

### Researches and Community Service Activities of Universitas Sumatera Utara Collaborate with Other University and Institutions

Researchers	Articles	Research Finding	Link of Articles
Rahmawaty, Abdul Rauf, Mohd Hasmadi Ismail, Seca Gandaseca, Arief Nuryawan	Mangrove Ecotourism Management Supports Community Income In Lama And Paluh Kurau Villages, Hamparan Perak District, Deli Serdang District, North Sumatra	Universitas Sumatera Utara (USU), in collaboration with Universiti Putra Malaysia (UPM) and other partners, conducted a project aimed at developing mangrove ecotourism in Lama and Paluh Kurau Villages, North Sumatra, to support local communities and boost income through sustainable practices. The initiative included educational programs, technical guidance, and community institution building to promote sustainable forest management and economic empowerment. This project aligns with various Sustainable Development Goals (SDGs), including SDG 1 (No Poverty) by improving local economic opportunities, SDG 8 (Decent Work and Economic Growth) through sustainable livelihoods, SDG 13 (Climate Action) by enhancing environmental conservation, SDG 15 (Life on Land) by promoting sustainable use of ecosystems, and SDG 17 (Partnerships for the Goals) by fostering international cooperation for sustainable development.	<a href="https://drive.google.com/open?id=1EKyRmDKBUPIn9AMFNEZbjWJZ_NqhSG9J">https://drive.google.com/open?id=1EKyRmDKBUPIn9AMFNEZbjWJZ_NqhSG9J</a>

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Rudy Sofyan, T. Thyrhaya Zein, Junita Setiana Ginting, Shin Yi Chew	Using Task-Based Language Teaching in Teaching English to Senior High School Students	Universitas Sumatera Utara (USU) collaborated with Universiti Malaya to conduct research on implementing Task-Based Language Teaching (TBLT) for teaching English to senior high school students in Medan, Indonesia. The study aimed to explore techniques and tasks used by English teachers under the TBLT approach and assess its benefits in fostering students' communicative competence. Findings revealed that teachers employed role play, storytelling, and games as techniques, with tasks such as problem-solving and project creation contributing to active student engagement and cooperative learning. This collaborative effort aligns with SDG 4 (Quality Education), as it emphasizes innovative teaching methods to enhance students' language skills and promote student-centered learning. The project also supports SDG 17 (Partnerships for the Goals) by demonstrating effective	<a href="https://drive.google.com/open?id=1tXP3pgLD6RuGS1wNPmWz3uv_c_ZKkkNy">https://drive.google.com/open?id=1tXP3pgLD6RuGS1wNPmWz3uv_c_ZKkkNy</a>

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		collaboration between educational institutions to improve teaching methodologies.	
Mahmul Siregar, Mohammad Ekaputra, Vita Cita Emia Tarigan, Agus Purwoko	Empowering Coastal Communities:Enhancing Income via Carbon Trading Intiatives (Collaboration Between JGU-FH USU)	Universitas Sumatera Utara (USU) collaborated with Jindal Global University (JGU) to empower coastal communities in Tanjung Rejo Village, North Sumatra, by enhancing income through carbon trading initiatives. This research aimed to address the community's limited knowledge of carbon trading and highlight the economic potential of managing their substantial mangrove forest, spanning over 602 hectares. The initiative involved educational campaigns, participatory discussions, and expert-led lectures to raise awareness among residents and local officials about carbon trading's benefits and the importance of mangrove conservation for sustainable economic growth. This collaboration aligns with <b>SDG 8 (Decent Work and Economic Growth)</b> by promoting new income sources and <b>SDG 13 (Climate</b>	<a href="https://drive.google.com/open?id=1zZX9ECDEcS-HZhlYIzHXeABLqJ0h2yJ">https://drive.google.com/open?id=1zZX9ECDEcS-HZhlYIzHXeABLqJ0h2yJ</a>

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		<p><b>Action)</b> through climate change mitigation efforts involving carbon sequestration by mangrove ecosystems. It also supports <b>SDG 17 (Partnerships for the Goals)</b> by showcasing effective international cooperation for community empowerment and sustainability.</p>	
<p>Abdillah Arif Nasution, Risanty, Juwita Agustrisna, Desilia Selvida, Azrul Abdullah</p>	<p>Encouraging Sustainable Business Practices: Realizing The SDGs Through Collaboration And Innovation</p>	<p>Universitas Sumatera Utara (USU) collaborated with Universiti Teknologi MARA (UiTM) to conduct a community service initiative aimed at boosting sustainable ecotourism in Timbang Lawan Village, North Sumatra. The project focused on enhancing local understanding of packaging ecotourism products, branding, and marketing strategies through comprehensive training and mentoring. Positive outcomes included improved skills in social media promotion, financial recording, and brand awareness, contributing to the village's ability to attract tourists and manage its tourism assets effectively. This initiative aligns with <b>SDG 8 (Decent Work and Economic Growth)</b> by creating economic opportunities through tourism, <b>SDG 11</b></p>	<p><a href="https://drive.google.com/open?id=10Cqk8UD2scpQ-_lfH967Hk6BeTUKqtGy">https://drive.google.com/open?id=10Cqk8UD2scpQ-_lfH967Hk6BeTUKqtGy</a></p>

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		<p><b>(Sustainable Cities and Communities)</b> by fostering sustainable practices, and <b>SDG 17 (Partnerships for the Goals)</b> by demonstrating the impact of collaborative efforts on local development.</p>	
<p>Isfenti Sadalia, Yasmin Chairunnisa Muchtar, Yeni Absah, Mahatir Muhammad, Jane Melita Keliat</p>	<p>Chrysanthemum Anti Aging Cream Business Model To Enhance Community Income In Raya Tourism Village</p>	<p>Universitas Sumatera Utara (USU), in collaboration with UiTM Cawangan Pulau Pinang Malaysia, conducted a project aimed at enhancing community income through the innovative use of chrysanthemum flowers in Raya Tourism Village. The initiative involved socialization programs that covered sustainable tourism management and the development of chrysanthemum-based products, such as anti-aging creams. This project included business training using a Canvas model approach, fostering entrepreneurship and sustainable practices among local community members. The collaborative efforts align with <b>SDG 8 (Decent Work and Economic Growth)</b> by promoting local economic development, <b>SDG 12 (Responsible Consumption and Production)</b> by encouraging</p>	<p><a href="https://radjapublika.com/index.php/IRPITAGE/article/download/1692/1427">https://radjapublika.com/index.php/IRPITAGE/article/download/1692/1427</a></p>

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		sustainable use of local resources, and <b>SDG 17 (Partnerships for the Goals)</b> through cross-border educational and practical knowledge-sharing to strengthen community-based enterprises.	
Siti Nurahmi Nasution, Ningrum Natasaya Sirait, Joiverdia Arifiyanto, M. Hadyan Yunhas Purba, Rosmalinda, Robert, Ong Tze Burton Ong, Ridho Pamungkas	ASEAN Integration : Enhancing Policy For Free Trade Areas	Universitas Sumatera Utara (USU) collaborated with National University of Singapore (NUS) in research focused on the ASEAN Economic Integration and its policies, particularly examining the optimization of the ASEAN Free Trade Agreement (AFTA) and its impact on regional trade and economic development. This research highlighted the importance of strengthening policies and strategies to enhance the competitiveness of superior commodities within ASEAN member states to maximize economic benefits. The collaboration aligns with <b>SDG 8 (Decent Work and Economic Growth)</b> by promoting policies that foster economic growth and job opportunities, <b>SDG 9 (Industry, Innovation, and Infrastructure)</b>	<a href="https://drive.google.com/open?id=1lUnjXSDZOvrVEVQACxE1ayDwA9PNV6Sy">https://drive.google.com/open?id=1lUnjXSDZOvrVEVQACxE1ayDwA9PNV6Sy</a>

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		<p>through research on trade policies that encourage regional development, and <b>SDG 17 (Partnerships for the Goals)</b> by fostering academic and policy-oriented cooperation aimed at sustainable economic progress in the region.</p>	
<p>T. Sabrina, Hamidah Harahap, Satia Negara Lubis, Eri Yusni, Irwandi Jaswir</p>	<p>Halal Literacy On Islamic Branding And Advertising In The Interest Of Halal Product Consumption In High School Student Society</p>	<p>Universitas Sumatera Utara (USU), in collaboration with the International Institute for Halal Research and Training (INHART) Malaysia, conducted research focused on improving halal literacy among school students in Medan, Indonesia. The initiative aimed to empower students with the knowledge to identify and verify halal products, particularly those with Islamic branding and advertising, through structured training and socialization activities. The program involved pre-tests and post-tests to measure the students' understanding and included detailed guidance on halal certification and product verification. This research aligns with <b>SDG 4 (Quality Education)</b> by enhancing educational content</p>	<p><a href="https://drive.google.com/open?id=11WeG-gbAHnP4_wt9Z4oLbvYR_Fm-RVkb">https://drive.google.com/open?id=11WeG-gbAHnP4_wt9Z4oLbvYR_Fm-RVkb</a></p>

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		related to consumer awareness, <b>SDG 12 (Responsible Consumption and Production)</b> by promoting informed and sustainable consumption habits, and <b>SDG 17 (Partnerships for the Goals)</b> through international collaboration to boost community education and awareness.	