

SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Universitas Sumatera Utara (USU) actively supports Sustainable Development Goal (SDG) 12—Responsible Consumption and Production—by promoting sustainable practices and waste management within local communities. Through various community service programs, USU focuses on educating and empowering residents to adopt responsible consumption habits and effective waste reduction techniques. These initiatives include training on composting organic household waste, developing eco-friendly product alternatives, and conducting workshops on recycling and upcycling practices. By raising awareness and providing practical solutions, USU helps foster a culture of sustainability that benefits both the environment and the local economy.

No	Title	Abstract	Outcome	Evident/Attachment
1	<p>Pemanfaatan Biji Kopi Dan Ampas Kopi Sebagai Bahan Baku Sediaan Kosmetik Bersama Siswa SMK Martabe Jurusan Asisten Keperawatan Di Desa Padang Bujur, Kecamatan Sipirok, Kabupaten Tapanuli Selatan</p> <p>Utilization of coffee and coffee grounds as raw materials for cosmetic preparations.</p>	<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 coenzymes from coffee fruits which are often simply</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. 	<p>https://drive.google.com/open?id=11ylaCO47t9m4FyM_ba1KAHdsWlOOG9c</p>

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		thrown away after the seeds are taken. Evaluation of activities is carried out by 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	Positive Participant Response and Knowledge Retention: The training, which included pre- and post-tests, showed a significant increase in knowledge levels among participants, with feedback indicating high interest and potential for future development of coffee-based products in the community.	
2	<p>Pemanfaatan Tepung Cangkang Kerang Kepah Tahu (<i>Meretrix meretrix</i>) dan Kerang Bulu (<i>Anadara antiquata</i>) sebagai Sumber Pakan Ikan Nila (<i>Oreochromis niloticus</i>) di Desa Tanjung Rejo, Kecamatan Percut Sei Tuan, Kabupaten Deli Serdang</p> <p>(Utilization of Shell Flour of Tofu Clam (<i>Meretrix meretrix</i>) and Feather Clam (<i>Anadara antiquata</i>) as Feed Source for Tilapia (<i>Oreochromis niloticus</i>) in Tanjung Rejo Village, Percut Sei Tuan District, Deli Serdang Regency)</p>	<p>Tanjung Rejo Village, Percut Sei Tuan District is an area that is often known for its diversity of marine life such as fish and shellfish. Types of shellfish that are often consumed and traded are Kepah Tahu clams and feather shells, while the type of fish that is easily obtained and economically valuable is tilapia (<i>Oreochromis niloticus</i>). Tilapia which is often consumed results in higher market demand. The high market demand encourages researchers to make an innovation in the use of Kepah Tahu clam shell flour and feather clams as feed for tilapia. The reason for using clam shells as flour for tilapia feed is because people who consume shellfish meat often throw their shells carelessly so it is feared that it can cause environmental pollution. In addition, Kepah Tahu clam shells and feather clams contain calcium and posphore which can increase the productivity of tilapia so that the community around Tanjung Rejo village, Percut Sei Tuan District can consume quality tilapia while avoiding environmental pollution due to shells that</p>	<ol style="list-style-type: none"> 1. Utilization of Shell Waste as Fish Feed: The program successfully converted shell waste from Tofu Kepah and feather clams into flour that is used as tilapia feed. This not only increased tilapia productivity, but also helped reduce environmental pollution due to shell waste. 2. Increased Tilapia Production: With the calcium and phosphorus content in the clam shell meal, tilapia experience improved growth and health. This has resulted in increased production of high-quality tilapia in Tanjung Rejo Village, which can increase the community's income. 3. Positive Response from the Community: The program has received a positive response, with more than 60% of the community understanding the benefits of using shell meal as tilapia feed, and responding to changes in feeding patterns, which are now dominated by shell meal up to 90%. 4. Support for MBKM: This program involves students in entrepreneurial activities and field practices, supporting the achievement of the Merdeka Learning Campus Merdeka (MBKM) program by providing real experience in the application of knowledge and innovations that benefit the community. 	<p>https://drive.google.com/open?id=1tVNpjQdG32poB7sa_j0CJs_cdKx1ltOm3</p>

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		are discarded as waste and can disturb the environment	Environmental Awareness: Through socialization, the community becomes more aware of the environmental impact of shell waste disposal and the importance of managing such waste sustainably to reduce pollution.	
3	<p>Optimalisasi Produksi Dan Implementasi Activity Based Costing Sebagai Upaya Peningkatan Perekonomian Pelaku Usaha Anyaman Purun Desa Bengkel</p> <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 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</p>	<ol style="list-style-type: none"> 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 empowered craftsmen to diversify their product range, creating colorful and attractive purun items that appeal to broader markets, thus increasing sales potential. 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. <p>Increased Community Enthusiasm and Sustainable Development: The program received positive feedback, with high participant enthusiasm, indicating a</p>	<p>https://drive.google.com/open?id=1Lhw_GjAQ5MnOrJJKeNRxZO_sPhctQC</p>

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		before and after the activity was carried out in Bengkel Village.	commitment to adopting new production techniques and financial practices to sustain the local purun craft industry and support family incomes.	
4	<p>Membangun Sistem Pengendalian Perilaku Nyampah Pengunjung Taman Wisata Mangrove Kampung Nipah Melalui Pendekatan Kebudayaan (Edukasi, Pengorganisasian Dan Penyediaan Sarana Penampung Sampah)</p> <p>Building a Waste Control System for Visitors at Kampung Nipah Mangrove Tourism Park Through a Cultural Approach (Education, Organization, and Provision of Waste Containers)</p>	<p>This community service project aimed to establish a waste behavior control system for visitors at the Kampung Nipah Mangrove Tourism Park in Serdang Bedagai, North Sumatra. The initiative was designed to address plastic waste issues left by visitors, which contribute to environmental pollution. By using a participatory approach involving park staff across all roles, the project introduced methods to encourage visitors to manage their waste responsibly. Focus Group Discussions (FGD) were conducted to align park staff on educating visitors, and designated waste collection bags and transparent bins were provided to support these efforts. The results showed improved cleanliness in the park, increased staff engagement in waste management, and reduced plastic waste scattered within the park, fostering a more sustainable and eco-friendly tourism environment.</p>	<ol style="list-style-type: none"> Improved Waste Management: The initiative led to cleaner park areas with reduced plastic waste, enhancing the overall environment of the Kampung Nipah Mangrove Tourism Park. Increased Staff Engagement: Park staff, from ticket attendants to maintenance workers, became actively involved in educating and encouraging visitors to handle their waste responsibly. Enhanced Visitor Cooperation: Visitors were more inclined to manage their waste properly due to the clear communication and provision of waste collection bags and bins. Sustainable Practices: The project established a foundation for long-term eco-friendly waste management practices, supporting the park's conservation goals and promoting responsible tourism behavior. 	<p>https://drive.google.com/open?id=1d9QFSbeg-BsGxRJqMmiVFZdK2ST8mViZ</p>
5	<p>Revitalisasi Masakan Bumbu Arsik Khas Mandailing dalam Bentuk Sediaan Serbuk Sachet</p> <p>(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</p>	<ol style="list-style-type: none"> 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. 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=14WXYcJVdZ6bMZ0GNDTlcRDL1HFkoL36</p>

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		<p>farmers and employees. So that a lot of 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. <p>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.</p>	
6	<p>Penerapan Fitobiotik Dan Teknologi Pakan Berbasis Limbah Pertanian Menuju Kemandirian Usaha Peternakan Di Desa Mulawari Kabupaten Karo</p> <p>Application of Phytobiotics and Straw Fermentation for Sheep</p>	<p>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</p>	<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 	<p>https://drive.google.com/open?id=1b0pARe3OIBXYB6Q9-KlqEWQGtu9YQVou</p>

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	Feed in Mulawari Village, Karo Regency	environmental pollution. In 2022, an outbreak of Foot and 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>ingredients, farmers can replace synthetic antibiotics, which reduces the risk of antibiotic resistance and is more friendly to human health.</p> <p>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.</p> <p>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.</p> <p>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.</p>	
7	Pelatihan Pengembangan Karakter Kelompok Sadar Lingkungan Berbasis Ecobrick	This community service project aimed to empower the environmentally conscious group "Batu Bara Camp" in Bagan Arya	<ul style="list-style-type: none"> The outcomes showed increased community knowledge and active participation, leading to 	https://drive.google.com/open?id=1GyJOPiCYprQA4yRu9t2uVJWmFaaxVpR8

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	<p>Sebagai Langkah Awal Pengolahan Sampah Di Desa Bagan Arya Kabupaten Batu Bara</p> <p>Character Development Training for Environmentally Aware Groups Based on Ecobrick as an Initial Step for Waste Management in Bagan Arya Village, Batu Bara Regency</p>	<p>Village, Batu Bara Regency, through ecobrick-based waste management initiatives. The program addressed significant waste challenges in the village, particularly plastic waste brought by the sea. The project included training in waste collection, drying techniques using custom drying frames, and ecobrick assembly to create functional products. These activities were supplemented with community outreach to raise awareness about the importance of waste management.</p>	<p>better waste management practices and fostering creativity in recycling. The project also highlighted the need for further support, such as continuous education and the establishment of a categorized waste bank, to ensure long-term sustainability and impact.</p>	
8	<p>Tingkat Kreativitas Remaja Binaan UPT. PS. Anak Remaja Dinas Sosial Tanjung Morawa melalui Pelatihan Pembuatan <i>Essential Oil</i> dan Aplikasinya</p> <p>(Creativity Level of Youth Assisted by UPT. PS. Adolescent Children of Tanjung Morawa Social Service through Essential Oil Making and Application Training)</p>	<p>Indonesia is a country with abundant natural wealth and one of the countries that has the potential to produce essential oils 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</p>	<ol style="list-style-type: none"> 1. Improving Youth Skills in Essential Oil Processing: Through training held at UPT. PS. Tanjung Morawa Social Service, youth learn how 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. 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, 	<p>https://drive.google.com/open?id=1cdslKoBEzgj_a5k-wFEMa-4ebKgduG</p>

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		<p>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 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>	<p>which are also safe for the skin and have commercial potential.</p> <p>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.</p> <p>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.</p>	
9	Edukasi dan Pelatihan Pemasaran dan Pengembangan Pasar Produk Olahan Purun di Desa Mekar Jaya, Kabupaten Langkat	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	1. 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.	https://drive.google.com/open?id=1NvRA9WpTzN_FFIVSmjPpVhKgrrRPjIWZ

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	(Education and Training on Marketing and Market Development of Purun Processed Products in Mekar Jaya Village, Langkat Regency)	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 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.	<ol style="list-style-type: none"> 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, making their offerings more attractive to a wider range of customers. 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>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>	
10	<p>Penyuluhan Dan Pelatihan Pemanfaatan Limbah Tempurung Kelapa Pada Pembuatan Asap Cair Yang Berguna Sebagai Pengawaet Alami Bagi Masyarakat Di Desa Pematang Pasir Kota Tanjung Balai</p> <p>Training on Manufacture of Liquid Smoke from Coconut Shell Waste as Natural</p>	Coconut (Cocos nucifera 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	<ol style="list-style-type: none"> 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. 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. 	https://drive.google.com/open?id=1TIWLks0SwK_VqoWrBGNRb4wk7mrPJzc4

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	Preservative for Pematang Pasir Tanjung Balai Community	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 natural preservative for fish so that it can help improve the community's economy.	<ol style="list-style-type: none"> 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. 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. Community Interest in Sustainable Economic Practices: The positive response from 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. 	
11	<p>Pelatihan Kewirausahaan Garam Kosmetik Herbal Sebagai Bath Salt Spa Di Sma Negeri 1 Perbaungan</p> <p>Entrepreneurship Training on Herbal Cosmetic Salt as Spa Bath Salt at the State Senior High School of Perbaungan</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 bath salt products increases economic value. One way to empower students in a sustainable way is through product innovation. The aim of the community	<ol style="list-style-type: none"> 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. Increased Knowledge in Natural Cosmetics Production: Students learned about the benefits of Himalayan salt and cinnamon bark as natural ingredients, gaining insights into cosmetic formulation and the health benefits associated with these ingredients. Development of Marketable Bath Salt Products: The program enabled students to produce bath salt products using local ingredients, which 	https://drive.google.com/open?id=1ZqqbXA8Q83riIVQ0VhrsK2m9A5etl0ud

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		<p>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>could be marketed as spa products, providing a potential source of income and practical experience in product creation and sales.</p> <p>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. 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.</p>	
12	<p>Pengembangan Potensi Ampas Kopi Gayo Robusta dan Bunga Kenanga sebagai <i>Body Scrub</i> Antioksidan di Kabupaten Aceh Besar untuk Meningkatkan Pendapatan Masyarakat</p> <p>(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 can develop products and sell them as an effort to increase community income. The method used in this service is</p>	<ol style="list-style-type: none"> 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. 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. 3. Support for Small-Scale Business Development: Training on business planning and marketing strategies enabled participants to create and promote body scrub products, 	<p>https://drive.google.com/open?id=1PN1b9AYef99f9Jx65GxG1fOePq3pljUX</p>

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		<p>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>potentially generating additional income sources for their households.</p> <p>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. 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.</p>	
13	<p>Pemanfaatan Lahan Pertanian Mendukung Bertanam Kopi tepat Guna Di Desa Hutanamale, Kecamatan Sorik Merapi, Kabupaten Madina</p> <p>Community Service Supports Coffee Cultivation and Post-Harvest in Hutabaringin Village, Sorik Marapi District, Madina</p>	<p>Hutabaringin Village Community, District. Sorik Merapi, Kab. Madina has sources of livelihood in the agricultural sector, namely: rice, vegetable crops, fruit, gelugor acid, and plantation crops, especially coffee. The problems identified are limited capital, seeds, tools and agricultural machinery (alsintan) as well as farmers' knowledge in managing coffee to obtain high productivity. Therefore, the Marsipature Hutabe Mono Year Service Team carries out outreach activities, training and provides donations in the form of coffee seeds and machinery in the form of mini drying houses and coffee roasting machines to support cultivation and post-harvest to increase coffee productivity. This activity uses field survey methods, outreach, training on controlling coffee plant pests, training on post-harvest</p>	<p>5. Improved Knowledge and Skills of Coffee Farmers: The program increased the knowledge of farmers in Hutabaringin Village on organic coffee cultivation and pest control, including the use of yellow traps and plant-based pesticides, which are environmentally friendly and support sustainable agricultural practices.</p> <p>6. Post-Harvest Equipment Facilitation: With the help of tools such as mini drying houses and coffee roasting machines, farmers can now carry out coffee drying and processing near their fields. This simplifies and speeds up the post-harvest process, maintains coffee quality, and increases productivity.</p> <p>7. Support for Mandailing Coffee Products: The provision of coffee seeds and post-harvest equipment helps to promote Mandailing coffee as a superior product with better quality, which has the potential to increase competitiveness in local and international markets.</p>	<p>https://drive.google.com/open?id=1zmpb8EvzN_P_b9cPJ7jGpvC2dAC66wKS</p>

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		processing of coffee and focus group discussions (FGD). Next, the handover of coffee seeds, coffee drying house, coffee roasting machine and yellow trap was carried out. The activity went well and received a positive response from farmer groups in Hutabaringin Village, Puncak Sorik Marapi, Madina.	8. Additional Economic Opportunities: Post-harvest training and coffee presentation techniques in attractive small packages provide opportunities for farmers to sell value-added products, which increases the income of farmers in the village. Positive Response and Active Community Participation: The program received positive reception and support from the local community, who showed enthusiasm in adopting new practices and technologies for local coffee development, creating opportunities for the sustainability of the coffee industry in the area.	
14	Penerapan Teknologi Pakan Biomassa Ubi Kayu Dan Pupuk Organik Cair (POC) Dari Urine Domba Pada Peternak Di Desa Talun Kenas Kecamatan STM Hilir Training on Making Liquid Organic Fertilizer (POC) and MOL from Sheep Urine and Feces for Farmers in Talun Kenas Village, STM Hilir District	Intensive sheep rearing system must be accompanied by livestock management, superior seeds and quality feed. Farmers usually do not have knowledge of good sheep husbandry management. Farmers do not understand the importance of cage hygiene in maintaining livestock health. This service activity aims to provide counseling on training in making liquid organic fertilizer or POC to farmers in Talun Kenas village, STM Hilir sub-district. The method used in this community service activity is counseling in the form of socialization in the form of making MOL from sheep feces and sheep urine as POC. The results of this service activity are that farmers realize the importance of implementing good livestock maintenance management. Farmers began to realize the importance of maintaining the cleanliness of the cage environment. The fermentation	1. Improving Farmers' Skills in Processing Livestock Waste: Through training, farmers in Talun Kenas Village now have the skills to utilize sheep feces and urine waste into Liquid Organic Fertilizer (POC) and Local Microorganisms (MOL), which support sustainable agricultural practices. 2. Waste Reduction and Improved Cage Hygiene: The introduced fermentation technology assists farmers in effectively treating manure waste, which contributes to improved environmental hygiene and prevents livestock diseases. 3. Alternative to Chemical Fertilizers: By using POC from sheep urine, farmers have an alternative nitrogen-rich and safe-to-use organic fertilizer, which helps reduce dependence on chemical fertilizers. 4. Efficiency in Cage Management: Having a pen for urine collection facilitates hygiene management and waste collection, improving	https://drive.google.com/open?id=1bELny9TwzrDyjYb2LGvX85acu-RYFORL

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		technology that farmers already have is expected to make it easier for farmers to process other types of livestock waste.	farmer work efficiency and supporting overall livestock health. Application of Fermentation Technology to Other Wastes: Farmers' awareness of the benefits of fermentation encourages them to explore the application of this technology to other livestock wastes, which can expand the positive impact of the program.	
15	Pakan Silase Ternak Kambing di Desa Tanjung Rejo Kabupaten Deli Serdang Silase Feed for Goats in Tanjung Rejo Village, Deli Serdang Regency	The purpose of community service is to make silase goat feed from organic waste as silase animal feed whose farms are starting to have difficulty providing feed, especially forage feed, especially during the dry season. While organic waste such as straw and banana stems are not utilized, most are left as is. The solution to this problem is to utilize organic waste as an alternative feed in the form of silase animal feed which has economic value, high nutritional value and is environmentally friendly. This activity will be carried out in August - November 2023. The method used is a combined method of counseling, training, hands-on practice and work evaluation. The resulting silase animal feed products can be used for their own needs or sold. The service team will provide partners with an organic waste counter tool, to facilitate the process of making silase feed for goats.	<ol style="list-style-type: none"> 1. Utilization of Organic Waste for Animal Feed: Through training, goat farmers in Tanjung Rejo Village are now able to process organic waste, such as straw and banana gedebok, into highly nutritious silage feed, reducing reliance on green feed which is often difficult to obtain during the dry season. 2. Increased Livestock Productivity: The use of silage feed increases goat appetite and accelerates livestock growth, which has the potential to increase goat meat weight and quality, as well as lower cholesterol levels in the meat produced. 3. Economic and Environmental Benefits: Silage feed from organic waste is an economical and environmentally friendly alternative, which helps farmers reduce feed costs and keep the environment clean from previously unutilized waste. 4. Village Government Support: The program is fully supported by the village head and his officials, who play a role in granting permits and providing training facilities, encouraging program sustainability for the village community. Strengthening the Human Resource Capacity of Farmers: Through counseling and hands-on 	https://drive.google.com/open?id=1oDHrgNGrCmcluV3ffZzgRUTiiXd1b9hn

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			<p>practice, farmers' knowledge and skills in producing silage feed increased, which is expected to improve their living standards and the sustainability of their livestock businesses.</p>	
16	<p>Pelatihan Kewirausahaan Garam Kosmetik Herbal Sebagai Bath Salt Spa Di SMA Negeri 1 Perbaungan</p> <p>Entrepreneurship Training on Herbal Cosmetic Salt as Spa Bath Salt at the State Senior High School of Perbaungan</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 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</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 formulation and the health benefits associated with these ingredients. 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. <p>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</p>	<p>https://drive.google.com/open?id=1ZqqbXA8Q83riVQ0VhrsK2m9A5etl0ud</p>

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		receiving materials and direct demonstrations on how to make bath salt spa.	shown by a 57.03% improvement in post-test scores.	
17	<p>Pengelolaan Limbah Biomassa Padat Menggunakan Mesin Pemipil Jagung Untuk Produksi Karbon Alam Di Desa Ujung Tanduk Kec. Laguboti, Kabupaten Toba</p> <p>Solid Biomass Waste Management Using a Corn Sheller Machine for Natural Carbon Production in Ujung Tanduk Village, Laguboti District, Toba Regency</p>	<p>This community service project focused on managing solid biomass waste in Ujung Tanduk Village, Laguboti District, using a corn sheller machine for the production of natural carbon. The project aimed to address the accumulation of agricultural waste, particularly corn cobs, by converting them into valuable carbon products. Training sessions were conducted to teach local farmers how to operate the machine and produce carbon efficiently. The results showed that participants gained practical skills, reducing waste and creating an additional income source through the sale of natural carbon. This initiative contributed to improved waste management practices and economic benefits for the local community.</p>	<ol style="list-style-type: none"> Reduced Agricultural Waste: The use of a corn sheller machine helped manage the accumulation of corn cobs, transforming them into useful carbon products and reducing environmental waste. Economic Benefits: The production of natural carbon provided an additional income source for local farmers, contributing to economic growth in Ujung Tanduk Village. Skill Development: Participants gained valuable practical skills in operating machinery and producing carbon, enhancing their technical knowledge and capability. Sustainable Practices: The project promoted sustainable waste management and resource utilization, supporting long-term environmental and economic resilience in the community. 	<p>https://drive.google.com/open?id=11YhqvSTvlfBHOMy41yUKzSzMg5bCiUN</p>
18	<p>Mendorong Praktik Bisnis Berkelanjutan: Mewujudkan SDGs Melalui Kolaborasi Dan Inovasi</p> <p>Encouraging Sustainable Business Practices: Realizing the SDGs Through Collaboration and Innovation</p>	<p>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 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</p>	<ol style="list-style-type: none"> Improved Skills in Ecotourism Product Packaging: Training sessions in Timbang Lawan Village equipped village officials with skills in creating attractive ecotourism packages, enabling them to showcase the village's unique cultural and natural assets more effectively. 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. 	<p>https://drive.google.com/open?id=10Cqk8UD2scpQ-_lfH967Hk6BeTUKqtGy</p>

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		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.	<ol style="list-style-type: none"> 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. 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. 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. 	
19	<p>Peningkatan Keterampilan Kelompok Ibu IKBI Kebun Helvetia PTPN II melalui Pelatihan Diversifikasi Pangan Sayuran Hidroponik</p> <p>Improving the Skills of IKBI PTPN II Helvetia Garden Mothers Group through Hydroponic Vegetable Food Diversification Training</p>	The service partner is a group of women in Ikatan keluarga Besar Istri (IKBI) PTPN II Helvetia Garden. Partner have previously succeeded in cultivating vegetables hydroponically, starting from the seeding stage to harvesting in the greenhouse of the Helvetia garden, the harvested vegetables have not yet undergone further processing. Therefore, partner want to have knowledge about processing hydroponic vegetables into other food products. The method of community service activities is presentation of material and product processing practices in which partner plays an active role. The service team conducted training on the diversification of hydroponic	<ol style="list-style-type: none"> Improved Food Processing Skills for the Women's Group: Through food diversification training, the women's group in IKBI Kebun Helvetia PTPN II now has new skills to process hydroponic vegetables into various food products such as spinach chips, pakcoy mini martabak, and kale cork crackers, thus increasing the added value of the vegetables produced. Increased Interest and Independent Participation: Of the 20 training participants, 85% understood the process of making food products from hydroponic vegetables, and 75% were interested in trying to make them independently at home, potentially creating new business opportunities among the women. 	https://drive.google.com/open?id=1FXKvfGY1iOi6lekP5wQ2S-bFMRdGW-MZ

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		<p>vegetable food products into spinach chips, mini bok choy martabak, and kangkung crackers. Furthermore, the service team also provides training on packaging and labeling of food products produced with the aim of improving the appearance of the products so that they look more attractive, maintaining product safety from contamination, and providing product information. The results obtained after the training activities from 20 participants were that 85% (17 participants) understood how to make these food products and 75% (15 participants) were interested in practicing it independently at home. Organoleptic test of the three food products was also carried out by the partner as panelists and it was found that the partner liked the color, aroma, taste and texture of the food products.</p>	<p>3. Increased Economic Value and Product Attractiveness: Training on product packaging and labeling helped improve the aesthetics and safety of the products, making them more attractive to potential buyers and allowing them to compete in the local market.</p> <p>4. Income Generation Opportunities through Processed Vegetable Products: With the skills to process and package the products independently, this group of mothers can utilize their hydroponic vegetable produce to sell as high-value processed products, opening up opportunities for increased family income.</p> <p>Positive Response to Products: The resulting products, namely spinach chips, kale cork crackers, and pakcoy mini martabak, were well received by the mothers' group in terms of color, aroma, taste, and texture, creating a basis to start further production and marketing of the products.</p>	
20	<p>Pengembangan Potensi Ampas Kopi Gayo Robusta dan Bunga Kenanga sebagai <i>Body Scrub</i> Antioksidan di Kabupaten Aceh Besar untuk Meningkatkan Pendapatan Masyarakat</p> <p>(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</p>	<p>5. 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>6. 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>7. 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>community 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> <p>8. 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. 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.</p>	
21	<p>Penguatan Dan Pemberdayaan Masyarakat Pemerhati Dan Pengguna Fasilitas Pemanfaatan Limbah Non B3 Biomassa Di Desa Tadukan Raga, Kabupaten Deli Serdang</p> <p>Strengthening and Empowering the Community of Observers and Users of Non-B3 Biomass Waste Utilization Facilities in Tadukan Raga Village, Deli Serdang Regency</p>	<p>This community service project aimed to strengthen and empower the community in Tadukan Raga Village, Deli Serdang, by enhancing the use of non-B3 biomass waste for biogas production and mushroom cultivation. The program included training on biogas reactor operation, biogas production improvement using starter cultures, and mushroom cultivation using biomass waste. Additionally, it provided counseling on processing and marketing mushroom products. The activities resulted in increased knowledge and skills among the community members, enabling them to produce biogas for household use and organic fertilizer from waste. This initiative</p>	<ol style="list-style-type: none"> 1. Improved Technical Skills: Community members in Tadukan Raga Village gained practical skills in operating biogas reactors and producing biogas efficiently using starter cultures. 2. Economic Benefits: The project enabled the community to produce biogas for household energy and generate income through mushroom cultivation and marketing. 3. Enhanced Waste Management: Utilization of non-B3 biomass waste for energy and organic fertilizer production promoted better waste management practices in the village. 4. Increased Community Empowerment: The program strengthened the community's ability to manage resources sustainably, supporting 	<p>https://drive.google.com/open?id=17nvpIOTfZ6qedV4o2t4AM_5luQEhZbsd</p>

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		supports environmental sustainability and offers economic opportunities for the local community.	long-term environmental and economic resilience.	
22	<p>Pembentukan, Pemberdayaan Dan Penguatan Kelompok Tani Organik, Di Desa Saran Padang, Kabupaten Simalungun</p> <p>Formation, Empowerment and Strengthening of Organic Farmer Groups, in Saran Padang Village, Simalungun District</p>	<p>The condition of abundant agricultural products causes the price of agricultural products to be unstable and farmers often have to give in to middlemen who are those closest to them. There is no concern if people's income becomes unstable and causes stress in itself which ends in an increase in palm wine consumption among farmers. For teenagers themselves, economic problems are an incentive to play online gambling because it is considered an instant source of income. This is the main economic problem in the Saran Padang area. In helping with problems in improving agriculture in Saran Padang Village, what will be done in this empowerment is to fix these problems with community service as part of efforts to utilize village land and increase the price and added value of food crops and vegetable crops.</p>	<ol style="list-style-type: none"> 1. Establishment of an Organic Farmer Group: The program successfully established an organic farmer group in Saran Padang Village, which has a clear organizational structure and good communication, strengthening collaboration between members in an effort to increase organic agricultural production. 2. Capacity Building of Farmers in Organic Farming: Through training on making organic fertilizers and pesticides, farmers gained new knowledge on chemical-free cultivation techniques, which supports sustainable agricultural practices and reduces dependence on synthetic pesticides. 3. Increased Economic Value of Agricultural Products: By utilizing village land for organic food and horticulture cultivation, farmers can increase the economic value of crops, strengthen family income, and add value to village agricultural products. 4. Cooperation with Marketing Institutions: The program successfully builds relationships between farmer groups and marketing institutions and NGOs, which help farmers market their products, expand market access, and increase the sales potential of organic products. <p>Increased Community Awareness and Participation: Through the Participatory Rural</p>	<p>https://drive.google.com/open?id=1RtPLMC6Z5FgoVTI6Rk9AEcYcbF5_Thwl</p>

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			<p>Appraisal (PRA) approach, the program involves the community directly in the planning and implementation of activities, which increases community awareness and active participation in the development of sustainable organic agriculture.</p>	
23	<p>Literasi Halal Terhadap Islamic Branding Dan Islamic Adversing Dalam Minat Konsumsi Produk Halal Di Masyarakat</p> <p>Halal Literacy on Islamic Branding and Advertising in The Interest of Halal Product Consumption in High School Student Society</p>	<p>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 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</p>	<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 Islamic branding, advertising, and halal logos, empowering them to verify the halal status of items commonly encountered in school canteens. 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. <p>Strong Community Interest in Expanding Halal Literacy: Feedback indicated enthusiasm for ongoing halal literacy initiatives, highlighting the</p>	<p>https://drive.google.com/open?id=11WeG-gbAHnP4_wt9Z4oLbvYR_Fm-RVkb</p>



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		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.	community's readiness to integrate halal awareness more broadly within the educational curriculum.	