



SDG 1: NO POVERTY

Universitas Sumatera Utara (USU) is committed to supporting the achievement of the Sustainable Development Goals (SDGs), particularly the first goal, No Poverty. USU's various community service activities are designed to empower local communities through training and skill development to enhance economic self-sufficiency. These programs include training in seafood processing, the development of traditional arts, the improvement of agricultural practices, and innovations in sustainable fish farming. Through this approach, USU aims to help communities increase income, expand market access, and build economic resilience, thus supporting poverty alleviation efforts in various regions. The following are the activities carried out by lecturers and students of Universitas Sumatera Utara to achieve Sustainable Development Goal number 1, No Poverty.

No.	Title	Summary	Outcome	Evident / Attachment
1.	Development of Seafood Trade during Abon Preparation in Pematang Cengal Langkat Regency village	Pematang Cengal village is one of the villages in Tanjungpura sub-district, Langkat Regency, North Sumatra. Fishermen in Pematang Cengal village mainly catch their catch in the form of shellfish, as this village is especially a shellfish fishing base. Low community awareness and lack of knowledge about shellfish management have led to low family income and improved economy in Pematang Cengal village. This service activity aims to help the community develop employment opportunities by enhancing the skills of fishermen's wives in Pematang Cengal village in processing shellfish into chopped shellfish that can become a source of additional income for the community. The service team together with partners conducts mussel marketing activities using social networks such as TikTok and Instagram. The existence of diverse marketing activities can increase the selling value of clam scraps, which in turn can increase the economic value for the community.	<ol style="list-style-type: none"> 1. Skills Improvement: Through this service activity, fishermen's wives in Pematang Cengal Village, Langkat Regency, North Sumatra, received training in processing clams into shredded clams. This provides new skills that can generate additional income for them. 2. Economic Improvement: With the shredded clam product having a marketable value, the program succeeds in creating new economic opportunities that help increase the income of fishing families, thus contributing to the local economy. 3. Social Media Marketing: The program also introduced the marketing of shredded clam products through platforms such as TikTok and Instagram, which expanded the market reach of the clam products and increased their economic value through digital marketing. 4. Monitoring and Evaluation: The program includes continuous monitoring of the shredded scallop production and marketing process, aiming to maintain the quality and quantity of the product so as to consistently meet market demand. 	https://drive.google.com/open?id=1lcF0H3ew0ALKKcxXqpUGtO8MIPCKVkpE



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
2.	<p>Pengembangan Usaha Kerang Kering sebagai Produk Unggulan Masyarakat di Desa Suka Maju, Kabupaten Batu Bara (Business Development of Dried Clams as a Superior Product for the Community in the Vilagge of Suka Maju, Batu Bara Regency</p>	<p>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 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.</p>	<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. 2. 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. 3. 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. 4. 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. 	<p>https://drive.google.com/open?id=1BfPI1krw4rL2BjjDSWtI6UFTq5oU3gSQ</p>
3.	<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</p>	<ol style="list-style-type: none"> 1. 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. 2. 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>https://drive.google.com/open?id=1c1luJKXRcyiRzsFAFPfLH0x_DV3YJWc3</p>



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
		<p>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, 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>	<ol style="list-style-type: none"> 3. 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. 4. 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. 5. Collaboration with Stakeholders: The program successfully built collaborations with local governments and cultural institutions, which are instrumental in supporting the sustainability and market access of gorga carving products. 	
4.	<p>Peningkatan Ekonomi Lokal Petani Melalui Pendampingan Penanaman Benih</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</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 	<p>https://drive.google.com/open?id=1ib1dm0b5DwX3QN8FPnxVSy6WnETL17lz</p>



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
	<p>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>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 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>coffee, including the selection of improved varieties, planting techniques, and better maintenance.</p> <ol style="list-style-type: none"> 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 independent in managing Arabica coffee farming. 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. 	



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
5.	Empowerment of Groups of Society Through Creative Economy Production Convection and Sablon in SMPS PTPN 4 Dolok Ilir Simalungun	<p>Shirt sablon activities are the most exciting activity for the moment, given that the shirt will always be sought and bought by the community. Shirt templates are techniques of printing pictures, photos, cartoons, typography and various other design results to the shirt surface. Which means the core of the next shirt making besides thinking about the material is the design that will be sued. This activity aims to improve skills and capabilities in terms of increasing the economic value of a pure shirt into a shirt that has a sale value, economically of course this skill can be a sufficient supply to plunge into an industry if later Master and Students of SMPS PTPN 4 Dolok Ilir want to 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>	<ol style="list-style-type: none"> 1. 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. 2. Development of Entrepreneurial Spirit: By learning about the design, production, and marketing of screen printed t-shirts, students and teachers gained useful entrepreneurial skills, which can help them if they are interested in entering the creative industry. 3. Increased Economic Independence: The training enables students and teachers to produce marketable t-shirt screen printing products, which can be sold within the school and to the surrounding community. This creates additional economic opportunities and supports the economic independence of the school community. 4. Additional Source of Income for the School: Proceeds from the students' screen printing business can be used to support educational programs at the school or social activities for the community, thus creating a broader positive impact. 5. 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>https://drive.google.com/open?id=1tpn1Mkcmvk-AYgB8eepkqDlIB1p41tMs</p>



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
6.	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>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 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>	<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 security, given the growing demand for catfish for consumption. 	<p>https://drive.google.com/open?id=1aDjX1lixKoBmZYxquWqByCsFYN8qRpHB</p>



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
7.	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>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 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>	<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 environmentally friendly pest management, thus helping to maintain the sustainability of the local agricultural ecosystem. 	<p>https://drive.google.com/open?id=1MN2lcC6ysmg6h9wVlbtm3_CV3RxcnK1C</p>



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
8.	Empowerment of Productive Youth Groups in Forming Joint Businesses Based on Product Manufacturing in Tembung Village, Percut Sei Tuan District, Deli Serdang Regency	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.	<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 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>https://drive.google.com/open?id=1XBxUw6fKbVw8q5NyDFLA7gffWfiyBJQ8</p>



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
9.	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)	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.	<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 opportunities and employment for surrounding communities. 	https://drive.google.com/open?id=1TeSOTywLg8SRMDzwX9Y4nC68D3YTUxZ2
10.	Penguatan Kapasitas Badan Usaha Milik Desa (BUMDes) untuk	The manager's lack of knowledge of management and lack of insight in seeing the potential of business units that can be	<ol style="list-style-type: none"> 1. Improved Knowledge and Skills of BUMDes Managers: Through training and mentoring, BUMDes Makmur Jaya managers in Banjar 	https://drive.google.com/open?id=19jYPf3JlpKXfhlGQuynYu4hlpOTu-i_d



SDG 1: NO POVERTY

No.	Tittle	Summary	Outcome	Evident / Attachment
	<p>Peningkatan Kesejahteraan Masyarakat di Desa Banjar, Kecamatan Air 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>developed that provide an increase in the welfare of the village community, making 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>Village gained basic knowledge on BUMDes management and development, which was 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. 	