

SDG 8: DECENT WORK AND ECONOMIC GROWTH

Universitas Sumatera Utara (USU) supports the achievement of Sustainable Development Goal (SDG) 8—Decent Work and Economic Growth—through diverse community empowerment initiatives. These activities focus on enhancing local economies, fostering entrepreneurship, and building sustainable business models. Programs include empowering Village-Owned Enterprises (BUMDes) for tourism and agrotourism development, training in digital marketing and financial literacy for MSMEs, and skills development workshops such as screen printing, batik production, and food processing. Additionally, initiatives like training in aquaponic catfish farming and modern equipment for local crafts contribute to creating sustainable income sources and improving employment opportunities. USU's efforts aim to boost community resilience, promote economic independence, and strengthen the local workforce.

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| 1. | Empowerment of Village-Owned Enterprises in the Development of Tourism Villages to Increase Community Income in the Turpuk Limbong Samosir Tourism Village, North Sumatra | Empowering Village-Owned Enterprises (BUMDes) in developing tourist villages is one solution to increase the income of the people of the Turpuk Limbong Samosir tourist village, North Sumatra. The aim of this community service was to empower BUMDes and increase their knowledge and abilities in developing tourist villages to increase community income in the tourist village of Turpuk Limbong Samosir, North Sumatra. This service to the community started from carrying out preliminary mapping or surveys to the location, namely the tourist village of Turpuk Limbong Samosir, North Sumatra. Then collaborate and approach the BUMDes Turpuk Limbong management chaired by Betania Exaudi Sinaga, SP. The Community Service Team provided an explanation about the importance of empowering BUMDes in developing tourist villages to increase community income in the tourist village of Turpuk Limbong Samosir, North Sumatra. The method of activities carried out starts | <ol style="list-style-type: none"> 1. Strengthened Management Skills of Village-Owned Enterprises (BUMDes): Training provided to the BUMDes team in Turpuk Limbong Samosir enhanced their skills in tourism village management, equipping them with strategies to develop local attractions and amenities, which are essential for attracting more visitors and increasing local income. 2. Increased Community Participation in Tourism Development: The program encouraged active involvement from local leaders and community members, fostering a collaborative environment where residents contributed ideas and efforts to enhance tourism offerings and support sustainable economic growth. 3. Enhanced Local Economic Opportunities: By focusing on developing Turpuk Limbong as a tourist destination, the program created new income opportunities for residents, including lodging services, local crafts, and food offerings, contributing to the overall economic resilience of the village. 4. Promotion of Sustainable Tourism Practices: The training emphasized sustainable tourism principles, encouraging the community to | https://drive.google.com/open?id=11fk7keQYiCvTuVrmvWjN7s6jTQ_GSNZ |

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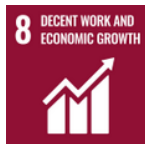
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| | | <p>from providing education through training, simulation and mentoring for several days to BUMDes administrators and the community in developing tourist villages to increase community income in the tourist village of Turpuk Limbong Samosir, North Sumatra and seeing changes in the knowledge, attitudes and behavior of the management of Owned Enterprises. Villages (Bumdes) and communities and apply the concepts that have been presented in training at the tourist village of Turpuk Limbong Samosir, North Sumatra. This community service received a full response and attention from the BUMDes management and the community in the tourist village of Turpuk Limbong Samosir, North Sumatra. This can be seen from their enthusiasm in listening to the service activities being carried out. They really hope that this activity can continue in the future. The results of this activity have been published in online media (newspapers) and videos of the activity have been uploaded to YouTube</p> | <p>balance economic growth with environmental conservation, which supports the long-term viability of the tourism village.</p> <p>5. Positive Feedback and Support for Future Initiatives: Both the BUMDes management and local government expressed strong interest in continuing the collaboration, suggesting additional training in digital promotion and infrastructure development to further enhance the village's appeal as a tourist destination.</p> | |
| 2. | <p>Pembuatan <i>Paper Soap</i> Antiseptik untuk Meningkatkan Pendapatan Masyarakat Desa Rumah Berastagi, Kabanjahe, Kabupaten Karo (Making Antiseptic Paper Soap to Increase Community Income in Rumah Berastagi</p> | <p>This community service activity aimed to provide education and workshop to the community in Rumah Berastagi village, Kabanjahe, Karo regency, North Sumatera regarding to the utilization of mango and guava leaves extract as an antiseptic paper soap innovation in order to increase income of the community. The community service activities was carried out to improve and develop the potential of the surrounding</p> | <p>1. Improved Community Knowledge and Skills on Health and Hygiene: Through education on the importance of proper handwashing and the role of pharmacists, communities in Rumah Berastagi Village understand the importance of hygiene for disease prevention, supported by education on the practice of making antiseptic products such as paper soap.</p> <p>2. Utilization of Local Resources for Antiseptic Products: The community was taught to utilize</p> | <p>https://drive.google.com/open?id=1ttxC8BjdKJcFnUD_5hO7xqvzTV45s03k</p> |

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| | Village, Kabanjahe, Karo Regency) | nature into high quality and valuable product. Beside that, branding of pharmacist was carried out to promote the pharmacist promotion among the community. A modified Community Based Interactive Approach (CBIA) was used in this community service which participants who were representative of the community were actively involved during the event. This event was evaluated through pre-test and post-test. From the pre- test and post-test analysis, it was known that there is an increase in community knowledge and skill. In conclusion, the education and workshop can increase the knowledge and skill of the community regarding profession of pharmacist, how to wash hands properly, how to make paper soap, marketing and business plans. | <p>mango leaves and guava leaves as basic ingredients for making antiseptic paper soap, which has the potential to increase the economic value of local natural resources while reducing dependence on commercial products.</p> <p>3. Entrepreneurial Skills Development: Training on making antiseptic paper soap, as well as sessions on marketing and business plans, equipped the community with the skills to create new business opportunities. This enables them to market the paper soap products independently, increasing the village's income potential.</p> <p>4. Positive Response and Active Community Participation: The program received a positive response, with participants actively engaging in discussion and practice, which was reflected in a 46.63% increase in knowledge and skills scores between pre-test and post-test.</p> <p>5. Support for Pharmacist Professional Branding: The program also raised public awareness of the role of pharmacists, who are not only responsible for medicines but also contribute to public health in general, such as in disease prevention through personal hygiene.</p> | |
| 3. | Pemberdayaan Masyarakat Dalam Membangun Budaya karakter Kesadaran Cinta Sejarah Dan Inovasi Kewirausahaan Pada Siswa Sekolah Madrasah Aliyah Negeri 1 Deli Serdang (Community Empowerment in Building Character Culture of Love History | Community Empowerment in Building a Culture of Character, Awareness of Love of History and Entrepreneurial Innovation among students at Madrasah Aliyah Negeri 1 Deli Serdang is to develop students' potential in terms of culture of character, historical knowledge and entrepreneurial skills. Some specific targets to be achieved may include increasing students' awareness of the | <p>1. Increased Student Awareness of History and Cultural Heritage: The program at Madrasah Aliyah Negeri 1 Deli Serdang effectively increased students' understanding of both national and local history. It fostered a deeper appreciation of cultural and historical heritage, encouraging students to value their identity and the nation's history.</p> <p>2. Development of Entrepreneurial Skills: Through entrepreneurship workshops and training,</p> | https://drive.google.com/open?id=1GSVKdsWn3S97RVYU76EoclcqhxdtSTqcS |

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| | <p>Awareness and Entrepreneurship Innovation in Madrasah Aliyah Negeri 1 Deli Serdang School Students)</p> | <p>importance of building a culture of good character, such as integrity, discipline, responsibility and honesty. Increasing students' knowledge of history, both national and local history, as well as increasing their love for the nation's cultural and historical heritage. Develop student entrepreneurial skills, including creativity, innovation, problem solving and entrepreneurial spirit. The method that can be used to achieve these specific goals and targets is character education. Through extracurricular activities, classroom learning and self-development programs, students can be involved in activities that support the formation of a positive character culture. For example, through discussions, lectures, role plays and collaborative projects that encourage desired character values. Interesting history teaching, Teachers can use innovative approaches in teaching history, such as the use of visual media, interactive games, visits to historical places, and excursion activities to make students more interested and involved in learning history. Entrepreneurship training, holding entrepreneurship training and workshops involving business practitioners and successful entrepreneurs as guest speakers. Additionally, students may be given the opportunity to develop their own business ideas through entrepreneurship competitions or incubation programs. Use</p> | <p>students gained essential skills in creativity, innovation, and business development. This exposure prepared them to initiate their business ideas and nurtured an entrepreneurial spirit aligned with future career pathways.</p> <p>3. Strengthened Character Education: The integration of character-building activities such as discussions, role-playing, and collaborative projects encouraged students to develop traits like integrity, discipline, responsibility, and patriotism, forming a well-rounded character foundation.</p> <p>4. Collaboration with Local Community Figures: The program involved cultural experts and local entrepreneurs, providing students with direct learning experiences. This strengthened ties between students and the local community, enhancing the educational impact through real-world applications of history and business.</p> <p>5. Adoption of Innovative Teaching Methods: Teachers used creative approaches in history lessons, including visual media, interactive games, and excursions to historical sites, which increased students' engagement and interest in learning about history and entrepreneurship.</p> | |



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| | | <p>of technology, utilizing information and communication technology in the learning process to increase students interest in studying history and developing entrepreneurial skills. For example, through the use of social media, e-learning platforms, or relevant educational applications. Collaboration with local communities involves local communities, such as historical figures, cultural experts and local entrepreneurs, in student learning and development activities. This collaboration can provide students with direct experience in studying history and entrepreneurship and strengthen their ties with the surrounding community. With this combination of methods, it is hoped that Madrasah Aliyah Negeri 1 Deli Serdang school students can develop a strong culture of character and a high awareness of their love of history. The program's output is in the form of publications in national journal with ISSN, online mass media, videos on YouTube, improvement of cultural community values and human resources related to Pasar Kamu culinary tourism in Deli Serdang Regency. Service activities will be carried out at Madrasah Aliyah Negeri (MAN) 1 Deli Serdang, in synergy between partners and the academic community. Activities are carried out in three stages, including the preparation, implementation and mentoring stages, so that this PKM service can increase public awareness of their love of history and develop</p> | | |

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| | | <p>entrepreneurial skills at MAN 1 schools in an effort to build the character of young people who love their homeland and develop an entrepreneurial culture for MAN Regency students. Deli Serdang as the nation's next generation.</p> | | |
| 4. | Utilization of coffee and coffee grounds as raw materials for cosmetic preparations | <p>Arabica coffee which is Sipirok's proud product is known to have a high antioxidant content. Antioxidants contained in coffee extract can be efficacious in preventing premature skin aging. In addition, the steeping grounds of coffee beans and dried and mashed coffee fruits can be used as skin exfoliating that helps exfoliate dead skin so that it gives a clean effect on the skin. Therefore, it is very interesting to carry out community service activities in the form of education and training on the use of coffee and and by-products in coffee processing in the form of coffee grounds and dried coffee fruits as raw materials for cosmetic preparations, facial moisturizing creams and face wash gel and scrub, as well as making ecoenzymes. The activity was carried out on students and teachers of SMK Martabe, Padang Bujur Village, Sipirok District, South Tapanuli Regency, North Sumatra. The method of carrying out activities begins with the delivery of material and practices of making cosmetics containing coffee bean extract and coffee grounds as well as making ecoenzymes from coffee fruits which are often simply thrown away after the seeds are taken. Evaluation of activities is carried out by</p> | <ol style="list-style-type: none"> 1. Improved Skills in Cosmetic Formulation: Training sessions on the utilization of coffee and coffee grounds at SMK Martabe equipped students and teachers with practical skills to create facial moisturizers, face wash gels, and scrubs, utilizing local coffee by-products from Sipirok. 2. Increased Awareness of Eco-Friendly Practices: The program highlighted the sustainable use of coffee grounds, which are often discarded, transforming them into eco-enzymes that can be used as natural household cleaners, fertilizers, and skincare products, reducing environmental waste. 3. Enhanced Knowledge of Coffee's Antioxidant Benefits: Participants gained insights into the antioxidant properties of Arabica coffee from Sipirok, which can help prevent premature skin aging, thus broadening their understanding of natural ingredients in skincare. 4. Development of Entrepreneurial Skills: By learning to create and package cosmetic products, students were encouraged to consider small-scale business opportunities in natural skincare, leveraging local resources and adding economic value. 5. Positive Participant Response and Knowledge Retention: The training, which included pre- and post-tests, showed a significant increase in | <p>https://drive.google.com/open?id=11ylaCO47t9m4FyM_baIKAHHdsWlOOG9c</p> |

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| | | <p>distributing questionnaires on the level of knowledge carried out before and after the provision of material. Evaluation of the results of community service activities shows that this activity provides benefits and gets a good response from participants</p> | <p>knowledge levels among participants, with feedback indicating high interest and potential for future development of coffee-based products in the community.</p> | |
| 5. | <p>Mangrove Ecotourism Management Supports Community Income In Lama and Paluh Kurau Villages, Hamparan Perak District, Deli Serdang Regency, North Sumatera</p> | <p>This international community service scheme community service activity is in partnership with the Pantai Indah Fishermen's Group (KN) and the Business Fishermen's Group in Hamlet 1, Lama Village, and Paluh Kurau Village, Hamparan Perak District, Deli Serdang Regency, North Sumatra Province. The partners' current problem is low income and the absence of any form of mangrove management that can increase their income. In fact, the mangrove resources they have have great potential to be used as a tourist location because they are located close to the city of Medan. Apart from that, this PKM activity also involved Wampu DAS Forum partners and International Partners from UPM, Malaysia. This International Partner from UPM Malaysia is a USU partner who has been carrying out activities since last year through the World Class Professor (WCP) scheme which is a program from DIKTI and the World Class University (WCU) Research Scheme from USU. As a follow-up to these activities, this year the International Scheme community service activities will continue. In Law Number 11 of 2020 concerning Job Creation and its derivatives in the form of Government Regulation no. 23</p> | <ol style="list-style-type: none"> 1. Improved Community Income Through Mangrove Ecotourism: The establishment of mangrove ecotourism in Lama and Paluh Kurau Villages provided local residents with a sustainable source of income by attracting tourists, which boosted the local economy and created employment opportunities. 2. Strengthened Community Management of Mangrove Resources: The program facilitated the creation of a community-based ecotourism management team, empowering local residents to oversee and maintain the mangrove area, thus enhancing sustainable resource management. 3. Enhanced Environmental Conservation Awareness: Through ecotourism activities, community members developed a deeper understanding of the ecological importance of mangroves, encouraging conservation efforts and reducing practices harmful to the environment. 4. Increased Collaboration with Academic and International Partners: The project involved partnerships with Universitas Sumatera Utara and Universiti Putra Malaysia, fostering cross-institutional collaboration that provided technical support, knowledge transfer, and global exposure to local conservation efforts. | <p>https://drive.google.com/open?id=1EKyRmDKBUPln9AMFNEZbjWJZ_NqhSG9J</p> |

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| | | <p>of 2021 concerning the Implementation of Forestry Chapter 1 Article 1 Paragraph 2, it is explained that a forest is an ecosystem unit in the form of an expanse of land containing biological natural resources dominated by trees in a natural environment, one of which cannot be separated from the other. One type of forest found in downstream/coastal areas is mangrove forest. Mangrove forests have many important roles and functions in the sustainability of other living creatures. The various benefits of mangrove forests can be seen from ecological, economic and social functions. One of the benefits of mangroves from an economic perspective is to increase community income by managing mangrove ecotourism. Likewise, the problem currently faced by partners (the Pantai Indah Fishermen's Group and KN Usaha Kita) is the low income of the community in Hamlet 1, Lama Village and Paluh Kurau Village, Hamparan Perak District, Deli Serdang Regency, North Sumatra Province and the absence of any form of management. mangroves which can increase their income.</p> | <p>5. Development of Educational Tourism for Sustainable Impact: The mangrove ecotourism site included educational elements, such as guided tours and information centers, which raised awareness among visitors about mangrove ecosystems and promoted eco-friendly tourism practices that benefit the local community.</p> | |
| 6. | <p>Production Optimization and Introduction of Simple ABC System in an Effort to Improve the Economy of Purun Craftsmen in Bengkel Village</p> | <p>Purun crafts are still widely carried out by community groups of craftsmen in Bengkel Village. Its durability makes it a very durable product so it has high value. The service activity aims to provide partners with knowledge in optimizing purun woven production by using press machine technology which can minimize the duration and costs incurred during purun woven</p> | <p>1. Improved Efficiency in Purun Craft Production: The introduction of press machine technology for purun weaving in Bengkel Village allowed craftsmen to increase production speed and reduce costs, minimizing the need for manual labor and lowering the risks associated with traditional drying methods. 2. Enhanced Product Variety and Market Appeal: By incorporating natural dyes, the program</p> | <p>https://drive.google.com/open?id=1Lhvv_GjAQ5MnOrJJKeNRxZO_sPhctQC</p> |

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| | | <p>production as well as providing dyes which can increase the creativity of craftsmen in producing variety of attractive and marketable products. This condition encourages the implementing team to provide simple socialization and training on how to calculate simple unit costs using the ABC system. Partners are equipped with understanding of the use of social media and e-commerce to market these woven products in various directions. Sales can increase and encourage partner economic growth. This activity shows maximum results as can be seen from Partner's enthusiasm in using machines as well as understanding good financial calculations and management, as well as marketing methods that are in line with the progress of the times. The results of the difference test show a sig value of 0.001, meaning there is a difference between before and after the activity was carried out in Bengkel Village.</p> | <p>empowered craftsmen to diversify their product range, creating colorful and attractive purun items that appeal to broader markets, thus increasing sales potential.</p> <ol style="list-style-type: none"> 3. Strengthened Financial Literacy through Cost Calculation Training: The training introduced craftsmen to the Activity-Based Costing (ABC) system, helping them accurately calculate unit costs and set competitive prices, which enhances profitability and financial management. 4. Expanded Market Reach through Digital Marketing: Craftsmen received training in social media and e-commerce, enabling them to promote their purun products online, reach a wider audience, and improve sales, contributing to economic growth. 5. Increased Community Enthusiasm and Sustainable Development: The program received positive feedback, with high participant enthusiasm, indicating a commitment to adopting new production techniques and financial practices to sustain the local purun craft industry and support family incomes. | |
| 7. | <p>Revitalisasi Masakan Bumbu Arsik Khas Mandailing dalam Bentuk Sediaan Serbuk Sachet (Revitalization of Mandailing Typical Arsik Seasoning in the Form of Sachet Powder Dosage)</p> | <p>Aek Galoga Village is one of the villages in Panyabungan sub-district, Mandailing Natal district, North Sumatra. Panyabungan has an area of 25,977.43 Ha. It is a sub-district whose population is the most pond fish farmers, namely 220 fish farmers. And the people in Aek Galoga village on average earn a living as freshwater pond fish farmers, only a small part of the people in this village work as farmers and employees. So that a lot of</p> | <ol style="list-style-type: none"> 1. Development of Shelf-Stable Arsik Spice Powder: The program successfully trained community members in Desa Aek Galoga to produce shelf-stable arsik spice powder, preserving the traditional Mandailing flavors in a sachet form, which increases the accessibility and marketability of this cultural cuisine. 2. Increased Income Potential for Local Businesses: By creating a new product in the form of arsik spice sachets, the initiative | <p>https://drive.google.com/open?id=14WXYcJVadZ6bMZ0GNDTlcRDL1HFkoL36</p> |

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| | | <p>fresh fish is processed with traditional dishes typical of the local area. The Aek Galoga area also grows a lot of horticultural crops because it has a tropical area so that fresh cooking spices are easily obtained. Restaurants in Aek Galoga village usually process their dishes in a simple way and have their own specialties. With the innovation of processing durable Mandailing typical arsik spices, it is hoped that it can become a new product for the people of Aek Galoga Village so as to increase the income of the surrounding community so that they can get out of the cycle of poverty that has existed for a long time. This activity received a response from the owner of the ROMA RISKI restaurant to get new innovation ideas to develop his business. The results of observations show that 90% of the community knows how to make simplisia to be made into sachets of arsik seasoning at the ROMA RISKI restaurant so that they can apply it into new products.</p> | <p>provided local food vendors, such as Rumah Makan Roma Riski, with an additional income source, allowing them to expand their offerings and attract more customers.</p> <ol style="list-style-type: none"> 3. Preservation of Traditional Culinary Heritage: The project supported cultural preservation by transforming arsik, a traditional Mandailing dish, into a modern, convenient product while maintaining its authentic flavor, ensuring its legacy for future generations. 4. Community Empowerment through Practical Skills: Training participants learned techniques in spice drying, powder formulation, and packaging, empowering them with valuable skills for food processing that can be applied to other local ingredients. 5. Positive Feedback and Interest in Product Expansion: The local community and restaurant owners expressed enthusiasm for the new arsik spice sachets, with interest in exploring additional flavors and spices that could be marketed similarly, supporting the local economy and culinary diversity. | |
| 8. | <p>Pemanfaatan Teknologi Pascapanen untuk Meningkatkan Nilai Ekonomis Cabai Merah di Poktan Berkah Tani, Desa Pulau Gambar, Kecamatan Serbajadi, Kabupaten Serdang Bedagai (Utilization of Postharvest Technology to Increase the Economic Value of Red Chili in Berkah</p> | <p>Chili is a horticultural commodity in Indonesia, especially North Sumatra, which is widely consumed by the public. The availability and demand for red chillies in society are very unstable; when production increases, the price of red chillies is relatively low, and when production decreases, the price of red chillies will increase due to commodity shortages. Therefore, one solution to overcome this problem is processing fresh</p> | <ol style="list-style-type: none"> 1. Increasing the Economic Value of Red Chili: Through the application of post-harvest technology, farmers in Poktan Berkah Tani can process red chili into chili sauce products, which extend the shelf life and increase the selling value of red chili, overcoming the problem of price fluctuations and chili availability. 2. Strengthening Community Skills and Knowledge: The training program succeeded in improving the community's understanding and | <p>https://drive.google.com/open?id=10qnXPMb_bdB3Mv1yXancnFdDGlx4cRdN</p> |

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| | Tani Farmer Group, Pulau Gambar Village, Serbajadi District, Serdang Bedagai Regency) | chillies into chilli sauce. Processing chillies into chilli sauce, apart from extending shelf life and increasing sales value, is also practical to consume, tastes delicious and refreshing, and is also helpful in improving the taste of dishes. Community Service Activities was in the form of Training on Chilli Sauce Processing Technology and Food Safety for Pulau Gambar Village Communities of Serbajadi District, Serdang Bedagai Regency. This activity aims to obtain quality chilli sauce processing technology that meets quality standards, can increase added value and is safe for consumption. The method used is counselling and assistance in processing chilli sauce. The results and outcomes achieved from the service activities that have been carried out: of the 37 participants who took part in the activities, 100% stated that the results were beneficial, 69% (15 people) intended to try it themselves, and 31% did not decide yet. | <p>skills in processing chili into sauce according to quality standards, introducing post-harvest technology and techniques that allow diversification of chili products.</p> <ol style="list-style-type: none"> 3. Increased Farmer Income: With product diversification and quality improvement through post-harvest technology, the income of chili farmers increased along with access to a wider market segment and a more durable product. 4. Government Support and Collaboration: The success of the program was supported by collaboration with an enthusiastic local government as well as support from the university, which provided technical training and equipment assistance such as grinding machines and stirrers for chili sauce processing. 5. Sustainable and Inspiring Agriculture Model: The program serves as an inspiring example for other regions in developing sustainable agriculture through the use of technology, thereby increasing the competitiveness of local products and contributing to food security and the region's economy. | |
| 9. | Application of Phytobiotics and Straw Fermentation for Sheep Feed in Mulawari Village, Karo Regency | The "Subur Tani" Farmer Group has an agriculture and animal husbandry business in Mulawari Village, Karo Regency, North Sumatra Province. Livestock and crops business The livestock and crop business is developing well despite human resources and science and technology limitations. The potential in Mulawari Village is the abundant agricultural crop waste that is burned. This causes the impact of environmental pollution. In 2022, an outbreak of Foot and | <ol style="list-style-type: none"> 1. Farmer Skills Enhancement: Through training and mentoring, farmers in the Subur Tani farmer group in Mulawari Village successfully learned how to make multifunctional phytobiotics and ferment straw as animal feed. This knowledge helped them optimize the potential of agricultural waste to improve the quality of animal feed. 2. Reduction of Antibiotic Use in Livestock: By utilizing phytobiotics made from local herbal ingredients, farmers can replace synthetic | https://drive.google.com/open?id=1b0pARe3OIBXYB6Q9-KlqEWQGtu9YQVou |

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| | | <p>Mouth Disease broke out. This disease causes very high economic losses, so prevention efforts that can be applied in Mulawari Village, which has not been affected, are needed. In addition to the spread of livestock disease outbreaks, livestock productivity could not be better, and body weight averages could be low so that farmers' profits and incomes are not maximized. Farmers' skills also need to improve in disease prevention. The community service method is the practice of training and counseling on making multifunctional phytobiotics for livestock, plus the application of fermented feed processing technology based on agriculture waste. The achievements results of this community service activity are increasing skills in farmer group members with the activity of making Multifunctional Phytobiotics as an effort to prevent disease, increasing farmer group skills with appropriate technology applications based on horticultural waste to provide benefits as animal feed ingredients with fermentation technology, increasing community income and economy. Community service concludes that applying phytobiotics and fermented feed can increase livestock productivity, farmer income, and farmer skills.</p> | <p>antibiotics, which reduces the risk of antibiotic resistance and is more friendly to human health.</p> <ol style="list-style-type: none"> 3. Increased Livestock Productivity: Feeding fermented straw and phytobiotics has been shown to increase body weight and endurance of livestock, particularly goats and sheep. This results in higher productivity and potential income for farmers. 4. Economic Benefits of Agricultural Waste: The use of straw waste as feed through fermentation technology reduces feed costs which are usually quite high, thus adding efficiency and profit for farmers. 5. Support for Sustainable Agriculture: The program demonstrates the benefits of collaborating technology and local resources to create an environmentally friendly farming ecosystem, improve livestock competitiveness, and provide an inspiring example for sustainable agriculture. | |
| 10. | Peningkatan Kapasitas dan Kualitas Produk Arang Tempurung Kelapa melalui Pelatihan SDM UMKM Usaha | Business Partners with Arang Batok are located on the Patumbak Defense Road, Deli Serdang district. The home industry is managed by Mr. Burman, started operating | 1. Enhanced Coconut Shell Charcoal Quality: The introduction of a modified pyrolysis furnace allowed the production of higher-quality coconut shell charcoal with a reduced moisture | https://drive.google.com/open?id=1_3lFPeYflwZgSz9RH21iy5dpPcjbiw29 |

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| | Arang Batok di Desa Patumbak (Increasing the Capacity and Quality of Coconut Shell Charcoal Products through Human Resource Training for MSMEs in Patumbak Village) | in 2020 and has 4 permanent workers, engaged in processing coconut shells into charcoal. Based on observations and interviews with partners, from raw materials (coconut shells) to charcoal, with 5 well units the kiln can produce \pm 5 tons of charcoal/week. The price of shell charcoal on the market is IDR 10,000-13,000/kg, with a sales turnover of 500 – 1,000 million/year. One of the problems faced by coconut shell charcoal entrepreneurs is that the quality of the shell charcoal produced is still low due to the presence of dirt or foreign objects, and the water content does not meet the charcoal quality requirements. This is also what partners feel. The low sales turnover is due to production capacity and quality still being very low. The shell charcoal processing process is still traditional / without a touch of science and technology, such as open burning wells which also cause air pollution in the surrounding environment. Before the training, the water content of the shell charcoal was (>10%), after providing the pyrolysis furnace equipment and training, the water content of the shell charcoal was obtained (<5%). Separate charcoal and ash using a manual sieve. After using the vibrator sieve, work effectiveness becomes faster resulting in an increase in the quality and capacity of shell charcoal products by \pm 25%. | <p>content of less than 5%, significantly improving the product's commercial value.</p> <ol style="list-style-type: none"> 2. Increased Production Efficiency: By using a mechanical vibrating sieve, the process of separating charcoal from ash became four times more efficient, increasing production capacity by 25% and reducing labor time. 3. Reduction of Air Pollution: The new controlled-air pyrolysis furnace design reduced smoke emissions, addressing environmental concerns and improving air quality around the production site, which benefited workers and nearby residents. 4. Boosted Sales and Revenue: The improved product quality and increased production efficiency led to a 25% increase in sales, reflecting a direct positive impact on the income of the coconut shell charcoal enterprise in Patumbak. 5. Sustainable Business Model for Other Local Enterprises: The success of the training and technology implementation in this project created a model that can be replicated by other small-scale charcoal enterprises, promoting sustainable practices and economic growth in the region. | |
| 11. | Registration of Geographical Indications as an Effort to Protect the Economic Rights | This paper aims to explore the problems that occur among avocado and passion fruit farmers, namely legal | 1. Enhanced Awareness of Geographical Indication Benefits: Educational outreach programs in Langkat Regency increased | https://drive.google.com/open?id=1GiIDlz6egit5_bhsRKp_RkBWV9qb1Qw2 |

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| | of Avocado and Passion Fruit Farmers | <p>protection related to geographical indications to avocado and passion fruit farmers on smallholder plantations in Langkat Regency. The study focused on optimizing the understanding of avocado and passion fruit farmers in utilizing the potential of geographical indications and related legal regulations. This paper uses normative juridical research, with reference to data sources in the form of primary data using interview techniques and literature studies that are analyzed qualitatively. This study concludes that avocado and passion fruit farmers must know that there are legal regulations governing geographical indications, namely Law Number 20 of 2016 concerning Trademarks and Geographical Indications, which are protective shields for a product that is unique to a region that has the potential for geographical indications and guarantees legal protection to avocado and passion fruit farmers regarding their economic rights. The presence of this research in the form of socialization and legal education is expected to provide a new view to farmers on the importance of registering geographical indications of the agricultural products they produce.</p> | <p>avocado and passion fruit farmers' understanding of the economic advantages of geographical indication (GI) registration, helping them realize its potential to boost product value and authenticity.</p> <ol style="list-style-type: none"> 2. Strengthened Legal Knowledge for Farmers: Training on Law No. 20 of 2016 equipped farmers with knowledge about their rights and the legal frameworks that protect their products from unauthorized use, encouraging them to safeguard their economic interests. 3. Promotion of Regional Agricultural Products: The program highlighted the unique qualities of Langkat's avocados and passion fruits, building a foundation for these products to be recognized as regional specialties, which enhances their market appeal. 4. Increased Farmer Interest in GI Registration: The socialization efforts led to a growing interest among farmers in registering their products for GI status, which could provide them with a competitive edge and prevent counterfeit products from affecting their market. 5. Community Engagement and Long-Term Development Goals: Local leaders and farmers expressed strong support for continued collaboration on GI registration, aiming to build a sustainable economic framework that benefits both individual farmers and the regional economy. | |
| 12. | Pengembangan Usaha Kerang Kering sebagai Produk Unggulan Masyarakat di Desa Suka Maju, Kabupaten Batu Bara | Suka Maju Village in Batu Bara Regency, North Sumatra, has great potential for the development of dried clam businesses due to its geographical location in the coastal area. The dried scallop business run by local | <ol style="list-style-type: none"> 1. Skill Enhancement: Product packaging training helps communities understand the importance of attractive packaging to increase the attractiveness and selling value of products. | https://drive.google.com/open?id=1BfPl1krw4rL2BjjDSWtI6UFTq5oU3gSQ |

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| | (Business Development of Dried Clams as a Superior Product for the Community in the Vilagge of Suka Maju, Batu Bara Regency | community groups plays an important role in improving the local economy. However, there are several obstacles in managing this business, including the absence of an official business license, limited knowledge in product packaging, and lack of digital marketing strategies. This service program aims to help the community overcome these obstacles through product packaging and digital marketing training. In addition, support from the Batu Bara Regency Packaging House helps in designing more attractive packaging. With this training, it is expected that the selling value of dried clam products will increase, and expand the marketing reach to national and international markets. | <ol style="list-style-type: none"> Marketing Network Expansion: Through digital marketing training, businesses are now able to market their dried clam products on online platforms such as Facebook, Instagram, and e-commerce, allowing for wider consumer reach and increased sales. Added Economic Value: With more professional packaging and a wider market reach, the selling value of the dried mussels increases, which in turn helps increase the income of the local community. Sustainability Support: Regular assistance from the service team, including in terms of business licensing, ensures the sustainability of the business and the legality of the dried scallop products in the market. | |
| 13. | Edukasi dan Pelatihan Pemasaran dan Pengembangan Pasar Produk Olahan Purun di Desa Mekar Jaya, Kabupaten Langkat (Education and Training on Marketing and Market Development of Purun Processed Products in Mekar Jaya Village, Langkat Regency) | The potential of purun and purun craftsmen in the village of Mekar Jaya, Wampu District, Langkat Regency, needs to be optimized, especially in terms of product sales and developing craftsmen's insights about product marketing. The purpose of the training activities carried out is to educate and introduce the community about marketing and market development of purun products. The activity method includes providing education about marketing and training on making a market place for purun handicraft products guided by trainers and discussions. The results of the education increased the community's knowledge about marketing and how products enter the market, especially online markets. The training, especially the | <ol style="list-style-type: none"> Increased Knowledge in Marketing and Marketplace Creation: Training in Desa Mekar Jaya improved the understanding of local purun craftsmen about marketing concepts, enabling them to enter both offline and online markets with their purun-based products, such as mats and baskets. Enhanced Skills in Digital Sales Platforms: The program introduced craftsmen to online marketplaces, providing them with the skills needed to create digital storefronts, which expanded their market reach beyond local sales. Increased Community Creativity and Product Innovation: With newfound knowledge in product development, participants began exploring diverse designs and product varieties, | https://drive.google.com/open?id=1NvRA9WpTzN_FFIVSmjPpVhKgrrRPjIWZ |

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| | | introduction to marketing, increased their knowledge about product markets, encouraging them to develop their markets. After the training, it is expected that the community will actively market purun products in both offline and online markets. | <p>making their offerings more attractive to a wider range of customers.</p> <p>4. Strengthened Economic Resilience: By accessing larger markets, the craftsmen can now generate higher revenue, which supports their financial stability and contributes to the village's economy.</p> <p>5. Positive Reception and Encouragement for Future Growth: Feedback from participants indicated a willingness to further engage in both offline and online marketing, showing interest in continuous learning and adapting to new sales strategies to boost their business growth.</p> | |
| 14. | Penerapan Teknologi Pengemasan Menggunakan Mesin Continuous Band Sealer Pada Produk UMKM (Application of Packaging Technology Using Continuous Band Sealer Machine on MSME Products) | MSMEs (micro, small and medium enterprises) are businesses owned by individuals or groups that have met the criteria as MSMEs. UMKM Daima is one of the MSMEs in Pardomuan Nauli Village, which is one of the villages in Palipi District, Samosir Regency, North Sumatra Province, which is engaged in selling cassava chips whose production has been marketed at wholesalers in Palipi District. The obstacle experienced by partners is packaging that still uses manual packaging tools in the form of heat sealers. Packaging using this tool has disadvantages including that the packaging material does not adhere perfectly. The method of implementing this community service activity was carried out by conducting visits and interviews with Daima MSMEs regarding the problems faced and obstacles in carrying out the cassava chip production process. The solution provided by the USU community | <p>1. Improved Packaging Efficiency for Local SMEs: The introduction of a continuous band sealer with nitrogen flushing technology at UMKM Daima enhanced packaging speed and reliability, reducing manual labor and product leakage, which previously occurred with traditional heat sealers.</p> <p>2. Extended Shelf Life of Cassava Chips: By using nitrogen flushing, the new packaging method minimized lipid oxidation, preserving the taste, aroma, and texture of the cassava chips for a longer period, which increases product appeal and marketability.</p> <p>3. Enhanced Product Quality and Consumer Trust: The advanced packaging method not only maintains the freshness of the cassava chips but also ensures a more professional appearance, improving customer perception and potentially boosting brand loyalty.</p> <p>4. Increased Knowledge of Modern Packaging Technologies: Training sessions on the continuous band sealer provided UMKM Daima</p> | https://drive.google.com/open?id=1ou6oa7H41uJPx0Wg_q-lRJbLuZvdlBA |

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| | | <p>service team is to provide innovative packaging equipment in the form of a continuous band sealer.</p> | <p>staff with technical knowledge, empowering them to operate and maintain modern packaging equipment independently.</p> <p>5. Positive Economic Impact on Local Business: The improved packaging quality and extended shelf life enabled UMKM Daima to expand its distribution network, potentially increasing revenue and supporting the local economy in Desa Pardomuan Nauli.</p> | |
| 15. | <p>Training on Manufacture of Liquid Smoke from Coconut Shell Waste as Natural Preservative for Pematang Pasir Tanjung Balai Community</p> | <p>Coconut (<i>Cocos nucifera</i> L.) is a plant that grows in tropical countries, one of which is Indonesia, but its shell has not been maximally utilized, especially in the health sector and is considered as waste. The utilization of coconut shell in Indonesia is very potential because of its rich content of cellulose, hemicellulose, and lignin so that it can be utilized into useful liquid smoke. Therefore, it is necessary to make efforts to increase the utilization of coconut shell into innovative products by conducting counseling and training in making liquid smoke from coconut shell to utilize regional natural resources into products with higher economic value, namely as fish preservatives, especially in Pematang Pasir Village in Tanjung Balai City, North Sumatra, where many people work as fishermen. The method of service activities is carried out by lectures and demonstrations/training. The results of this activity were very satisfying because the participants were able to make and utilize coconut shells into innovative products, namely liquid smoke which is useful as a</p> | <ol style="list-style-type: none"> 1. Increased Community Knowledge on Coconut Shell Waste Utilization: Training in Pematang Pasir Village successfully educated fishermen and locals on transforming coconut shell waste into liquid smoke, enhancing awareness of alternative uses for agricultural by-products. 2. Creation of Natural Fish Preservatives: The program enabled participants to produce liquid smoke from coconut shells, which can be used as a natural preservative for fish, thus extending shelf life and supporting the fishing community's economic needs. 3. Enhanced Practical Skills in Liquid Smoke Production: Community members gained hands-on experience in producing liquid smoke through demonstration sessions, which improved their confidence and ability to replicate the process independently. 4. Environmental Benefits through Waste Reduction: By repurposing coconut shells for liquid smoke instead of discarding or burning them, the program contributed to waste reduction and a cleaner environment in the village. 5. Community Interest in Sustainable Economic Practices: The positive response from | <p>https://drive.google.com/open?id=1TIWLKs0SwK_VqoWrBGNRb4wk7mrPJzc4</p> |

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| | | natural preservative for fish so that it can help improve the community's economy. | participants indicated a strong interest in sustainable practices, with locals expressing commitment to incorporating liquid smoke production as a regular activity to support their livelihoods. | |
| 16. | Creation of Human Resources in the Field of Social Media Videographer to Support the Promotion of Agrotourism Park a Thousand Flowers in Raya Village, Berastagi Sub-district, Karo District | This service aims to create qualified human resources in the field of social media videographer to support the promotion of Taman Seribu Bunga Agrotourism in Raya Village, Berastagi District, Karo Regency. This service proposes a service method that involves intensive training and field practice for participants. The steps to be taken in this service include identification of the needs of promoting Taman Seribu Bunga Agrotourism through social media, detailed activity planning, development of comprehensive training materials, implementation of interactive and practical training, field practice at Taman Seribu Bunga Agrotourism, evaluation of participants and their work, and dissemination of results through social media. During the training, participants will gain knowledge about videography, shooting techniques, video editing, and marketing strategies through social media. They will also practice in creating attractive and effective promotional videos for Taman Seribu Bunga Agrotourism. The result of this service will be an increase in participants' skills in the field of social media videographer, which will help improve the promotion and attractiveness of Taman Seribu Bunga Agrotourism. The results of | <ol style="list-style-type: none"> 1. Enhanced Videography Skills for Social Media Promotion: The program provided intensive training in videography to local residents of Raya Village, equipping them with skills in shooting, editing, and producing content to effectively promote Taman Seribu Bunga on social media. 2. Improved Tourism Engagement through Visual Content: Participants created compelling promotional videos showcasing the beauty and unique features of the agro-tourism park, attracting a wider audience and increasing interest in visiting the destination. 3. Increased Digital Marketing Competency: The community learned effective social media marketing strategies, including managing platforms like Instagram, TikTok, and YouTube, allowing them to reach potential tourists more effectively. 4. Support for Local Economic Growth: By promoting Taman Seribu Bunga, the project aimed to boost local tourism, thereby generating additional revenue for the village and benefiting the local economy. 5. Positive Community Feedback and Skills Retention: Participants expressed satisfaction with the hands-on training, gaining confidence in their ability to produce professional-quality videos and continue utilizing these skills for future promotional efforts. | https://drive.google.com/open?id=1AOyYwrWjxplLLyo952keh82ubwPAJ5 |

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| | | <p>the participants' work will also be disseminated through social media to reach a wider audience. This activity aims to provide long-term benefits by creating competent human resources in the field of videography and marketing through social media, as well as increasing the promotional carrying capacity of Taman Seribu Bunga Agrotourism in Raya Village.</p> | | |
| 17. | <p>Gorga Carving Art is A Creative Product of Economic Value to Increase Youth Production in Pansur Napitu Village, Siatas Barita District, North Tapanuli Regency</p> | <p>This dedication aims to overcome the decline in youth's interest and understanding of gorga carving in Pansur Napitu Village and develop the economic potential of traditional art. This decline in interest is due to a lack of knowledge, skills, and understanding of the economic value of gorga carving. This proposal will actively engage youth through training and empowerment programs. Training will focus on an introduction to gorga carving, carving techniques, and the application of creative design. Youth will be given knowledge about cultural values, history, and the importance of preserving the art of gorga carving. In addition, youth will be trained in aspects of product development and marketing. They will be taught about the use of quality materials, the development of attractive designs, and effective marketing strategies. With this understanding, the youth in Pansur Napitu Village will be able to produce gorga carving products that have high economic value. In implementing the program, cooperation with local governments,</p> | <p>6. Increased Interest of the Young Generation: The training and mentoring program on gorga carving in Pansur Napitu Village succeeded in increasing the interest of the younger generation to learn and preserve traditional Toba Batak cultural arts, which have deep philosophical and spiritual values.</p> <p>7. Carving Skills Development: Through training involving local craftsmen, youth in the village gained technical skills in gorga carving, enabling them to produce creative products with economic value.</p> <p>8. Increased Economic Value of Products: Gorga carving-based products such as home decorations, textiles and other crafts are developed as high-value products. This not only supports the local economy but also creates new jobs for the younger generation.</p> <p>9. Marketing Through Social Media: To increase competitiveness, digital marketing training is also provided, so that gorga products can be promoted through social media platforms. This expands market reach and increases economic opportunities for the local community.</p> <p>1. Collaboration with Stakeholders: The program successfully built collaborations with local</p> | <p>https://drive.google.com/open?id=1c1luJKXRcyiRzsFAFPfLH0x_DV3YJWc3</p> |

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| | | <p>cultural institutions, and creative industry players will be a key factor. Support and synergy with related parties will facilitate access to resources, market opportunities, and networks that can support the development of gorga carving products, Program evaluation and monitoring will be carried out regularly to measure the success and impact that has been achieved. With effective training and empowerment, it is expected that the youth's interest in gorga carving will increase, their skills will be improved, and creative products of economic value will be produced, thus having a positive impact on the youth and the Pansur Napitu Village community.</p> | <p>governments and cultural institutions, which are instrumental in supporting the sustainability and market access of gorga carving products.</p> | |
| 18. | <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</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 | <p>https://drive.google.com/open?id=1ze5i1XWhq-ln7erY0sbBUp1MH3mAFjKT</p> |

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| | | <p>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 through social media, so as to attract potential course participants and achieve broader marketing goals.</p> | <p>the ability to create consistent, professional-grade visual content that enhances the institution's brand identity and sets it apart in a competitive market.</p> <p>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 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> | |
| 19. | Agrotourism Development in Suka Makmur Village | <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 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</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 sustainable, community-driven approach to tourism that supports local economic growth and employment.</p> <p>3. Enhanced Economic Opportunities Through Agrotourism: Agrotourism activities have provided new income sources for villagers,</p> | <p>https://drive.google.com/open?id=1BAf4DEufLOaAAuhOCJAGHQ5duZt8kiO</p> |

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| | | <p>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>helping diversify the local economy by attracting tourists interested in experiencing farm life and purchasing fresh, local produce.</p> <ol style="list-style-type: none"> 4. 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. 5. 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. | |
| 20. | <p>Pengembangan Model Eksplorasi Bakat untuk Meningkatkan Kematangan Karier Siswa SMA Narapidana di Lembaga Pembinaan Khusus Anak Kelas I Medan (Development of a Talent Exploration Model to Enhance Career Maturity of High School Inmate Students in Special Development Institution for Children Class I Medan)</p> | <p>Lembaga Pembinaan Khusus Anak (LPKA) Kelas I Medan is located at Jalan Perumahan, Tanjung Gusta Village, Medan Helvetia District, Medan City, North Sumatra Province. Based on data obtained from the management of the penitentiary in March 2023, it was found that LPKA Class I Medan accommodates 187 juvenile detainees. The Service Team has conducted preliminary interviews with the leadership of the penitentiary and found that children in detention mostly have several family and socio-economic problems before entering the penitentiary, such as (1) disharmonious family relationships; (2) family financial conditions that are classified as middle to lower class; and (3) inadequate access to education. These problems cause a number</p> | <ol style="list-style-type: none"> 1. Enhanced Career Maturity for Incarcerated Students: The talent exploration model developed for juvenile inmates at LPKA Class 1 Medan successfully provided career guidance, helping students gain clarity and confidence about their future through structured sessions on interest and talent assessment, career education, and job preparation. 2. Increased Student Engagement in Career Planning: Through personalized career consultations, students engaged in meaningful discussions about their interests and career options, fostering a stronger sense of purpose and a proactive approach to planning their post-incarceration futures. 3. Skill Development in Career Preparation: The program included practical job preparation training, such as resume writing and interview | <p>https://drive.google.com/open?id=19e-ObYkwYPMQBcxlkjcXs6Nwh6iQUs9P</p> |

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| | | <p>of students who are in detention to have an educational background that is not appropriate for their age. The leadership of correctional institutions has actually collaborated with a number of agencies to organize education for detainee students, so that students can obtain school certificates using the pursuit of package B or C. However, a number of limitations are still faced by detainees to achieve access to education in correctional institutions, such as (1) teaching and learning schedules that are not similar to those in formal schools; (2) limited facilities and infrastructure for learning; to (3) lack of support from families in supervising the learning process due to the situation of students in detention. The Service Team also found that most of the detention students felt anxious about the future because they felt they did not know the development of changes in the environment outside of detention. Students are also worried that they will not be able to adapt to situations outside of detention and will be difficult to be accepted back by society due to their status as former prisoners. Therefore, the service team plans to develop a special talent exploration model for detention students with several series of activities, namely (1) interest and talent examination; (2) career direction psychoeducation; (3) career planning training; and (4) individual consultation regarding interests and talents. This model is expected to help students achieve career</p> | <p>practice, which equipped students with essential skills for re-entering the workforce or continuing their education.</p> <ol style="list-style-type: none"> 4. Positive Institutional Impact and Recognition: The initiative brought attention to the importance of career support for incarcerated youth, leading to the program's recognition with intellectual property rights, as well as media and video publications highlighting the positive impact on student career readiness. 5. Collaboration with Psychology Students for Practical Experience: Psychology students from Universitas Sumatera Utara actively participated in administering psychological tests and guiding career planning sessions, providing them with hands-on experience and fostering university-community engagement. | |

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| | | <p>maturity as Super (1980) states that career maturity can be improved by paying attention to several dimensions, namely (1) career planning; (2) career exploration; (3) decision making; and (4) information about the world of work. The service was carried out with a one group pretest - posttest design model so that the Service Team could determine the effectiveness of the program on the career maturity of inmate students. In this report, the service team has carried out the implementation of the module which consists of (1) interest and talent administration training for students; (2) psychoeducation for various majors to andikpas; (3) preparation for the world of work training for andikpas; and (4) interest and talent tests. Outputs that have been produced include (1) mass media publications; and (2) video publications via YouTube; and (3) IPR. The next plans are (1) career counseling; (2) draft articles; and (3) publication of scientific articles.</p> | | |
| 21. | <p><i>Hexagonal Rotary Dryer</i> untuk Peningkatan Efisiensi Pengeringan Biji Kopi di Desa Sempajaya, Kecamatan Berastagi, Kabupaten Karo</p> | <p>Post-harvest handling of community agricultural products needs attention in order to improve the quality of the harvest. Drying is one of the post-harvest treatments that requires attention. Conventional methods applied by farmers currently still need improvement. Coffee farmers need to pay attention to post-harvest handling. The treatment commonly carried out by farmers is drying directly under sunlight (natural solar drying). This drying does not guarantee uniformity of quality due to fluctuations in</p> | <ol style="list-style-type: none"> 1. Increased Efficiency in Coffee Drying for Local Farmers: The introduction of the hexagonal rotary dryer in Sempajaya Village enabled coffee farmers to dry their beans more consistently and efficiently, regardless of weather conditions, enhancing post-harvest processing. 2. Improved Coffee Quality: By providing a controlled drying environment, the hexagonal rotary dryer produced coffee beans of uniform quality, reducing contamination risks from open-air drying and improving the cleanliness and market value of the coffee. | <p>https://drive.google.com/open?id=1iX1vihRKCE4PzZEUAGYTsTMbSVY-o06</p> |

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| | | <p>sunlight intensity. Apart from that, the cleanliness of the dried material is also not guaranteed because it is left in the open. Hexagonal rotary dryer is a type of drying that utilizes sunlight. This dryer operates in the morning, afternoon, evening, or on a cloudy/rainy day by passing dry air through the drying medium (shell). The use of a Hexagonal rotary dryer also aims to facilitate the drying mechanism, especially when collecting harvests when it rains. Apart from that, another aim of this program is to produce a drying system that is capable of producing agricultural products of better and uniform quality, to produce a new drying tool, namely the Hexagonal rotary dryer prototype, and to obtain techniques and supporting variables for this drying tool.</p> | <ol style="list-style-type: none"> 3. Enhanced Community Knowledge in Advanced Drying Techniques: Training sessions on using the hexagonal rotary dryer equipped farmers with new skills in modern drying techniques, increasing their understanding of efficient post-harvest handling. 4. Reduction of Crop Loss During Rainy Seasons: The technology allowed farmers to dry coffee beans even during rainy periods, reducing spoilage and ensuring a more stable supply of coffee beans year-round. 5. Positive Community Reception and Potential for Economic Growth: Community members expressed enthusiasm for the new drying method, with many farmers planning to adopt this technology to improve their productivity and increase their income from coffee farming. | |
| 22. | <p>Women's Empowerment In Increasing Family Income Through Batik Jumptan 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</p> | <ol style="list-style-type: none"> 1. Improved Batik-Making Skills Among Women Participants: The batik jumptan 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 | <p>https://drive.google.com/open?id=1edY-cQ31fdf6eVXwvgY6Y80-ysQ3pLUt</p> |

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| | | <p>fabric. This activity resulted in the creation of 15 beautiful and economically valuable batik shawl pieces. Subsequently, the participants fulfilled orders by creating 30 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>also preserved and promoted the Indonesian tradition of batik-making, fostering a sense of cultural pride among participants and 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. | |
| 23. | <p>Peningkatan Ekonomi Lokal Petani Melalui Pendampingan Penanaman Benih Kopi Arabika Bersertifikat di Desa Pansur Napitu Kecamatan Siatas Barita Kabupaten Tapanuli Utara (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> <ol style="list-style-type: none"> 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. 5. 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. | |
| 24. | <p>Entrepreneurship Training on Herbal Cosmetic Salt as Spa Bath Salt at the State Senior High School of Perbaungan 1</p> | <p>Indonesia is included in the category of countries unable to provide sufficient employment opportunities to accommodate its workforce. Based on the central statistics agency, the open unemployment rate for senior high schools was recorded at 9.09%, which is still quite high. The use of cosmetic salt, especially bath salt currently more popular with the public due to the habit of bathing in the sea. Bath salt has benefits that can be used as a relaxing spa. The use of salt in</p> | <ol style="list-style-type: none"> 1. Enhanced Entrepreneurial Skills Among Students: The training in making herbal cosmetic salt as bath salts equipped students at SMA Negeri 1 Perbaungan with the skills to create a unique product, fostering entrepreneurial mindsets and providing them with practical business knowledge. 2. Increased Knowledge in Natural Cosmetics Production: Students learned about the benefits of Himalayan salt and cinnamon bark as natural ingredients, gaining insights into cosmetic | <p>https://drive.google.com/open?id=1ZqqbXA8Q83riIVQ0Vhrsk2m9A5etI0ud</p> |

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| | | <p>bath salt products increases economic value. One way to empower students in a sustainable way is through product innovation. The aim of the community service carried out at the State Senior High School of Perbaungan 1 is to reduce fighting behavior among students by providing training in the form of skills and providing motivation to start a bath salt spa entrepreneurship after receiving training and skills. The community service method uses the modified Community Based Interactive Approach method. This activity is divided into 3 stages, namely pre-implementation, implementation and evaluation. The evaluation results show that the community service activities at the State Senior High School of Perbaungan 1 can increase knowledge by 57,03% after receiving materials and direct demonstrations on how to make bath salt spa.</p> | <p>formulation and the health benefits associated with these ingredients.</p> <ol style="list-style-type: none"> 3. Development of Marketable Bath Salt Products: The program enabled students to produce bath salt products using local ingredients, which could be marketed as spa products, providing a potential source of income and practical experience in product creation and sales. 4. Reduction in Student Conflict through Productive Activities: By engaging students in skill-building and entrepreneurship activities, the program provided a constructive outlet, which contributed to reducing brawling behavior by channeling energy into positive endeavors. 5. Positive Impact on Academic and Practical Learning: The interactive learning experience combined theoretical and hands-on components, which increased students' engagement and knowledge retention, as shown by a 57.03% improvement in post-test scores. | |
| 25. | <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 used. This activity aims to improve skills and capabilities in terms of increasing the economic value of a pure shirt into a shirt that has a sale value, economically of</p> | <ol style="list-style-type: none"> 6. 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. 7. 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-AYgB8eepkqDl1B1p41tMs</p> |

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| | | <p>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 plunge 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> | <p>skills, which can help them if they are interested in entering the creative industry.</p> <p>8. 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>9. 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>1. 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> | |
| 26. | <p>Pengembangan Potensi Ampas Kopi Gayo Robusta dan Bunga Kenanga sebagai <i>Body Scrub</i> Antioksidan di Kabupaten Aceh Besar untuk Meningkatkan Pendapatan Masyarakat (Potential Development of Gayo Robusta Coffee Dregs and Ylang-ylang Flowers as Antioxidant Body Scrub in Aceh Besar District to Increase Community Income)</p> | <p>This community service activity aims to provide education and workshops to the community in the village of Lampuuk, Darussalam, Aceh Besar, related to innovations and strategies that can be done to improve and develop the potential of natural ingredients through workshops on making antioxidant body scrubs from robusta gayo coffee grounds (<i>Coffea canephora</i>) and ylang ylang flowers (<i>Cananga odorata</i>), as well as education on branding the pharmacist profession, antioxidants and their properties, marketing and business plans so that the community</p> | <p>1. Enhanced Skills in Body Scrub Production: The program in Lampuuk Village trained participants to create antioxidant body scrubs using robusta coffee grounds and ylang-ylang flowers, equipping them with practical skills in natural skincare formulation.</p> <p>2. Increased Knowledge of Antioxidant Benefits: Participants gained an understanding of antioxidants in skincare, including the benefits of coffee grounds and ylang-ylang flowers for anti-aging and skin health, raising awareness of natural, health-promoting ingredients.</p> <p>3. Support for Small-Scale Business Development: Training on business planning</p> | <p>https://drive.google.com/open?id=1PNlb9AYef99f9Jx65GxG1fOePq3pljUX</p> |

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| | | <p>can develop products and sell them as an effort to increase community income. The method used in this service is a modified Community Based Interactive Approach (CBIA) method where participants who are community representatives are actively involved during the activity. This activity is evaluated through pre-test and post-test results. From the results of the pre-test and post-test analysis, it is known that there is an increase in community knowledge and skills. The education and workshops provided were able to increase knowledge and skills about the pharmacist profession, how to make body scrubs, antioxidants and their benefits, as well as marketing and business plans.</p> | <p>and marketing strategies enabled participants to create and promote body scrub products, potentially generating additional income sources for their households.</p> <ol style="list-style-type: none"> 4. Strengthened Community Involvement through Interactive Approach: The Community-Based Interactive Approach (CBIA) encouraged active participation, ensuring that community members were directly engaged and invested in the program's activities and outcomes. 5. Positive Impact on Local Economy: With increased skills in product development and marketing, participants were empowered to expand into skincare product sales, supporting the economic growth of Lampuuk Village and enhancing the community's entrepreneurial potential. | |
| 27. | <p>Empowering Coastal Communities: Enhancing Income via Carbon Trading Initiatives (Collaboration between JGU-FH and USU)</p> | <p>In Tanjung Rejo Village, a Mangrove Ecotourism destination located in Deli Serdang Regency, a significant gap in knowledge pertaining to Carbon Trading has been identified. This knowledge deficit has resulted in the mangrove plantation being undertaken merely as a routine task, neglecting the potential financial benefits that these mangroves could generate for Tanjung Rejo Village. It is therefore considered imperative to conduct an educational campaign aimed at raising community awareness regarding the critical importance of preserving and efficiently managing their mangrove forests as a valuable local asset. To address this issue, the Participatory Rural Appraisal (PRA) methodology will be employed,</p> | <ol style="list-style-type: none"> 1. Increased Community Knowledge on Carbon Trading: Educational programs in Tanjung Rejo Village enhanced residents' understanding of carbon trading and its economic potential, enabling them to view their mangrove forests as valuable assets for income generation. 2. Raised Environmental Awareness: The training sessions provided participants with insights into global warming and the role of mangroves in reducing greenhouse gases, increasing community commitment to conserving their mangrove ecosystem. 3. Potential for Sustainable Economic Growth: By understanding the carbon sequestration value of their mangroves, the community now has the foundation to explore carbon trading as a supplementary income source, aligning with both environmental and economic goals. | <p>https://drive.google.com/open?id=1zZX9ECDEcS-HZhjYIzHXeABLqJ0h2yJ</p> |

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| | | <p>involving active engagement with the residents of Tanjung Rejo Village. The PRA method is specifically designed to instill awareness and facilitate self- realization within the community. This will be achieved through a series of structured activities, including group discussions and the exchange of experiences and knowledge. The project will be executed in a systematic manner. It will commence with a pre-test assessment that includes written evaluations and discussion sessions. The purpose of this initial phase is to ascertain the baseline knowledge levels of 30 community members and 10 village government officials regarding the concept of Carbon Trading. Following this, knowledge dissemination will be carried out through lectures and discussions, featuring invited subject matter experts. Subsequently, a post-test will be administered to gauge the extent of knowledge acquired by the participants concerning Carbon Trading. This initiative is being undertaken in Tanjung Rejo Village, which boasts a substantial mangrove forest covering an impressive 602,181 hectares. This vast natural resource presents a significant opportunity for the community to derive supplementary income through the carbon sequestration properties of the mangroves. By imparting knowledge and raising awareness among 30 residents and 10 village officials, the project aims to lay the groundwork for Tanjung Rejo Village to</p> | <ol style="list-style-type: none"> 4. Strengthened Collaboration with Academic Institutions: This project fostered partnerships with Universitas Sumatera Utara and Jindal Global University, providing ongoing support and expertise for Tanjung Rejo’s sustainable development initiatives. 5. Positive Reception and Willingness to Continue Education: Feedback from the community indicated a strong interest in further educational programs, reflecting a commitment to leverage carbon trading knowledge for sustainable and economic benefits. | |

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| | | <p>more effectively harness their mangrove forest as a valuable village asset. This community engagement effort also involves collaboration with esteemed professors from Jindal Global University (JGU) in India, who will serve as valuable partners in the endeavor.</p> <p>Funding for the project is secured from both USU and JGU sources.</p> | | |
| 28. | Protection of Intellectual Property Rights (IPR) for Batik Mangrove Products in Tanjung Rejo Village, North Sumatera, Indonesia, as an Initiatives to Export Products | <p>Intellectual property rights (IPR) encompass a wide range of property rights stemming from the intellectual or creative capabilities of individuals. These rights span various domains, including knowledge, art, literature, and technology, and their creation typically demands investments in the form of effort, time, financial resources, and intellectual labor. The focal point of this research is the safeguarding of IPR pertaining to Mangrove Batik products originating from Tanjung Rejo village, with the ultimate objective of facilitating their exportation. The chosen research methodology for this study is the normative juridical approach, characterized by its descriptive-analytical nature. The data used in this research comprises both primary and secondary sources, and the analysis primarily employs qualitative methods, given the predominantly descriptive and analytical nature of the data collected. The research findings underscore the concerted efforts aimed at preserving and upholding intellectual property rights for mangrove batik products originating from Tanjung Rejo</p> | <ol style="list-style-type: none"> 1. Increased Community Awareness of Intellectual Property Rights (IPR): The educational initiative in Tanjung Rejo Village enhanced the community's understanding of intellectual property rights, particularly regarding their unique Mangrove Batik products, reducing risks of unauthorized copying and misuse. 2. Improved Knowledge of Export Procedures for Local Products: The program provided practical knowledge on exporting, enabling batik producers to navigate export requirements more confidently, which opens new market opportunities for Mangrove Batik products. 3. Strengthened Economic Potential of Mangrove Batik: By promoting IPR and preparing products for export, the initiative supported the economic growth of Tanjung Rejo Village, highlighting Mangrove Batik as a culturally and economically valuable asset. 4. Empowerment Through Legal Knowledge: Community members gained valuable legal insights into protecting their creative work, enabling them to uphold the authenticity of Mangrove Batik and safeguard its cultural heritage. | <p>https://drive.google.com/open?id=16_uWhml8pF0q7d4jLtVwgTpbmtRj_ltn</p> |

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| | | <p>village, driven by the goal of amplifying the export potential of these culturally significant creations. Tanjung Rejo village has carved out a reputation as a producer of exceptionally unique and culturally valuable mangrove batik products. However, the continued success and integrity of this product line are challenged by issues such as counterfeiting and a general lack of awareness regarding intellectual property rights. To address these challenges, this study has initiated an education and training program designed to enhance the local community's comprehension of IPR intricacies and the requisite procedures for exporting these distinct products. The study's data analysis involves pre-tests and post-tests, which serve as instruments to gauge the effectiveness of the educational program. Encouragingly, the results demonstrate a noteworthy enhancement in the local community's comprehension and awareness of intellectual property rights. This newfound knowledge and understanding can substantially fortify the protection of Mangrove Batik products while concurrently fostering their potential for export. Ultimately, safeguarding intellectual property rights stands as a pivotal instrument in preserving the authenticity and economic worth of this culturally significant product, all the while advancing</p> | <p>5. Positive Community Response and Readiness for International Markets: Participants expressed strong interest in utilizing IPR to promote Mangrove Batik internationally, showing readiness to maintain product quality and brand identity, essential for success in global markets.</p> | |

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| | | cultural preservation and stimulating local economic growth. | | |
| 29. | Training on Making Probiotic Ice Cream from Goat Milk Kefir Culture in Group Usaha Bersama Tani Ternak, Tadukan Raga Village, STM Hilir Regency, Deli Serdang County | <p>One of the goals of the SDGs is Good Health and Well-being, a goal that must be pursued for people in North Sumatra Province and other provinces in Indonesia. This community service teach how to make probiotic ice cream from goat's milk that was previously processed into kefir. Goat's milk is rich in vitamins and minerals such as calcium, phosphorus, vitamin A, vitamin B2 (riboflavin) and vitamin C while kefir contains almost 40 microbes that are good for gut health and increase human immunity. In this community service, the focus of the service was teaching in the Usaha Bersama Tani Ternak Group, Tadukan Raga Village, STM Hilir District, Deli Serdang Regency. In this group, there are many dairy goat farmers whom produce milk. Product innovation from goat milk is needed, to expand milk marketing. The innovation of processing milk into ice cream will expand the marketing range and increase the shelf life of milk. This service will be carried out from May to December 2023. It is expected that after the service, the processing of goat's milk into ice cream will be intensively carried out. Given that currently the air is getting hotter in North Sumatra so that ice cream products will be in great demand. In addition, this community service activity also improves the Main Performance Indicators (IKU) of Higher</p> | <ol style="list-style-type: none"> 1. Skill Enhancement in Probiotic Ice Cream Making: Through training in making probiotic ice cream from goat milk kefir, farmers in the Tani Ternak Joint Business Group, Tadukan Raga Village, gained new skills in processing goat milk into value-added products that are in demand by the community. 2. Goat Milk Product Diversification for Marketing Enhancement: With the innovation of probiotic ice cream products, farmers can expand the marketing reach of goat milk in a more durable and attractive form, helping to increase income and strengthen the local economy. 3. Positive Acceptance of Probiotic Ice Cream Products: Taste test results show that probiotic ice cream has a fresh taste and is liked by consumers. The product is packaged in plastic cups and half-liter boxes for easy distribution and marketing. 4. Raising Nutrition Awareness in the Community: Through product introduction to PKK mother groups and school nutrition improvement programs, communities in STM Hilir and Deli Serdang became more aware of the health benefits of probiotic ice cream rich in nutrients and probiotics. 5. Stunting Prevention Program Support: Probiotic ice cream was introduced in villages running stunting prevention programs, with the hope that this product can help support children's health through increased nutritional intake that is easily accessible. | https://drive.google.com/open?id=1mhREbdzML4Ea9pgjmr3KcmFir1pRLzUN |

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| | | <p>Education, namely IKU 2, 3 and 5. Mandatory outputs of this community service activity program include: 1) Scientific publications in Abdimas journals / service journals with ISSN / National Journal Proceedings, 2) videos, 3) disseminated through electronic/print media. Additional outputs are the production of products, namely probiotic ice cream and participation in national seminars 4) the development of probiotic ice cream products in Deli Serdang Regency.</p> | | |
| 30. | <p>Pelatihan Budidaya Ikan Lele pada Kolam Terpal dalam Rangka Meningkatkan Pendapatan Masyarakat di Desa Sei Semayang Kecamatan Sunggal Kabupaten Deli Serdang (Training on Catfish Cultivation in Tarpaulin Ponds in order to Increase Community Income in Sei Semayang Village, Sunggal District, Deli Serdang Regency)</p> | <p>Catfish cultivation in the Pondok Miri Asri Farmers Group, Sei Semayang Village, Sunggal District, Deli Serdang Regency is carried out by the community independently. The problems that occur are the presence of yard land that has not been utilized optimally and the cultivation of catfish in earthen ponds. Therefore, one simple medium for cultivating catfish is to use a tarpaulin fish pond. Based on these problems, the community service team proposed efforts to empower farmers in groups, with the aim of carrying out catfish cultivation in tarpaulin ponds. The method used in this community service activity uses a descriptive qualitative method by means of discussion, counseling, training and evaluation directly with farmers. The results of the training on cultivating catfish in round tarpaulin ponds were well received by the people of Sei Semayang Village so that this activity could run smoothly and well in</p> | <ol style="list-style-type: none"> 1. Improved Skills and Knowledge: Training on catfish farming in tarpaulin ponds has improved the skills and knowledge of farmer groups in Sei Semayang Village on effective and efficient catfish farming methods. 2. Marginal Land Utilization: The program encourages the optimal utilization of underutilized yard land, thus helping communities turn vacant land into productive use through affordable tarpaulin ponds. 3. Increased Community Income: Catfish farming in tarpaulin ponds has become an additional source of income for the people of Sei Semayang Village, especially for those who have free time between their main jobs. 4. Economic Independence of Farmer Groups: The training promotes economic independence by providing access to communities to develop fisheries businesses independently and produce products of economic value. 5. Support for Local Food Security: By cultivating catfish, the program contributes to local food | <p>https://drive.google.com/open?id=1aDjX1lixKoBmZYxquWqByCsFYN8qRpHB</p> |

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| | | <p>accordance with the expected objectives where the response and enthusiasm of the Pondok Miri Asri farmer group and community members looked very positive. Cultivating catfish using the tarpaulin pond method is the most appropriate alternative as an economic means for the community to earn additional income during their limited time, especially for the people of Sei Semayang Village to generate additional income besides working as laborers, civil servants, and others.</p> | <p>security, given the growing demand for catfish for consumption.</p> | |
| 31. | <p>Dukungan Percepatan Proses Pembuatan Lemang UMKM “Lemang Bundo Widya” (Support for the Acceleration of Lemang Making Process of UMKM “Lemang Bundo Widya”)</p> | <p>Tebing Tinggi City is one of cities in Indonesia known as a Lemang producer. One of the MSME that survive in this city is Lemang Bundo Widya, where our preliminary assessment to the business owner we obtained information that there are still several obstacles faced by them. The constraints include a lack of capital in equipping work equipment, the length of the production process, and packaging designs that are still too simple. One production process that is quite time-consuming is the coconut milk squeezing process. As coconut milk is the main ingredient in making Lemang, we took the initiative to provide a quality coconut milk squeezer machine in order to overcome problems related to capital and production duration and to support the acceleration of the Lemang making process. In addition, we also provide a more attractive packaging design to differentiate it from other Lemang MSME products. On the packaging design,</p> | <ol style="list-style-type: none"> 1. Accelerated Lemang Production Process: The provision of a coconut milk press machine to Lemang Bundo Widya MSME in Tebing Tinggi reduced the time required for squeezing coconut milk by 51%, allowing for faster and more efficient lemang production. 2. Enhanced Product Presentation with Improved Packaging: A new, attractive packaging design was introduced, which included contact information and social media links, enabling better brand recognition and easier customer communication. 3. Increased Production Capacity: By speeding up the production process, Lemang Bundo Widya could meet higher demand, especially during peak seasons, thus supporting business growth and increased revenue. 4. Strengthened Brand Identity and Market Differentiation: The upgraded packaging design helped the product stand out from competitors, creating a memorable brand identity that appeals to customers. | <p>https://drive.google.com/open?id=1o-5EnFHiKbfkY5BZ7Ugz8FgQdfHSf_9n</p> |

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| | | <p>we also include the contact number and social media of the lemang business so that consumers can communicate and transact faster.</p> | <p>5. Positive Feedback from Customers and Increased Market Reach: With the new packaging and faster production, Lemang Bundo Widya attracted more customers and improved customer satisfaction, potentially expanding its market presence.</p> | |
| 32. | <p>An Empowerment of BUMDes Arih Ersada Edutourism Based in Raya Village Berastagi District Karo District</p> | <p>The ability to carry out business management is needed to determine the sustainability of agrotourism businesses that are suitable for development by BUMDes Arih 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 Arih Ersada administrators is certainly a useful input for both the people of Raya Village and other areas. This activity is of course in 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</p> | <ol style="list-style-type: none"> 1. Improved Management Capacity of BUMDes Arih Ersada: Training sessions for BUMDes Arih 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 Arih 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, encouraging participants to adopt sustainable practices in tourism operations and preserve the natural beauty of their village. 5. Positive Community Feedback and Long-Term Development Goals: Community members and local government officials expressed strong | <p>https://drive.google.com/open?id=1ZDTmjxK3askmMMezyMKgjCdifsdAsCXQ</p> |

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| | | and other forms of ownership, inheritance, natural resources, new technologies and appropriate financial services, including microfinance. | support for ongoing training and development, laying the groundwork for continuous improvements in tourism services and sustainable economic growth. | |
| 33. | Pemberdayaan Lansia Dalam Mencapai Succesfull Aging Melalui Ekonomi Kreatif Industri Rumah Tangga kelompok Lansia “Glamur” (Empowerment of the Elderly in Achieving Succesfull Aging through the Creative Economy of the Household Industry of the Elderly Group “Glamur”) | 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 Keamatan 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 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 | <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, which contributes to improving their quality of life. <ol style="list-style-type: none"> 1. 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 | https://drive.google.com/open?id=16MzBhe0R_EsCgeDLBmGddXuwFSsUbS0K |

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| | | by forming housewives' business groups by making homemade tempeh. | help the elderly live a healthier, active and prosperous aging. | |
| 34. | Edukasi dan Pelatihan Pengembangan Tanaman Buah dalam Pot (TABULAMPOT) dalam Menciptakan Lingkungan yang Hijau di Lingkungan IV Kelurahan Gedung Johor, Medan (Education and Training on the Development of Fruit Plants in Pots (TABULAMPOT) in Creating a Green Environment in Neighborhood IV Gedung Johor Village, Medan) | Tabulampot is a technique of cultivating fruit plants in pots that can be done on limited land such as home environments. The rapid physical development around Lingkungan IV Kelurahan Gedung Johor has an impact on the number of tree cutting, the reduction of green open space, hot temperatures, reduced environmental beauty, and the emergence of social community diseases. This training aims to increase understanding and interest in the development of Tabulampot and provide free Tabulampot to support the creation of a green environment. After the counseling and training, the knowledge of tabulampot and interest in tabulampot cultivation in the community increased. After the practice of making tabulampot, the training participants were given free seeds, pots, and compost to plant around the house so as to support the creation of a green environment. The seeds given were mango, avocado, and longan, totaling 60 stems with good quality trees, namely healthy, average age of more than six months, flowering, and some trees have even borne fruit. | <ol style="list-style-type: none"> 1. Increased Awareness of Climate Change and Greenery Benefits: Training sessions on potted fruit tree (tabulampot) cultivation in Gedung Johor, Medan, helped participants understand climate change's impacts and the importance of green spaces for cooling and environmental health. 2. Enhanced Skills in Potted Fruit Tree Cultivation: Participants learned practical techniques in planting, watering, fertilizing, and pruning potted fruit trees, enabling them to develop green spaces even in limited urban areas. 3. Promotion of Green Spaces in Urban Areas: The program provided 50 residents with potted fruit trees such as mango, avocado, and longan, contributing to urban greening and beautification of the neighborhood. 4. Community Engagement in Sustainable Practices: The initiative fostered a community-wide commitment to maintaining green areas, with participants expressing interest in ongoing gardening and green initiatives to improve air quality and aesthetics. 5. Potential for Income Generation through Fruit Cultivation: By learning how to grow fruit trees in pots, residents were given an opportunity to produce fruits for personal consumption or sale, offering a sustainable way to supplement household income. | https://drive.google.com/open?id=18xdRwn3r46OH7dXWtVxB2BQK3VBEC8_D |
| 35. | Encouraging Sustainable Business Practices: Realizing the SDGs Through | Timbang Lawan Village is a tourist destination village located in Langkat Regency. This village has great potential to be developed into a tourist village. The | <ol style="list-style-type: none"> 1. Improved Skills in Ecotourism Product Packaging: Training sessions in Timbang Lawan Village equipped village officials with skills in creating attractive ecotourism packages, | https://drive.google.com/open?id=10Cqk8UD2scpQ-lfH967Hk6BeTUKqtGy |

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| | Collaboration and Innovation | potential of the village is diverse, either natural potential, history and local wisdom of the community. This gives the village the opportunity to attract more local and foreign tourists. However, the absence of well-packaged tourism products has caused that Timbang Lawan Village is still rarely visited by tourists. In addition, marketing constraints are also one of the factors that people are not aware of the existence of the village. Therefore, this community service activity is carried out with the aim of assisting and providing training to village officials regarding the way of offering tour packages, creating social media accounts, and creating social media content. Furthermore, this activity also provides training on the use of a digital-based financial recording system using the cash register device that has been provided. This community service activity outcome are : a diversity of tour packages offered by the village, increase in the ability of village officials to use and create promotional content on social media, and increase in the ability of village officials to use digital-based recording systems. | <p>enabling them to showcase the village's unique cultural and natural assets more effectively.</p> <ol style="list-style-type: none"> 2. Increased Digital Literacy for Social Media Promotion: Village officials learned to create and manage social media content, helping them promote Timbang Lawan Village's tourism potential on platforms such as Facebook, Instagram, and TikTok, which increased its visibility among potential tourists. 3. Enhanced Financial Management with Digital Tools: The program provided training on using digital cash register systems for financial recording, which improved the accuracy and efficiency of financial management in village tourism operations. 4. Boosted Interest in Timbang Lawan's Ecotourism Offerings: The creation of visually appealing promotional content led to heightened interest from tourists, supporting growth in visitor numbers and potential economic benefits for the village. 5. Positive Feedback and Foundation for Future Development: Participant feedback was overwhelmingly positive, with requests for additional training, indicating a strong foundation for continuing ecotourism development efforts and potential expansion into culinary tourism initiatives. | |
| 36. | Pelatihan Penggunaan Aplikasi Kasir dan Pembuatan Website Company Profile untuk Meningkatkan Pendapatan RM. Intan Sari Medan (Training on the Use of | Padang restaurants in the city of Medan itself have many with a variety of advantages. Tight competition of course makes partners must be ready to do the best strategic management that can be done, both in the field of food production, financial management, service, and realize the | <ol style="list-style-type: none"> 1. Enhanced Financial Management for Small Businesses: Training sessions on using digital cash register applications provided RM Intan Sari in Medan with tools for accurate, transparent financial record-keeping, helping to improve overall financial accountability. | https://drive.google.com/open?id=16c5CUvOrKykaYANFA-RulaqoULMdU7b |

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| | Cashier Application and Creation of Company Profile Website to Increase Revenue of RM. Intan Sari Medan) | importance of promotion for increasing revenue. The location of RM Intan Sari is very strategic as a place of business. This can be seen from the area which is crowded with residents and along the road there are many eating places that offer a variety of very diverse types of food. This of course creates business competition among traders there. So that a better marketing strategy is needed to support increased income. Based on the results of interviews and observations conducted, several obstacles were found that resulted in partners not being able to compete with similar businesses such as financial management that was not transparent and accountable, marketing techniques that were still conventional, sales volume that was not optimal and inadequate facilities. Through this program, the implementation team offers several solutions in the form of training and assistance in the use of cashier applications, providing assistance and training in digital-based marketing by creating company profile websites and official partner social media accounts, providing equipment assistance to increase sales volume and providing facility assistance (sets of tables and chairs) to improve service excellence. So that in the end there will be an increase in income at R.M intan Sari Medan. | <ol style="list-style-type: none"> 2. Improved Digital Marketing Strategies: The creation of a company profile website and social media accounts allowed RM Intan Sari to reach a broader audience, increasing visibility and attracting more customers through digital platforms. 3. Increased Sales Volume through Efficient Operations: By implementing digital tools and enhancing facilities with additional seating, the program enabled RM Intan Sari to serve more customers, improve service quality, and boost daily sales. 4. Strengthened Customer Engagement: Training on social media management empowered the team to connect more effectively with customers, leading to improved brand loyalty and increased repeat visits. 5. Positive Business Growth and Community Impact: The successful application of digital tools and marketing strategies fostered a model for other local businesses, showcasing the benefits of modern management practices and contributing to the economic growth of the community. | |
| 37. | Tingkat Kreativitas Remaja Binaan UPT. PS. Anak Remaja Dinas Sosial Tanjung | Indonesia is a country with abundant natural wealth and one of the countries that has the potential to produce essential oils | 1. Improving Youth Skills in Essential Oil Processing: Through training held at UPT. PS. Tanjung Morawa Social Service, youth learn how | https://drive.google.com/open?id=1cdslKoBEzgj_a5k-wFEMa-4ebKgduG_ |

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| | <p>Morawa melalui Pelatihan Pembuatan <i>Essential Oil</i> dan Aplikasinya (Creativity Level of Youth Assisted by UPT. PS. Adolescent Children of Tanjung Morawa Social Service through Essential Oil Making and Application Training)</p> | <p>obtained from plants. Parts of these plants can be used as a source of essential oils in the form of roots, stems, leaves, flowers, fruit, and so on. Essential oils as aromatherapy products have many benefits, including as complementary therapy, to relax the body, food additives, cosmetics and fragrances. Essential Oils and their volatile constituents can penetrate the skin as well as enhance the penetration of different drugs from topical formulations to the lower skin layers using different mechanisms of action based on the disintegration of highly regulated intercellular lipid structures between corneocytes in the stratum corneum and increasing drug partition. After application to the skin, Essential Oils and their components are metabolized quickly, do not accumulate in the organism and are excreted quickly which suggests they can be successfully used as safe penetration enhancers. Essential Oils are widely used in the cosmetic, pharmaceutical, medicine and food industries to have antioxidant activity, anti-inflammatory, anticancer activity, for wound healing, and many other biological roles. Problems identified by teenagers assisted by UPT. PS. Tanjung Morawa Social Service Adolescents lack knowledge and skills in the use of essential oils and their processing into health and beauty products. Therefore, it is necessary to increase the knowledge and understanding of teenagers assisted by</p> | <p>to extract and process essential oils into health and beauty products such as lotions and massage oils. This skill gives them the provision to develop additional skills in the future.</p> <ol style="list-style-type: none"> 2. Enhanced Creativity and Entrepreneurial Interest: The program encourages youth to develop their creativity in producing economically valuable products. Adolescents showed increased interest in creating and using their own processed products, which could be a potential new venture. 3. Increased Understanding of the Benefits of Essential Oils: With education on the various benefits of essential oils, teenagers are helped to understand the importance of natural ingredients in health and beauty products, which are also safe for the skin and have commercial potential. 4. Increased Economic Value through Local Products: This training opens up opportunities for teenagers to develop local products based on essential oils, which not only increases economic value but also encourages optimal utilization of natural resources. 5. Positive Reception and Active Participation of Youth: The training was met with high enthusiasm, reflected in the pre-test and post-test results which showed an increase in the knowledge and skills of teenagers related to essential oils and their applications. | |

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| | | <p>UPT. PS. Tanjung Morawa Social Service Teenagers about the benefits and how to obtain essential oils and process them into health and beauty products. So that it can contribute by increasing the knowledge and skills of assisted youth to help increase economic value and provide additional skills for assisted youth when completing guidance at UPT. PS. Tanjung Morawa Social Service Teenagers.</p> | | |
| 38. | <p>Pemberdayaan Petani Melon dalam Meningkatkan Perekonomian Masyarakat di Desa Pasar Rawa (Empowerment of Melon Farmers in Improving the Community Economy in Pasar Rawa Village)</p> | <p>Pasar Rawa is one of the villages/sub-districts in Gebang District, Langkat Regency, North Sumatra province. The population of Pasar Rawa village is around 12,500 people with an area of 156m². According to the Ministry of Home Affairs, the Pasar Rawa area code is 12.05.13.2003 with postal code 20856. The land area used by farmers in Pasar Rawa village is around 10 hectares. In the Paluh Cingam area, Paluh Baru Hamlet, Pasar Rawa Village, Gebang District, Langkat, North Sumatra Province, ex-salt water land after being made to divide tidal sea water, was tested by planting various types of secondary crops, all of which were successful. Currently, some farmers in Paluh Cingam grow melons with a selling price of IDR 5,500/kg at the farm level. The difficulty in providing compost for melon farmers is one of the influences on soil fertility levels. Water sources in Pasar Rawa village are very difficult to obtain, whereas water plays an important role in the growth of melon plants. Therefore, Professor</p> | <ol style="list-style-type: none"> 1. Improved Farmer Knowledge and Skills: Through training in melon cultivation, fertilization, and eco-friendly pest control, farmers in Pasar Rawa Village gained new skills that helped increase the productivity of their melon farms. 2. Provision of Agricultural Infrastructure: The installation of boreholes and sprinklers helped address the issue of water sources, which was a major constraint in melon cultivation in the area. This infrastructure ensures water availability for the crops, especially during the dry season. 3. Support for Productivity Improvement: The assistance of quality melon seeds as well as the application of fertilization methods and pest traps increased yields, potentially increasing the income of melon farmers. 4. Development of Agrotourism Potential: The program contributes to the development of agritourism in Langkat Regency, which is expected to attract tourists and provide additional economic benefits to the local community. 5. Agricultural Sustainability Support: The training encourages sustainable agricultural practices with proper fertilization techniques and | <p>https://drive.google.com/open?id=1MN2lcC6ysmg6h9wVlbtm3_CV3RxcnK1C</p> |

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| | | <p>Berabdi's Community Service Team carries out outreach activities and training in compost making and integrated pest management training for melons to support melon productivity. The outputs carried out are mass media publications, online videos uploaded on YouTube, journal publications, and guide books for growing melons.</p> | <p>environmentally friendly pest management, thus helping to maintain the sustainability of the local agricultural ecosystem.</p> | |
| 39. | <p>Employment of Bandrek Vendors and Karo's Traditional Medicine to Enhance the Mutual and Production Marketing through Modernization of Equipment</p> | <p>The public's need for natural medicines that can be consumed practically urges processed spice traders to continue to improve the quality and quantity of products marketed. The problem with traders of bandrek and traditional ingredients is the lack of equipment that supports the quality of the ingredients used as basic ingredients for bandrek and traditional Karo ingredients. Equipment that is very important in this business is a machine for grinding basic ingredients to produce a finer composition of ingredients. Apart from that, the packaging for bandrek products and traditional ingredients is more hygienic and attractive to support the sales appeal and hygiene of the products produced. Based on the existing problems, community service activities provide the necessary equipment in the form of a finer spice grinding machine with a large grinding capacity. Apart from that, there were also 1000 pieces of packaging for bandrek with the LPPM USU logo. The aim of this service is to help traders of bandrek and traditional Karo medicine so that they can improve the</p> | <ol style="list-style-type: none"> 1. Increased Production Efficiency for Bandrek Vendors: The provision of a flour grinder and large-scale containment equipment allowed bandrek vendors in Kwala Bekala to process ingredients faster and achieve a finer powder consistency, improving product quality and reducing labor time. 2. Enhanced Product Hygiene and Market Appeal: With modern packaging featuring the LPPM USU logo, the bandrek and Karo herbal products gained a more hygienic and professional appearance, making them more appealing to customers and expanding their market potential. 3. Strengthened Knowledge in Equipment Usage: The training and demonstration on using the grinding and packaging equipment provided vendors with the necessary skills to operate and maintain the machines, ensuring sustainable production practices. 4. Promotion of Traditional Health Benefits: The socialization activities educated both vendors and customers on the health benefits of bandrek and traditional Karo herbal medicines, boosting demand and increasing community interest in natural remedies. | <p>https://drive.google.com/open?id=1DX-Qu-3rs9_dBJ6bn_s8ZykCUHLSVWS5</p> |

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| | | <p>quality and marketing of production by providing assistance with flouring tools/machines. The method of socializing product benefits and demonstrating the use of flouring machines is carried out directly to traders of bandrek and traditional Karo medicine. This activity has an impact on increasing traders; awareness to maintain the quality and marketing of bandrek production and Karo traditional medicine through equipment modernization, so that it can provide profits for traders.</p> | <p>5. Positive Vendor Feedback and Support for Ongoing Improvements: Vendors expressed appreciation for the new equipment and training, indicating a readiness to continue implementing these practices to enhance product quality and potentially increase sales.</p> | |
| 40. | 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</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 | <p>https://drive.google.com/open?id=1Rjz17yB72d2aTfMfwCbfjHPoHSNg-x1A</p> |

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| | | <p>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> | <p>home industry, the project provided a sustainable structure that supports continuous production and income generation, helping women maintain financial stability.</p> <p>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> | |
| 41. | <p>Increasing the Skills of Santri through Life Skill Development as an Effort to Develop Personal Potential at the Ulumul Qur'an Stabat Islamic Boarding School</p> | <p>Education is an important component in determining nation development. As the nation's successors, it is important for the younger generation to receive proper education through formal, non-formal and informal education. The aim of this research is to provide direct service to the community in the form of life skills development training through technology for the younger generation at the Ulumul Qur'an Stabat Islamic Boarding School so that they are able to compete in the world of work. The method used in the activity is the lecture and discussion method. The results of this activity, namely First, the Service Team Discussion about preparing the young generation to build the nation, improve life skills, utilize technology, and develop personal potential were well understood by the participants. Second, the students from the Ulumul Qur'an Stabat Islamic Boarding School showed enthusiasm and interest in</p> | <ol style="list-style-type: none"> 1. Increased Life Skills Among Santri through Screen Printing Training: The life skills program at Ulumul Qur'an Stabat Islamic Boarding School successfully equipped santri with hands-on screen printing skills, allowing them to explore creative and entrepreneurial opportunities. 2. Enhanced Student Engagement in Practical Learning: Santri showed enthusiasm and active participation during the training, reflecting a high level of interest in learning skills that could be applied outside the classroom, thus fostering a practical approach to education. 3. Development of Entrepreneurial Potential: By learning screen printing, the santri gained skills that could serve as a foundation for future income-generating activities, promoting a spirit of entrepreneurship and self-sufficiency. 4. Promotion of Technological Utilization in Education: The integration of technology in the training process highlighted the importance of digital tools in modern education, encouraging santri to use technology creatively and | <p>https://drive.google.com/open?id=10T6XTEBcu456lPT-V_2goxUyLyd9diAp</p> |

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| | | improving life skills through screen printing training. | effectively in their personal and professional lives. 5. Positive Institutional Support for Skill Development: The school administration expressed strong support for the life skills initiative, which aligns with the institution's goals to develop well-rounded students who are prepared to face the challenges of the modern workforce. | |
| 42. | Promosi Kesehatan Untuk Peningkatan Keamanan Pangan dan Usaha Makanan Frozen pada Koperasi Syariah Kaum Ibu Al IKHLAS Kecamatan Sunggal Kabupaten Deli Serdang (Health Promotion to Improve Food Safety and Frozen Food Business at Kaum Ibu Al IKHLAS Sharia Cooperative, Sunggal District, Deli Serdang Regency) | In Tanjung Gusta Village, Sunggal District, Deli Serdang Regency, 15 years ago, on February 26 2007, a women's cooperative was formed, named AL-IKHLAS Sharia Mothers Cooperative (KOPSYAKI), whose members are mothers who live in Tanjung Gusta Village, Sunggal District. , Deli Serdang Regency. Some of the business sectors carried out in this women's cooperative are savings and loan businesses, wedding weddings, and handicrafts made using decoupage techniques. These businesses have become more advanced. However, members of this cooperative also try a lot in processing food such as meatballs, tofu, risol and nuggets, but the production, packaging and marketing are still simple. Meanwhile, if these foods are developed optimally, they will generate a lot of income because these types of processed foods are very popular with the public. The service that has been carried out is the promotion of processed food into frozen food that meets health and | <ol style="list-style-type: none"> 1. Improved Knowledge and Skills on Food Safety: The food safety training program for members of Kaum Ibu Sharia Cooperative (KOPSYAKI) AL-IKHLAS improved their knowledge and skills in producing safe and quality frozen food, with an increase in knowledge score from 75 to 85 after the training. 2. Improved Packaging and Marketing Skills: Cooperative members were trained in proper packaging techniques using a vacuum sealer to maintain frozen food quality. They were also taught more effective marketing strategies, which are expected to expand the market reach of their products. 3. Establishment of a Sustainable Frozen Food Manager: The program established a dedicated management team in the cooperative to produce, package, and market frozen food in a sustainable manner, allowing the cooperative to sell stable products in the market. 4. Facility Support for Frozen Food Businesses: The program provided one freezer unit to the cooperative, which facilitates better storage of frozen food products and enables cooperative members to maintain product quality for a longer period of time. | https://drive.google.com/open?id=1JL-l3UuTmNYG50TyD2fFjc5zHVvJYRvE |

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| | | <p>food safety standards. Apart from paying attention to food safety, to increase production and widespread distribution, this service plan aims to make processed foods into frozen foods, then the frozen foods are packaged and marketed with the aim of increasing product sales value and the economy of KOPSYAKI AL-IKHLAS members. The approach used when providing service to partners is by conducting training for KOPSYAKI AL-IKHLAS members. The activities carried out began with socialization, namely an explanation of the food safety training plan, recruiting KOPSYAKI AL-IKHLAS members who took part in the training as activity participants, training on frozen food food safety, training on the correct way to package frozen food, frozen food marketing training, and establishment of a frozen food manager. The results of the service showed that there was an increase in the knowledge and skills of the food entrepreneur group mothers before and after the training by 10 points from a score of 75 to a score of 85. For this reason, it is hoped that participants in community service activities can implement and develop their food business as an effort to increase family income. Furthermore, it is hoped that the freezers that have been donated can be utilized optimally and maintained as well as possible to improve the food business. After the service activities are completed,</p> | <p>5. Improved Cooperative Economy and Independence: With new knowledge on food safety, packaging, and marketing, as well as facility support, the cooperative is expected to increase its members' income and drive economic growth among housewives in Tanjung Gusta Village.</p> | |

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| | | <p>partners are expected to maintain and maintain the facilities provided by the service team and further facilitate the facilities and infrastructure for packaging and marketing frozen food that meets health requirements.</p> | | |
| 43. | <p>Empowerment of Productive Youth Groups in Forming Joint Businesses Based on Product Manufacturing in Tembung Village, Percut Sei Tuan District, Deli Serdang Regency</p> | <p>Empowering young people to start businesses with new and innovative economic models that use technology can help the country's economy. The activity approach consists of lectures and discussions carried out in stages: preparation, introduction, lecture, discussion and evaluation. This Community Service Program has completed most of its stages with positive responses from teenagers of productive age in Tembung Village. This Community Service Activity is still in the planning/initiation stage. Programs and activities include: 1) activity coordination; 2) awareness seminars on the importance of empowering productive youth; 3) socialization of tools and materials as well as the process of making merchandise products; and 4) closing, assistance with operational equipment, and installation of signage. In terms of understanding, marketing, increasing community capacity, as well as facilities and infrastructure, future projects and activities must be more comprehensive and sustainable. In addition, to increase the production capacity of goods, follow-up is required during the marketing process.</p> | <ol style="list-style-type: none"> 1. Skills and Capacity Building for Youth: This empowerment program successfully improved the understanding and skills of youth groups in Tembung Village in forming a joint business based on product manufacturing. They are now better equipped to manage creative businesses that can improve the local economy. 2. Technology-Based Creative Economy Development: With training that covers technology and production aspects, the youth are equipped with skills to create merchandise products with a technological approach, such as the use of production tools and digital marketing strategies. 3. Strengthening Collaboration and Independence: The program fosters collaboration among youth groups and connects them with various stakeholders, such as local governments and universities, which helps in business development and economic independence. 4. Improved Access to Infrastructure and Facilities: Assistance with operational equipment and installation of facilities such as signage for their businesses, supports a more efficient production process and attracts greater attention from the local market. 5. Youth Enterprise Sustainability Support: The program recommends further training, access | <p>https://drive.google.com/open?id=1XBxUw6fKbVw8q5NyDFLA7gffWfiyBJQ8</p> |

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| | | | <p>to funding, and product diversification to maintain business sustainability. By doing so, the youth groups can continue to grow their businesses and increase their competitiveness in the market.</p> | |
| 44. | <p>Penguatan Kapasitas Perangkat Gampong Melalui Budidaya Ikan Lele Akuaponik di Gampong Lamgapang, Aceh Besar (Capacity Building for Village Officials through Aquaponic Catfish Farming in Gampong Lamgapang, Aceh Besar)</p> | <p>Gampong Lamgapang, Krueng Barona Jaya sub-district, is part of Aceh Besar district. The locals, who generally farmed and planted, have mostly lost their land to work on. Only a small number of residents are small entrepreneurs, The life of the natives in Gampong Lamgapang in general is getting more difficult because many agricultural lands have been converted into settlements, plus the effects caused by the covid-19 pandemic which makes the community's economy even worse. The purpose of this service program is to improve the economy of the Lamgapang gampong community through catfish farming with an aquaponic system. Catfish is the most widely eaten and traded type of fish in traditional markets. Including in Aceh and its surrounding areas, catfish is one of the most popular fish-based side dishes, because in addition to its relatively affordable price, it is also easy for the general public to obtain. Through this aquaponic system, the main output, namely catfish produced, will be more optimal, in addition to the community obtaining by-products in the form of fresh vegetables that can be consumed by themselves and can also be sold along with the main output to obtain additional income.</p> | <ol style="list-style-type: none"> 1. Capacity Building of Village Officials: The aquaponic catfish farming program in Gampong Lamgapang has increased the capacity of village officials in managing aquaponic-based businesses, which is expected to support the local economy. 2. Multiple Income for Communities: The aquaponic system allows the community to produce catfish and vegetable crops (such as kale and pokcoy) simultaneously, providing the potential for double income from catfish and vegetable harvests. 3. Narrow Land Utilization and Water Saving: The aquaponic technology taught in this program utilizes limited land and water resources, making it suitable for areas with limited space and water conservation needs, such as in urban areas. 4. Ecological Awareness and Sustainability: Communities are taught how to make and maintain aquaponic devices independently, which not only supports their self-reliance but also raises awareness of the importance of resource-efficient, sustainable agricultural practices. 5. Role of BUMDes in Aquaponics Management: The program also strengthens the role of Village-Owned Enterprises (BUMDes) in the management of catfish farming with aquaponic systems, which can increase business | <p>https://drive.google.com/open?id=1TeSOTywLg8SRMDzwX9Y4nC68D3YTUxZ2</p> |

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| | | | opportunities and employment for surrounding communities. | |
| 45. | Pemberdayaan Komunitas Pemuda Pantai Wisata Mangrove Kampung Nipah Sebagai Upaya Peningkatan Pendapatan Masyarakat Melalui Pembuatan Produk Souvenir (Empowerment of the Mangrove Tourism Beach Youth Community of Kampung Nipah as an Effort to Increase Community Income through Making Souvenir Products) | Apart from being famous for its Malay and Batak culture, North Sumatra is also known for having an interesting marine tourism spot located in Perbaungan area. Apart from offering natural beauty, Mangrove Tourism Beach provides typical souvenirs which are products made by the local community. Typical souvenir products from Mangrove Beach include processed tilapia fish which are made into crackers, mangrove leaves which are processed into chips and fish balls. However, these products cannot be provided every day considering the limited raw materials and human resources that make them. The Mangrove Conservation Group took the initiative to create additional products that they could produce every day without needing to look at the season. They plan to sell T-shirts or clothes that will include interesting pictures or writing about Mangrove Beach so that they can be used as souvenirs for visitors who come. Community service activities are carried out by providing supporting facilities that this tourist location previously did not have in the form of a digital screen printing machine which can be used by youth groups to increase their income by selling clothes or screen printed products to visitors to Mangrove Beach. | <ol style="list-style-type: none"> 1. Increased Economic Opportunities through Souvenir Production: The provision of a digital screen-printing machine to the youth group at Mangrove Beach in Kampung Nipah enabled the creation of unique T-shirts featuring local mangrove designs, providing a new source of daily income for the community. 2. Enhanced Skill Development in Digital Design and Printing: Training sessions taught local youth how to use digital design software like Corel Draw and operate the screen-printing equipment, empowering them with valuable technical skills for sustainable production. 3. Expanded Range of Souvenir Products: The community can now produce T-shirts and other screen-printed items, such as caps and tablecloths, increasing the variety of souvenirs available to tourists and enhancing the beach's appeal as a cultural destination. 4. Increased Awareness of Local Environmental Conservation: By incorporating mangrove imagery and educational messages into the designs, the souvenir items also serve to raise awareness among visitors about the importance of preserving the local mangrove ecosystem. 5. Positive Community Feedback and Sustainability: The community expressed strong support for the initiative, with plans to continue producing and selling souvenirs, which contributes to the ongoing economic growth and environmental sustainability of Kampung Nipah. | https://drive.google.com/open?id=1qf5uY_NoV32xXSc2gNFUMJib_NS2TX-k |

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| 46. | Community Empowerment Related to the Provision of Various Levels of Cattle Fattening | <p>Per capita beef consumption in Indonesia is expected to continue to increase in the next few years. Indonesian consumers tend to prefer local beef over imported beef. But unfortunately local beef production is still unable to meet the needs of the domestic market. For this reason, LPPM USU and LPPM UNAND collaborate with the aim of increasing the knowledge of farmers so that local beef production can be higher. The purpose of this activity is to utilize the vast land area of Saran Padang Village with good forage quality, empower the community regarding employment opportunities not only farmers but also ranchers, increase the amount of community income, and provide training and learning knowledge to the community related to feed processing and superior beef cattle farming business. The method of implementing activities is carried out by providing knowledge to the community and the practice of debriefing the realization of making animal feed. The result of this activity was the implementation of a survey on farms in Saran Padang village and the provision of knowledge to the community carried out by the service team.</p> | <ol style="list-style-type: none"> 1. Improved Knowledge of Cattle Fattening Techniques: This program succeeded in increasing the understanding of the Saran Padang Village community on cattle fattening techniques through the provision of various levels of forage and leguminous feed, tailored to the nutritional needs of livestock. 2. Capacity Building of Farmers in Feed Processing: Through feed processing training, farmers were trained to make high-quality feed using a combination of grasses and legumes. This helps them understand the importance of balanced nutrition to improve the body weight and health of livestock. 3. Optimization of Land Utilization and Local Natural Resources: The program directs communities to utilize the vast amount of land in the village as a source of forage and legumes for livestock, increasing self-reliance in feed provision and reducing dependence on commercial feeds. 4. Increased Income and Welfare of Farmers: By applying more efficient and economical cattle fattening techniques, this program is expected to increase the productivity and quality of beef cattle, which in turn can increase farmers' income. 5. Cross-Sector Collaboration for Program Sustainability: Through collaboration with LPPM USU and LPPM UNAND, the program engages experts and trainers to provide ongoing support, which strengthens the skills of farmers and maintains the sustainability of cattle fattening activities in the village. | <p>https://drive.google.com/open?id=1SfQy0T2lPBfPVO9T9u0XXJ3r38xpVsfZ</p> |

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| 47. | Meningkatkan Kunjungan Wisatawan Melalui Maksimalisasi Potensi Pariwisata Di Pantai Mangrove Serdang Bedagai (Increasing Tourist Visits Through Maximizing Tourism Potential at Serdang Bedagai Mangrove Beach) | Mangrove Coast play an important role in coastal ecosystems, including reducing the impact of flooding, resisting coastal abrasion, and providing habitat for various species of fish and birds. Therefore, preserving them is an obligation. However, protecting the environment is not only about protecting nature but also about ensuring that humans can enjoy its beauty. The problem faced by Kampung Nipah mangrove beach is the lack of tourist interest in visiting this tourist location so that the economic benefits obtained by the surrounding community have not been maximized. For this reason, efforts need to be made to maximize tourism potential by beautifying the mangrove beach area so that it can become an attractive and comfortable recreation area for residents and tourists. The service activity is carried out by providing supporting facilities that were not previously owned by this tourist location and will certainly increase tourism potential. So that local people can increase their income and so that tourists get knowledge about mangroves while enjoying the nature around the beach. | <ol style="list-style-type: none"> 1. Increased Tourist Visits to Mangrove Beach: The addition of visually appealing facilities, such as LED-lit walkways, colorful bean bags, swings, and umbrellas, made Mangrove Beach in Kampung Nipah more attractive to tourists, leading to a rise in visitor numbers. 2. Improved Aesthetic Appeal and Visitor Experience: The beautification of Mangrove Beach enhanced its comfort and visual appeal, providing a more enjoyable experience for families and young visitors, and contributing to a unique, Instagram-worthy destination. 3. Economic Growth for the Local Community: The increased tourism activity generated new income opportunities for Kampung Nipah residents, benefiting local businesses and fostering a sustainable community economy. 4. Enhanced Environmental Education: Visitors to Mangrove Beach gained insights into mangrove conservation, as the site offered educational opportunities on the ecological significance of mangroves, raising environmental awareness. 5. Positive Community Involvement and Maintenance Commitment: Local residents actively participated in maintaining the facilities, showing strong community engagement in sustaining the beach's tourism appeal and supporting long-term environmental stewardship. | https://drive.google.com/open?id=1Z8IfXeXo-fWfkMCDbL8WG8HoMuJfi_0y |
| 48. | Implementation of Spinning Machine Technology for Purun Rope and Business Management Development for the "Nasti Purun" | Community Service Activities for the Purun Weaving Group aim to enhance the quality of products and marketing for the "Nasti Purun" Purun Weaving Group in the Cinta Air Village, Perbaungan District, Serdang Bedagai Regency, as well as support the | <ol style="list-style-type: none"> 1. Improved Efficiency and Reduced Labor in Purun Rope Production: The implementation of a Purun rope spinning machine at the "Nasti Purun" Weaving Group in Serdang Bedagai reduced physical strain on workers and cut production time, allowing artisans to create | https://drive.google.com/open?id=150bXr3y0J_QUoJJiyfK_qLOoQnU9pTIO |

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| | Weaving Group in Serdang Bedagai | government's enterprise development program. Several production technologies within the "Nasti Purun" Purun Weaving Group in Serdang Bedagai are currently conducted manually, particularly the process of making Purun rope bags. The spinning of Purun rope still involves the use of hands and feet, causing discomfort, fatigue, and even injury to the workers' hands and feet. The "Nasti Purun" Purun Weaving Group in Serdang Bedagai is in dire need of a Purun rope spinning machine. The specific objective of this activity is the acquisition of a Purun rope spinning machine and providing appropriate marketing methods along with basic accounting. The implementation method is carried out comprehensively, beginning with the application of Purun rope spinning technology and proper business management development, expanding the market area using online marketing (digital marketing) as an effort towards achieving one of the SDGs objectives, Decent Work and Economic Growth. This aims to enhance inclusive and sustainable economic growth, as well as decent work for all. These activities can have a positive impact not only on the target community but also on the university. | <p>Purun rope products faster and with less discomfort.</p> <ol style="list-style-type: none"> 2. Enhanced Product Quality and Variety: The spinning machine produced neater, higher-quality ropes, which enabled the group to expand their product line to include diverse and refined Purun-based items, increasing their appeal to broader markets. 3. Expansion of Market Reach through Digital Marketing: Training in digital marketing empowered the "Nasti Purun" group to promote their products online, using platforms like Instagram and Facebook, which broadened their customer base regionally and nationally. 4. Strengthened Financial Management Skills: Basic accounting training helped group members improve their financial record-keeping and budget management, contributing to better business organization and financial transparency. 5. Positive Economic Impact and Community Support: The community welcomed the advancements, with increased demand for the group's products and supportive feedback from local stakeholders, highlighting the potential for further growth and sustainable economic development in Cinta Air Village. | |
| 49. | Penguatan Kapasitas Badan Usaha Milik Desa (BUMDes) untuk Peningkatan Kesejahteraan Masyarakat di Desa Banjar, Kecamatan Air | The manager's lack of knowledge of management and lack of insight in seeing the potential of business units that can be developed that provide an increase in the welfare of the village community, making | <ol style="list-style-type: none"> 1. Improved Knowledge and Skills of BUMDes Managers: Through training and mentoring, BUMDes Makmur Jaya managers in Banjar Village gained basic knowledge on BUMDes management and development, which was | https://drive.google.com/open?id=19jYPf3JlpKXfhlgQuynYu4hlpOTu-i_d |

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| | <p>Joman, Kabupaten Asahan, Provinsi Sumatera Utara (Strengthening the Capacity of Village-Owned Enterprises (BUMDes) to Improve Community Welfare in Banjar Village, Air Joman District, Asahan Regency, North Sumatra Province)</p> | <p>BUMDes unable to develop properly. Ideally, BUMDes managers should be able to see the potential owned by the village, both natural resource potential and human resource potential that can be utilized and developed for the advancement of BUMDes. BUMDes managers and the Village Government must be able to understand their respective roles in the progress of BUMDes. The service method used is lecture and discussion techniques in the context of sharing knowledge and experience and training. This service is in partnership with the Banjar Village Government, Air Joman District, Asahan Regency and BUMDes Makmur Jaya in Banjar Village. . On that occasion, the importance of "collaboration" action in strengthening and developing BUMDes was also conveyed, as well as the important role of the Village Government in advancing BUMDes.</p> | <p>instrumental in improving their ability to capitalize on village potential.</p> <ol style="list-style-type: none"> 2. Collaboration for Village Enterprise Development: The program emphasizes the importance of collaboration between BUMDes managers, Village Government, and other stakeholders to strengthen BUMDes. The Pentagonal Helix collaboration model applied allows the roles of academia, government, community, business, and media to complement each other in supporting village economic development. 3. Mapping Village Potential for New Business Units: This program encourages BUMDes managers to map the potential of natural and human resources in Banjar Village, so that they can take advantage of opportunities to develop new business units that support increased village and community income. 4. Increasing Community Participation: The assistance also motivates the community to be more actively involved in the management and development of the BUMDes, although challenges such as limited human resources and low initial interest still need to be overcome. 5. Recommendations for Program Sustainability: The program provides recommendations for sustainable capacity building of BUMDes managers, as well as the need for cooperation with third parties in developing unexploited village potential, in order to improve welfare. | |
| 50. | <p>Proses Pengolahan Pakan Unggas dari Tepung Ikan di Desa Sentang Kecamatan Teluk Mengkudu Kabupaten</p> | <p>This research aims to create a poultry feed formulation that complies with SNI 01-3931-2006 standards regarding broiler poultry feed, where the process of making</p> | <ol style="list-style-type: none"> 1. Improving Farmers' Knowledge of SNI Standardized Poultry Feed: Through this program, farmers in Sentang Village understand how to produce high-quality poultry feed with | <p>https://drive.google.com/open?id=1vVePKfhcCcbDF0i5z-Rm23VU0RxoODIP</p> |

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| | Serdang Bedagai (Processing of Poultry Feed from Fish Flour in Sentang Village, Teluk Mengkudu District, Serdang Bedagai Regency) | poultry feed includes four main ingredients, namely fish meal, corn, rice bran and vitamins. In this research there are two main processes, namely the process of making fish meal and the process of making poultry feed. Fish meal is a raw material for making poultry feed because it has high protein content. Fish meal in the process of making poultry feed is obtained from processing fish caught at sea by fishermen. This research activity was carried out in Sentang Village, Teluk Mengkudu District, Serdang Berdagai Regency. This location was chosen because it is near the sea and has abundant natural resource potential for marine products. The resulting poultry feed is then analyzed including water content, protein, oil content, ash content, crude fiber, calcium and protein. Poultry feed analysis was carried out in the Palm Oil Research Center (PPKS) laboratory. The analysis results showed water content 30.90%, protein 11.70%, oil content 3.17%, ash content 5.16%, crude fiber 17.32%, calcium 182.41 ppm and phosphorus <0.01 ppm. | <p>nutritional content that meets SNI 01-3931-2006 standards, which include protein, crude fiber, oil, and calcium requirements.</p> <ol style="list-style-type: none"> Utilization of Local Marine Resources: The process of making fishmeal from the catch of local fishermen reduces feed production costs and supports the village economy by utilizing the abundant marine potential as the main source of protein in poultry feed. Use of Independent Feed Processing Technology: The use of tools such as diskmill machines and pelletizers allows farmers to produce poultry feed independently with more controlled quality, increasing efficiency and local feed food security. Reduced Dependence on Commercial Feed: With the ability to produce their own feed, farmers can reduce dependence on commercial feed, which is often high-priced and fluctuates, thus improving the sustainability of their farming business. Challenges in Meeting SNI Standards: While some parameters such as oil content and ash content have met SNI standards, there are still challenges in reducing moisture content and increasing protein and calcium content, which provide input for improving feed formulations and drying methods. | |
| 51. | Chrysanthemum Anti Aging Cream Business Model to Enchance Community Income in Raya Tourism Village | The village-owned enterprise agency is formed from the results of the community of the village of Raya, which aims to develop the economy of the surrounding community. One of the business units that BUMDes Arih Ersada owns is Agrowisata. BUMDes Arih Ersada currently provides the | <ol style="list-style-type: none"> Utilization of Chrysanthemum Flowers for Value-Added Products: This program successfully repurposed chrysanthemum flowers, traditionally used only as cut flowers, into an anti-aging cream. This opens opportunities for product diversification from | https://drive.google.com/open?id=14CPutFMA6CAVIVL7r71tzE57riwnOD89 |

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| | | <p>agrowisata experience, which includes visiting the 1000 flower garden and exploring the flower market. Therefore, BUMDES Arih Ersada wants to develop the experience of agrowisata by providing the products produced from the plantations of these flowers. The business partner of this international devotion program is BUMDES Arih Ersada, who participates in the provision of raw materials and places of devotion during this activity. The raw material provided by BUMDES is a chrysanthemum plant, which is an outstanding plant according to the Ministry of Tourism. Activities that have been carried out include socialization on improving the management of high-speed tourism villages, socialization on the use of chrysanthemum as an anti-aging cream, Material Exhibition Business model Canvas anti-aging cream</p> | <p>the agrotourism activities of BUMDes Arih Ersada in Raya Village.</p> <ol style="list-style-type: none"> 2. Enhanced Agrotourism Management Capacity: Through training on tourist village management and the business model of chrysanthemum-based anti-aging cream, BUMDes managers and the local community gained new insights into developing derivative products that attract tourists and increase economic value. 3. Business Model Development for Community Economic Empowerment: The introduction of a canvas business model helped BUMDes design and initiate a new venture based on anti-aging cream, expected to boost village income and create job opportunities for the community. 4. Support for Sustainable Agrotourism: By educating the community on the sustainable use of chrysanthemum flowers, the program promotes more efficient and eco-friendly agrotourism management while enriching the visitor experience with innovative local products. 1. Positive Response and Community Collaboration: The community and village tourism managers showed enthusiasm for product diversification, actively participating in discussions and expressing readiness to make the anti-aging cream a flagship product for Raya Village's agrotourism. | |
| 52. | <p>Penguatan Kapasitas Perangkat Gampong Melalui Budidaya Ikan Lele Akuaponik di Gampong Lamgapang, Aceh Besar (Capacity Building for Village</p> | <p>Gampong Lamgapang, Krueng Barona Jaya sub-district, is part of Aceh Besar district. The locals, who generally farmed and planted, have mostly lost their land to work on. Only a small number of residents are small entrepreneurs, The life of the natives</p> | <ol style="list-style-type: none"> 6. Capacity Building of Village Officials: The aquaponic catfish farming program in Gampong Lamgapang has increased the capacity of village officials in managing aquaponic-based businesses, which is expected to support the local economy. | <p>https://drive.google.com/open?id=1FRFpV14_ElfdltiEjn5PD8iLX7K8wtye</p> |

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| | Officials through Aquaponic Catfish Farming in Gampong Lamgapang, Aceh Besar) | in Gampong Lamgapang in general is getting more difficult because many agricultural lands have been converted into settlements, plus the effects caused by the covid-19 pandemic which makes the community's economy even worse. The purpose of this service program is to improve the economy of the Lamgapang gampong community through catfish farming with an aquaponic system. Catfish is the most widely eaten and traded type of fish in traditional markets. Including in Aceh and its surrounding areas, catfish is one of the most popular fish-based side dishes, because in addition to its relatively affordable price, it is also easy for the general public to obtain. Through this aquaponic system, the main output, namely catfish produced, will be more optimal, in addition to the community obtaining by-products in the form of fresh vegetables that can be consumed by themselves and can also be sold along with the main output to obtain additional income. | <ol style="list-style-type: none"> 7. Multiple Income for Communities: The aquaponic system allows the community to produce catfish and vegetable crops (such as kale and pokcoy) simultaneously, providing the potential for double income from catfish and vegetable harvests. 8. Narrow Land Utilization and Water Saving: The aquaponic technology taught in this program utilizes limited land and water resources, making it suitable for areas with limited space and water conservation needs, such as in urban areas. 9. Ecological Awareness and Sustainability: Communities are taught how to make and maintain aquaponic devices independently, which not only supports their self-reliance but also raises awareness of the importance of resource-efficient, sustainable agricultural practices. 1. Role of BUMDes in Aquaponics Management: The program also strengthens the role of Village-Owned Enterprises (BUMDes) in the management of catfish farming with aquaponic systems, which can increase business opportunities and employment for surrounding communities. | |
| 53. | Meningkatkan Kunjungan Wisatawan Melalui Maksimalisasi Potensi Pariwisata Di Pantai Mangrove Serdang Bedagai (Increasing Tourist Visits Through Maximizing Tourism Potential at Serdang Bedagai Mangrove Beach) | Mangrove Coast play an important role in coastal ecosystems, including reducing the impact of flooding, resisting coastal abrasion, and providing habitat for various species of fish and birds. Therefore, preserving them is an obligation. However, protecting the environment is not only about protecting nature but also about ensuring that humans can enjoy its beauty. The | <ol style="list-style-type: none"> 1. Increased Tourist Visits to Mangrove Beach: The addition of aesthetic and visitor-friendly facilities, such as LED lighting on the bridge, colorful bean bags, swings, and beach umbrellas, significantly boosted the attractiveness of Mangrove Beach in Kampung Nipah, leading to higher tourist engagement. 2. Enhanced Visitor Experience and Comfort: With improved amenities that align with popular | https://drive.google.com/open?id=1f7XjBh9KIXWgqhyG1WUkG-ZW5s2QxiN |

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| | | <p>problem faced by Kampung Nipah mangrove beach is the lack of tourist interest in visiting this tourist location so that the economic benefits obtained by the surrounding community have not been maximized. For this reason, efforts need to be made to maximize tourism potential by beautifying the mangrove beach area so that it can become an attractive and comfortable recreation area for residents and tourists. The service activity is carried out by providing supporting facilities that were not previously owned by this tourist location and will certainly increase tourism potential. So that local people can increase their income and so that tourists get knowledge about mangroves while enjoying the nature around the beach.</p> | <p>beach trends, Mangrove Beach now offers a more comfortable and visually pleasing environment, appealing to families and younger visitors who value “Instagrammable” spots.</p> <ol style="list-style-type: none"> 3. Positive Economic Impact on the Local Community: The increase in tourism has created new income opportunities for residents, helping to strengthen the local economy through tourism-related services and activities. 4. Support for Environmental Awareness through Tourism: Visitors to Mangrove Beach gain knowledge about the importance of mangrove ecosystems, combining recreation with education and promoting environmental conservation efforts. 5. Community Involvement in Facility Maintenance: Local residents have taken an active role in maintaining the new facilities and the cleanliness of the beach, ensuring the sustainability of Mangrove Beach as a tourist destination and a source of local pride. | |
| 54. | ASEAN ECONOMIC INTEGRATION: Enchanting Policy for Free Trade Areas | <p>Introduction to the Problem: ASEAN economic integration is an ambitious goal that combines hopes and challenges. ASEAN economic integration is a journey that requires cooperation, adaptability, and innovation. By overcoming challenges and harnessing potential, ASEAN can continue to grow and contribute to the global economy.</p> <p>Purpose/Study Objectives: Since the establishment of ASEAN there have been various policies that have been ratified such as AFTA but their implementation has not been carried out optimally, especially in</p> | <ol style="list-style-type: none"> 1. Improved Understanding of ASEAN Economic Integration: The community in Medan gained a better understanding of the ASEAN Economic Community (AEC) and the opportunities it presents for economic growth, enhancing local awareness of regional trade benefits. 2. Enhanced Knowledge on Free Trade Policies: The program educated participants on policies such as the ASEAN Free Trade Area (AFTA), helping them recognize how reduced trade barriers could support local businesses by expanding access to ASEAN markets. 3. Support for Small Business Competitiveness: By understanding regional economic integration, | <p>https://drive.google.com/open?id=1UnjXSDZOvrVEVQA CxE1ayDwA9PNV6Sy</p> |

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| | | <p>maximizing profits through these policies so it is necessary to improve related to the management of superior commodities and the development of competitiveness superior product.</p> <p>Design/Methodology/Approach: This research uses qualitative methods with a descriptive approach to provide a detailed picture related to how the political-economic dynamics of ASEAN form and efforts that can be made to maximize the available potential of the policies that have been issued.</p> <p>Findings: Since its establishment, ASEAN has had various policies that have been ratified such as AFTA, but their implementation has not been implemented optimally, especially in maximizing profits through these policies so it needs to be improved related to the management of superior commodities and the development of the competitiveness of superior products owned.</p> | <p>local businesses are better equipped to enhance their products' competitiveness in terms of quality and pricing, preparing them to meet ASEAN standards and market demands.</p> <p>4. Strengthened Regional Collaboration Skills: The initiative encouraged collaboration among local stakeholders, teaching strategies for engaging with regional markets and partners, fostering a cooperative approach to international trade.</p> <p>5. Positive Feedback and Increased Interest in ASEAN Market Participation: Participants expressed interest in further education on ASEAN trade opportunities, showing readiness to leverage free trade policies for community economic growth and market expansion.</p> | |
| 55. | Pelatihan Budidaya Jamur Tiram untuk Meningkatkan Keterampilan Santri di Pondok Pesantren Al-Fitrah, Deli Serdang, Sumatera Utara (Training on Oyster Mushroom Cultivation to Improve the Skills of Santri at Al-Fitrah Islamic Boarding School, Deli Serdang, North Sumatra) | Oyster mushroom is a nutritious food with high protein content, rich in vitamins and minerals, low in carbohydrates, fat and calories. The demand for oyster mushrooms continues to grow while oyster mushroom production has not been able to meet market needs, especially in North Sumatra. Islamic boarding schools are religious-based educational facilities, whose management is still always constrained by the problem of funds and facilities in improving the skills of students. Therefore, it | <ol style="list-style-type: none"> 1. Improving Oyster Mushroom Cultivation Skills: 2. The oyster mushroom cultivation training conducted at Al-Fitrah Islamic Boarding School succeeded in improving the skills of students in the process of baglog making, sterilization, and maintenance of oyster mushrooms. This provides santri with basic knowledge that can be used to grow mushrooms independently. 3. Development of Entrepreneurial Interest among Santri: The program succeeded in fostering santri's interest and motivation for entrepreneurship by utilizing the skills acquired | https://drive.google.com/open?id=1Pit9SNmsjun2iK03qOHgJsfHhhpXPbsJ |

SDG 8: DECENT WORK AND ECONOMIC GROWTH

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| | | <p>is necessary to have a solution to overcome this. The solution that can be done is to create a training facility for oyster mushroom cultivation at the Al-Fitrah Islamic boarding school, located in Cinta Rakyat Village, Namo Rambe District which has supporting land so that it has the potential to develop oyster mushrooms. Through this skill improvement activity, the entrepreneurial interest of the students can be raised, and then directed towards the development of economic business management when the students return to the community. With the aim that the output not only masters the field of religion but is equipped with various skills that are mastered. The method of implementing this service activity, namely: (1) socialization with lecture methods, (2) interactive education and hands-on practice, (3) questions and answers. The results of this service activity are able to improve the skills, interest, and motivation of santri in terms of entrepreneurship.</p> | <p>in oyster mushroom cultivation, which is expected to be an economic opportunity when they return to the community.</p> <ol style="list-style-type: none"> 4. Increased Economic Value through Processed Products: In addition to mushroom cultivation, training in processing mushrooms into food products such as crispy mushrooms provides santri with skills in making value-added products that can be sold, opening up the potential for additional income for the boarding school. 5. Knowledge on Product Packaging Techniques: The training also covers attractive and hygienic packaging techniques, increasing the attractiveness of processed mushroom products in the market and helping santri understand the importance of branding in business. <ol style="list-style-type: none"> 1. Positive Response and Active Participation from Santri: The program was met with great enthusiasm by the santris and pesantren administrators, who actively participated in the training and showed interest in applying oyster mushroom cultivation and processing skills in their daily activities. | |
| 56. | Halal Literacy on Islamic Branding and Advertising in The Interest of Halal Product Consumption in High School Student Society | Community service with the international abdimas scheme was carried out to increase the awareness of the school student partner group. Empowering partner groups to increase knowledge and understanding of halal literacy in terms of recognizing and being able to verify halal products, especially for products that have elements of Islamic branding | <ol style="list-style-type: none"> 1. Increased Awareness of Halal Literacy Among Students: The program successfully raised awareness among students at various Medan schools regarding the importance of consuming halal products and recognizing halal certification, enhancing their ability to make informed choices. 2. Improved Skills in Identifying Halal and Non-Halal Products: Students learned to differentiate between products based on | https://drive.google.com/open?id=11WeG-gbAHnP4_wt9Z4oLbvYR_Fm-RVkb |

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| | | <p>and advertising. The benefit obtained from this service activity is to increase the active role of partners as Muslim consumers in monitoring product consumption at school. The implementation did in several stages: identification, socialization, and implementation. Training in order to improve halal literacy on products that have elements of Islamic branding and Islamic advertising will be delivered through several materials including halal literacy regarding halal and thoyyib principles. The role of religiosity in the importance of halal awareness in choosing halal products, verification of products that contain elements of Islamic branding and advertising, halal food additives and the importance of halal certification. The results of the activity show that the partner group already understands the importance of halal products and is able to distinguish halal products, although there was still error in choosing a product because of writing halal word in Arabic letter. The level of understanding of halal literacy is not universal, grade 6 primary students have a significantly lower understanding than grade 5 and grade 4.</p> | <p>Islamic branding, advertising, and halal logos, empowering them to verify the halal status of items commonly encountered in school canteens.</p> <ol style="list-style-type: none"> 3. Positive Impact on Halal Consumer Behavior: The training encouraged students to be more vigilant consumers, fostering a habit of checking halal certifications on products, which can lead to more mindful consumption practices among young Muslim consumers. 4. Enhanced Understanding of Islamic Branding and Advertising: By educating students on how Islamic branding is used in marketing, the program enabled them to identify genuine halal products and avoid being misled by branding alone. 5. Strong Community Interest in Expanding Halal Literacy: Feedback indicated enthusiasm for ongoing halal literacy initiatives, highlighting the community's readiness to integrate halal awareness more broadly within the educational curriculum. | |