



SDG 5: GENDER EQUALITY

Universitas Sumatera Utara (USU) actively contributes to the achievement of Sustainable Development Goal (SDG) 5—Gender Equality—through targeted community service programs aimed at empowering women and fostering equality. These initiatives include training programs that enhance economic opportunities for women, such as workshops in batik-making and home industry development in Pematang Cengal and Tanjung Kasau villages. Programs also focus on improving women's roles in family health management and child nutrition to prevent stunting, showcasing women's critical influence in community well-being. By promoting entrepreneurial skills, economic independence, and cultural preservation, USU's activities strive to break down gender barriers, encourage community collaboration, and create sustainable business models that empower women and reduce economic disparities.

No.	Title	Abstract	Outcome	Attachment
1.	Development of Seafood Trade during Abon Preparation in Pematang Cengal Langkat Regency village	Pematang Cengal village is one of the villages in Tanjungpura sub-district, Langkat Regency, North Sumatra. Fishermen in Pematang Cengal village mainly catch their catch in the form of shellfish, as this village is especially a shellfish fishing base. Low community awareness and lack of knowledge about shellfish management have led to low family income and improved economy in Pematang Cengal village. This service activity aims to help the community develop employment opportunities by enhancing the skills of fishermen's wives in Pematang Cengal village in processing shellfish into chopped shellfish that can become a source of additional income for the community. The service team together with partners conducts mussel marketing activities using social networks such as TikTok and Instagram. The existence of diverse marketing activities can increase the selling value of clam scraps, which in turn can increase the economic value for the community.	<ol style="list-style-type: none"> 1. Skills Improvement: Through this service activity, fishermen's wives in Pematang Cengal Village, Langkat Regency, North Sumatra, received training in processing clams into shredded clams. This provides new skills that can generate additional income for them. 2. Economic Improvement: With the shredded clam product having a marketable value, the program succeeds in creating new economic opportunities that help increase the income of fishing families, thus contributing to the local economy. 3. Social Media Marketing: The program also introduced the marketing of shredded clam products through platforms such as TikTok and Instagram, which expanded the market reach of the clam products and increased their economic value through digital marketing. 4. Monitoring and Evaluation: The program includes continuous monitoring of the shredded scallop production and marketing process, aiming to maintain the quality and quantity of the product so as to consistently meet market demand. 	https://drive.google.com/open?id=1lcF0H3ew0ALKKcxXqpUGtO8MIPCkVkpE



SDG 5: GENDER EQUALITY

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2.	Lesson Learn of Community Services Concerning the Prevention of Sexual Violence for Teenager	<p>The number of sexual violence is increasing every year and occurred in both domestic and public areas, including places of worship such as mosques. These situations require the role of various parties such as the Indonesian Mosque Youth Communication Board (BKPRMI). As part of the Tridarma of Higher Education, Community Service in conducting surveys and education on the prevention of sexual violence for mosque youth. The program is carried out to support Indonesia in achieving the SDGs. A number of steps have been taken; (1) capturing the level of understanding of youth about sexual violence, (2) increasing the ability and role of youth to prevent sexual violence. The results of the service delivery with a survey and training approach showed that the knowledge of youth (167 respondents; 56.9% female and 43.1% male) about sexual violence varied based on the sources of information used. 89.8% percent through the media, teachers 56.3%, parents 38.3%, print media 37.1%, friends 34.1%, relatives 19.8%, other 0.6% (school/internet/film/series). However, the role play "Let's Practice Being a Trainer/Facilitator on Sexual Violence Prevention for Adolescents in Medan City" is an effective method to increase the ability and role of youth to prevent sexual violence. This can be seen by the existence of a prevention plan starting from self, family and environment. It is concluded that</p>	<ol style="list-style-type: none"> 1. Increased Awareness and Knowledge of Sexual Violence among Adolescents: Through this service program, adolescents in the Medan area gained a better understanding of sexual violence, its types, and how to recognize risky situations, which is expected to increase their vigilance and self-protection. 2. Youth Empowerment through the Role as Sexual Violence Prevention Facilitators: The program trains adolescents to become facilitators in sexual violence prevention, allowing them to not only protect themselves, but also educate their peers and communities. 3. Establishment of a Neighborhood-Based Prevention Plan: Program participants are equipped with the ability to develop a sexual violence prevention plan that starts from the personal, family, and community environment, which includes a proactive role in maintaining safety in their surroundings. 4. Collaboration with the Indonesian Mosque Youth Communication Agency (BKPRMI): This program leverages BKPRMI's role as a mosque-based youth organization to facilitate education and support for youth in sexual violence prevention, making mosques a safe and inclusive educational hub. 5. Recommendations for the Development of Sexual Violence Prevention Programs in Places of Worship: The program recommends BKPRMI to expand knowledge on sexual violence prevention in places of worship and implement a supervision model for worshipers to create a safer environment. 	<p>https://drive.google.com/open?id=1eX5lm0_bLEDm0fW-K3XVoRvi4XSbau8T</p>



SDG 5: GENDER EQUALITY

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		<p>increasing the knowledge, ability and role of youth about sexual violence and its prevention can be done by the Communication Board of Indonesian Mosque Youth (BKPRMI) as a youth organization, especially in the mosque area. The recommendation is that the Indonesian Mosque Youth Communication Board (BKPRMI) develop a program; (1) Increasing knowledge about the prevention of sexual violence in worship locations; and (2) Implementation of a supervision model for the congregation so that sexual violence does not occur in the mosque area.</p>		
3.	<p>Women's Empowerment In Increasing Family Income Through Batik Jumputan Workshop at Creative House Mutiara Langit Biru Medan</p>	<p>Women are expected to have economic independence that can contribute to their families and communities. One way to empower women is by equipping them with skills. The skills possessed by women can be developed into home-based enterprises. The Community Engagement Team from the Faculty of Social and Political Sciences, University of Sumatera Utara conducted a batik workshop in collaboration with the Mutiara Langit Biru; Creative House in Medan. The participants, totaling 15 individuals, comprised mothers and teenage girls from the Mutiara Langit Biru; Creative House community. The workshop covered topics such as pattern drawing, tying, dyeing, and drying batik fabric. This activity resulted in the creation of 15 beautiful and economically valuable batik shawl pieces. Subsequently, the participants fulfilled orders by creating 30</p>	<ol style="list-style-type: none"> 1. Improved Batik-Making Skills Among Women Participants: The batik jumputan workshop conducted in partnership with the Mutiara Langit Biru Creative House successfully equipped 15 women and teenage girls with foundational skills in batik-making, empowering them to create beautiful and marketable products. 2. Increased Family Income Potential: By learning to make and sell batik products, participants gained an avenue for additional income. Their skills were utilized to produce 30 batik pashminas and 10 batik fabrics for external orders, demonstrating the commercial viability of their craft. 3. Promotion of Local Cultural Heritage: The workshop not only imparted practical skills but also preserved and promoted the Indonesian tradition of batik-making, fostering a sense of cultural pride among participants and 	<p>https://drive.google.com/open?id=1edY-cQ31fdf6eVXwvgY6Y80-ysQ3pLUt</p>



SDG 5: GENDER EQUALITY

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		<p>batik shawls and 10 pieces of batik fabric. This served as proof that batik- making skills have market value. As a follow-up to the workshop, the participants will be organized into a cooperative business unit. It is hoped that through this cooperative, the efficient fulfillment of raw material needs, business capital, and product sales can be achieved.</p>	<p>contributing to the preservation of UNESCO-recognized heritage.</p> <ol style="list-style-type: none"> 4. Establishment of a Cooperative Business Model: Plans were made to organize participants into a cooperative to facilitate easier access to raw materials and provide financial support for business development, ensuring sustainable income generation and operational efficiency. 5. Community and Media Engagement: The initiative received media coverage from outlets like DA'AI TV and online news platforms, increasing public awareness and support for women's empowerment projects and the promotion of traditional crafts in Medan. 	
4.	<p>The Influence of Housewife's Behavior in child Care on Stunting Incidents in Medan City</p>	<p>Handling the problem of stunting is currently a government priority, and is one of the achievements in successfully overcoming public health problems. Health workers in the community play an important role in conveying information related to stunting and providing education about health to mothers to improve behavior, especially knowledge and attitudes in dealing with stunting incidents. Based on the results of interview observations regarding the behavior of the people of Medan City, there are still many people who do not understand the problem of stunting. The distribution of information about stunting to mothers and the community is not yet widespread. A handling strategy that directly involves families, especially housewives, has never been implemented. Based on this, it is very</p>	<ol style="list-style-type: none"> 1. Increased Knowledge of Housewives about Stunting: This intervention program succeeded in increasing the understanding of housewives in the Kampung Baru area about the causes, signs, and prevention of stunting. After being educated, mothers' knowledge increased, with 77.2% of mothers understanding the steps to prevent stunting. 2. Positive Attitude Change towards Stunting Prevention: Before the intervention, most mothers had a less supportive attitude towards stunting prevention. However, after the education, positive attitudes towards stunting prevention increased to 93.6%, indicating a better awareness of caring for children with adequate nutrition. 3. Strengthening the Role of Mothers in the Family: This program strengthens the role of mothers as the main supporters in fulfilling their children's nutrition. Armed with new knowledge, mothers 	<p>https://drive.google.com/open?id=1500MFs9JOEp0FFKmrtdvbsdgT5vyq3o</p>



SDG 5: GENDER EQUALITY

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		<p>important to carry out research as a solution to overcome the problem of stunting by improving the behavior of housewives in terms of knowledge and attitudes. It is necessary to create a model that is appropriate and appropriate by involving the community directly by adjusting the role of the mother in the family as the closest person in caring for children. Mothers' behavior in the household must be maximally empowered so that it can help overcome stunting. This research is action research, the research begins with interviews with the community and housewives who work together to find solutions to overcome problems so that a suitable model is found. The intervention was carried out by providing counseling and education about behavior regarding stunting among housewives. Data analysis used the rho sperm test. FGD activities have been carried out by providing outreach to housewives in the family in overcoming stunting. This research shows that there is an influence on behavior, especially knowledge and attitudes towards stunting, with the acquisition of knowledge towards stunting $p=0.02$, and attitudes towards stunting $p=0.06$. The conclusion of this research is that there is an influence between housewives' behavior on knowledge and attitudes in handling stunting in children.</p>	<p>become more active in choosing and preparing nutritious food needed by children to prevent stunting.</p> <p>4. Family Support Team Formation: This program involves the role of the health community such as cadres, nurses, and midwives in assisting housewives, so that a family support team is formed that is active in providing continuous education.</p> <p>5. Recommendations for Improving Health Education in the Community: The program recommends that health education on stunting be expanded to other communities and implemented regularly, in order to achieve stunting reduction through a family and community-based approach.</p>	



SDG 5: GENDER EQUALITY

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5.	Empowering Village Women Through Home Industry Batik Prima Jaya to Create Local Economic	<p>Efforts to empower women are part of human development as a resource that has considerable potential and can be developed in the context of national development. There is a phenomenon regarding women in low economic conditions, where the patriarchal cultural system has indirectly placed restrictions on women so that inequality (gender) arises, which has also given rise to the closeness of women's identity to poverty. Therefore, to equalize this position, an activity to empower village women through the Primajaya batik home industry is needed in order to increase local economic independence. The aim of this community service is to shape individuals and communities to become independent. This independence includes economic independence, independence in thinking, acting and relying on what they do. Community empowerment aims to make people independent, have the potential to be able to solve the problems they face, and be able to fulfill their needs without depending on outside parties for their lives.</p>	<ol style="list-style-type: none"> 1. Improved Economic Independence for Village Women: Through training in batik production, women in Tanjung Kasau Village gained skills that enabled them to contribute financially to their households, fostering local economic growth and reducing dependency on external income sources. 2. Preservation and Promotion of Batik Culture: The training program not only equipped participants with practical skills but also instilled an appreciation for batik as part of Indonesia's cultural heritage, promoting cultural preservation through local craftsmanship. 3. Strengthened Community Cohesion and Collaboration: The program encouraged collaboration among participants and fostered a supportive environment where village women worked together, enhancing community bonds and mutual support. 4. Sustainable Business Model through Home Industry: By establishing the Prima Jaya Batik home industry, the project provided a sustainable structure that supports continuous production and income generation, helping women maintain financial stability. 5. Positive Reception and Support from Local Leadership: The training and empowerment activities received enthusiastic support from local leaders and the broader community, underscoring the importance of such initiatives in rural economic development and women's empowerment. 	<p>https://drive.google.com/open?id=1RJz17yB72d2aTfMfwCbfiHPoHSNg-x1A</p>