental Benefits: The program contributed to increased community income through ecotourism activities while fostering a stronger commitment to mangrove conservation, ensuring long-term ecological sustainability and economic resilience.	
7	Pemberdayaan BUMDes Arikh Ersada Berbasis Eduwisata Di Desa Raya Kecamatan Berastagi Kabupaten Karo An Empowerment of BUMDes Arikh Ersada Edutourism Based in Raya Village Berastagi District Karo District	The ability to carry out business management is needed to determine the sustainability of agrotourism businesses that are suitable for development by BUMDes Arikh Ersada Desa Raya in the future. With good edutourism, BUMDes can create priority strategies for village development through the utilization of BUMDes. The aim of holding training is to increase the capacity of BUMDes administrators to be able to improve and develop the quality of BUMDes administrators to be able to develop edutourism in a sustainable manner. To achieve this goal, the method used in this activity is: Ecotourism Development Socialization and Training. Participatory Organizing, Monitoring and Evaluation. The final achievement of this activity in the form of empowering qualified BUMDes Arikh Ersada administrators is certainly a useful input for both the people of Raya Village and other areas. This activity is of course in	1. Improved Management Capacity of BUMDes Arikh Ersada: Training sessions for BUMDes Arikh Ersada administrators in Raya Village enhanced their skills in managing edutourism and agrotourism, enabling them to better utilize local resources to develop sustainable tourism initiatives. 2. Increased Community Participation in Edutourism Development: The program promoted active involvement from village residents and leaders, encouraging a collaborative approach to tourism development that reflects local values and prioritizes community needs. 3. Enhanced Economic Potential through Agrotourism: By identifying and leveraging unique village assets, such as ornamental flower gardens, BUMDes Arikh Ersada created new income opportunities for the community, supporting economic growth and employment. 4. Promotion of Environmental Awareness and Sustainable Practices: The training incorporated elements of environmental conservation,	https://drive.google.com/open?id=1ZDTmjxK3askmMMezyMKgjCdifsdAsCXQ

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		<p>line with achieving the first priority SDGs (1), namely: no poverty, ensuring that all men and women, especially the poor and vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control. on land and other forms of ownership, inheritance, natural resources, new technologies and appropriate financial services, including microfinance.</p>	<p>encouraging participants to adopt sustainable practices in tourism operations and preserve the natural beauty of their village. Positive Community Feedback and Long-Term Development Goals: Community members and local government officials expressed strong support for ongoing training and development, laying the groundwork for continuous improvements in tourism services and sustainable economic growth.</p>	
8	<p>Pemberdayaan Lansia Dalam Mencapai Sukses Aging Melalui Ekonomi Kreatif Industri Rumah Tangga kelompok Lansia “Glamur”</p> <p>(Empowerment of the Elderly in Achieving Successful Aging through the Creative Economy of the Household Industry of the Elderly Group “Glamur”)</p>	<p>Older adults experience a loss of independence and productivity that impacts on life, work and social functioning. Successful older adults are productive and can influence the well-being of the community. Paguyuban Glamur located at Jl. Amaliun Gg Mujur No. 50 L. Kota Matsum IV Kecamatan Medan Area, Medan City North Sumatra as a partner has problems: less productive so that it affects the household economy of the elderly; low knowledge and ability of the elderly group in improving the creative economy in the household industry; low knowledge of the elderly in improving a healthy lifestyle to prevent high blood pressure, diabetes and hypertension. and there has never been early detection of cognitive impairment in the elderly where this cognitive is a prerequisite for achieving successful aging. This community service is carried out in coordination with the head of the glamur elderly association to select housewives who will act as cadres or activists of mental and physical health; conduct counseling on healthy and happy</p>	<ol style="list-style-type: none"> 1. Improving the Physical and Mental Health of the Elderly: This program provides education to the elderly in Paguyuban Glamur about healthy lifestyles, early detection of diseases such as hypertension and diabetes, and prevention of dementia and depression. This activity increases the awareness of the elderly about the importance of maintaining physical and mental health to achieve “successful aging.” 2. Elderly Empowerment through Creative Economy: The elderly are trained to produce tempeh as an economically valuable household product, which not only improves their skills but also helps them earn additional income. This supports their financial well-being. 3. Establishment of Elderly Health Cadres: As part of the ongoing efforts, the program trains some physically and mentally healthy elderly as cadres to help promote health and support other elderly in their communities. 4. Improved Quality of Life for the Elderly: By maintaining physical and mental health and having an active involvement in the creative economy, the elderly in Paguyuban Glamur get the opportunity to stay productive and active, 	<p>https://drive.google.com/open?id=16MzBheOR_EsCgeDLBmGddXuwFssUbS0K</p>

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		<p>lifestyles and the implementation of high blood pressure, blood sugar and cholesterol checks and empowerment of the glamur elderly association in improving mental well-being through increasing the ability to generate additional family finances by forming housewives' business groups by making homemade tempeh.</p>	<p>which contributes to improving their quality of life. Development of a Sustainable Elderly Empowerment Model: The program provides a community-based empowerment model for the elderly, which can be replicated in other areas to help the elderly live a healthier, active and prosperous aging.</p>	
11	<p>Pemberdayaan Masyarakat Desa dalam Mengatasi Masalah Kualitas Air Bersih Menuju Desa yang Berkelanjutan (Studi Kasus Nagari Magek, Kab. Agam Sumatera Barat)</p> <p>(Village Community Empowerment in Overcoming Clean Water Quality Problems Towards a Sustainable Village (Case Study of Nagari Magek, Kab. Agam West Sumatra))</p>	<p>The environmental health program with community empowerment has a goal, which is to move the community to build their area to be healthier in terms of clean water supply and drinking water. Water is an important environmental component for life. Water is susceptible to contamination, so it requires proper treatment to be potable. If not, it will have a negative impact on the community, making it prone to waterborne infectious diseases, such as skin diseases, diarrhea, and others. The problem in Nagari Magek, Kab. Agam West Sumatra is that Nagari Magek utilizes groundwater that relies on boreholes that use solar power plants. However, the quality of groundwater produced is cloudy, yellow and smelly. This water source is collected into a resevoir or reservoir with a capacity of 5 m3 and already has a piping network to 300 houses spread across Nagari Magek. This community service activity will try to assist Nagari Magek in designing clean water treatment technology and provide assistance in the operation and maintenance of technology to the community and the clean water</p>	<ol style="list-style-type: none"> 1. Improved Access to Clean Water in Nagari Magek: The community-based clean water program in Nagari Magek, Agam District, successfully provided residents with access to cleaner, odor-free water by installing an aeration, sedimentation, and filtration system to treat groundwater affected by rust and turbidity. 2. Increased Community Capacity in Water Management: Training sessions equipped community members and local water management teams with essential skills for operating and maintaining the clean water system, ensuring its sustainable use and extending its lifespan. 3. Enhanced Public Health Awareness: The project raised awareness among residents about the health risks of untreated water and the importance of regular water quality monitoring, contributing to long-term improvements in local public health. 4. Sustainable Technology Adoption: By using a cascade aerator design that relies on gravity, the program minimized the need for electrical pumps, reducing operational costs and aligning with sustainable practices suited to local resources. 	<p>https://drive.google.com/open?id=1kK794GVZuTItJmulAUGSwXyTCSs6d_kk</p>

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		<p>management team from the community so that this technology can provide benefits in a sustainable manner, so that the people of Nagari Magek can utilize clean water treatment technology, and are able to manage clean water in the village on an ongoing basis. Good clean water quality is expected to improve the quality of life of the Nagari Magek community.</p>	<p>Positive Community Feedback and Support: The initiative received strong appreciation from village leaders and community members, who expressed interest in continuing the partnership with Universitas Sumatera Utara and Universitas Andalas for further improvements in water and sanitation infrastructure.</p>	