



Collaboration of Local Potentials in Supporting Sustainable Development (A Study in Kaserangan Village, Pontang Sub-District, Serang Regency)

Helmi Yazid^{1*)}, Ayu Regita Cahyati¹⁾, Fadya Aprilia¹⁾, Ajeng Hartati¹⁾, Vatya Almada Putri¹⁾, Siti Hartati Itaqi¹⁾, Nusroh Millati¹⁾, Dzakiyyah Huuriyatun Nisah¹⁾, Mochamad Naufal Alawiansyah¹⁾, Ayaturohmah¹⁾, Muhammad Annas Sudadi¹⁾, Nesih¹⁾, Farasya Nabila¹⁾, Marsha Azzahra¹⁾, Selfi Maharani¹⁾, Olivia Monica¹⁾, Farhah Kamylya Rahmah¹⁾, Gina Mega Dwi Cahya¹⁾, Tisna Wahyu Vernanda¹⁾, Meilani Sri Ayuningsih¹⁾, Tinka Vedyra Jotha¹⁾, Aldo Devano¹⁾, Zahroh Atiqah¹⁾

¹⁾Universitas Sultan Ageng Tirtayasa

helmiyazid@untirta.ac.id

Abstrak

Kegiatan Kuliah Kerja Mahasiswa (KKM) merupakan kegiatan yang memberikan pengalaman dalam pemberdayaan masyarakat yang menjadi peluang emas bagi mahasiswa untuk menuangkan ide, inovasi dan gagasan yang mengasah pikiran yang kritis. Dengan pelaksanaan KKM ini diharapkan mahasiswa mampu mengembangkan kompetensi sosial dan kompetensi kepribadian mahasiswa. Metode pengabdian masyarakat yang dilakukan oleh mahasiswa KKM Kelompok 112 yaitu melalui pembekalan KKM, penyuluhan dan pendampingan kewirausahaan (UMKM), Kegiatan gotong royong, seminar edukasi digital marketing, sosialisasi kajian halal, sosialisasi kekerasan seksual, mengajar di SD dan Paud. Adapun sasaran dalam kegiatan ini yaitu masyarakat sekitar lokasi KKM yang terdiri atas ibu-ibu rumah tangga, pemilik usaha mikro dan anak-anak Desa Kaserangan.

Kata kunci: KKM, Sosialisasi, Teknologi, Digital Marketing, Masyarakat

Abstract

Student Community Service (Kuliah Kerja Mahasiswa/KKM) is an activity that provides experiences in empowering communities which becomes a golden opportunity for students to express their ideas, innovations, and thoughts that sharpen critical thinking. Through the implementation of KKM, it is expected that students are able to develop social and personal competencies. The community service methods carried out by KKM Group 112 students are through KKM orientation, entrepreneurship counseling and mentoring for micro, small and medium enterprises (MSMEs), mutual cooperation activities, digital marketing education seminars, halal studies socialization, sexual violence socialization, and teaching at elementary schools and kindergartens. The target audience of this activity is the surrounding community of the KKM location, which consists of housewives, micro-business owners, and children of Kaserangan Village.

Keywords : KKM, Socialization, Technology, Digital Marketing, Community

Introduction

Regular Thematic Student Community Service is an intracurricular activity that combines the implementation of the three pillars of higher education to provide



students with learning experiences and community empowerment skills. Regular Thematic Student Community Service serves as a means of applying and developing science, technology, and art outside of the campus within specific timeframes, work mechanisms, and requirements. Therefore, the implementation and management of Regular Thematic Student Community Service ensures the "connection" between the theoretical academic world and the real world.

In addition to building student personalities, the Regular Thematic Student Community Service program also aims to develop institutions and empower students and communities. The integration of the three pillars of higher education in the form of education and teaching aspects, research-based community service becomes the foundation for planning, implementation, and evaluation of Regular Thematic Student Community Service, interdisciplinary approaches, and cross-sectoral activities that are carried out comprehensively.

Conceptually, Regular Thematic Student Community Service is part of higher education implementation that places students outside the campus to live with the community and help and assist them in uncovering local human and natural resources to address community problems. Regular Thematic Student Community Service is carried out by students from various disciplines within the environment of Universitas Sultan Ageng Tirtayasa, and its implementation is coordinated by LPPM Untirta. In its operationalization, students develop interdisciplinary thinking and work patterns to solve problems in the location of the Student Community Service. Additionally, Regular Thematic Student Community Service serves as a binder, summary, addition, and complement to the existing curriculum.

The planned program activities focus on real issues and needs in the field, carried out according to the available resources with active involvement of the community. The thematic regular student work lecture program is implemented with the spirit of developing active community participation through synergistic and interactive co-creation with the community. It aims to sharpen students' empathy and social sensitivity towards the real-life realities in the community.

The KKM program is carried out in Kaserangan Village, Pontang District, Serang. Kaserangan Village is one of the eleven villages in Pontang District. The majority of Kaserangan's population works as farmers or daily laborers. The village has 4 hamlets, 5 neighborhood associations (RW), and 12 community units (RT). The problem in this village is related to ineffective waste management, which requires a solution to solve the problem.

The mandatory and supporting work programs carried out by our group in Kaserangan Village include Halal Studies Seminar, Digital Media Literacy Seminar, Anti-Sexual Violence Seminar, Teaching at Elementary Schools, Teaching at Islamic Kindergarten, Seed Planting, Community Service, Regular Religious Studies, and Posyandu Services.

The purpose of the KKM activity is to realize the value of the Tri Dharma of Higher Education, which is community service, to provide information on the series of KKM activities at Sultan Ageng Tirtayasa University in Kaserangan Village, to provide information on the potential natural and human resources in Kaserangan Village, and to cultivate awareness of problems that occur in the community.

Kaserangan Village is a village that was formed from the division of Kelapian Village in 1982 and consists of several hamlets, namely Keserangan Hamlet which consists of 4 RT and 1 RW, Kepaksan Hamlet which consists of 2 RT and 1 RW, Sombeng Hamlet which consists of 2 RT and 1 RW, Ketiban Hamlet which consists of

2 RT and 1 RW, and Pecakur Hamlet which consists of 2 RT and 1 RW (total of 12 RT and 5 RW).

The name Keserangan comes from the word Serang which means rice field or agricultural area that corresponds to the surrounding agricultural area of Keserangan Village. The majority of the community's livelihood in Keserangan Village is as day laborers and farmers (80%).

Keserangan Village has traditional art in the field of pencak silat, but currently, due to the death of the previous leader of the pencak silat, it is taken over by a new leader and merged with the pencak silat of Kemanisan Village.



Figure 1. *Map of Kaserangan*

Implementation Method

The stages of activities carried out in the Student Work Lecture Program (KKM) are as follows:

1. Preparation Stage

Visiting Keserangan Village in Pontang District, Serang Regency to request permission from the village head to collaborate on the necessary activities in the village, to ensure that they are on target and can develop the potential of the village.

2. Implementation Stage

The Implementation Stage consists of several stages:

a. Location Selection

The activity is located in Pontang District, Serang Regency, Rt: 08/03, Kp. Sombeng, Keserangan Village. This location has been chosen by the campus as the location for our Student Work Lecture Group, and we also believe that the location is very appropriate for implementing community service based on various considerations we have thought of.

b. Activity Theme

The theme that becomes the basis of our group's community service is "Collaborating Local Potentials in Supporting Sustainable Development in Keserangan Village." This means building the village by utilizing the local potential of the local community, hoping to develop the potential of the village. This theme is expected to foster a sense of enthusiasm among young generations, especially members of our KKM group, to be responsible for themselves and the wider community.

c. Implementation Period

This activity is carried out for one month from January 12, 2023 to February 13, 2023.

d. Activities Conducted

The activities carried out include compiling a work program needed in the village, such as:

1. Providing socialization to the community about the importance of media literacy to build business interests.
2. Providing socialization to elementary school students about balanced nutrition, anti-bullying, and anti-corruption, as well as training the motor skills of Islamic RA children through chasing games.
3. Providing knowledge about sexual violence and child protection through socialization in collaboration with BKKBN.
4. Participating in a joint effort to clean up the surrounding environment of Keserangan village.
5. Conducting a halal study seminar to make it easier for the community, especially UMKM owners in Keserangan Village, to obtain halal certification.
6. Conducting family planning counseling (KB) and promoting good parenting practices in collaboration with BKKBN.

3. Evaluation Stage

Evaluation is carried out by asking for the village head's response through an assessment given to KKM members, with the aim of becoming better in the future. We also ask for feedback from the community regarding the activities carried out during KKM to improve future activities.

Result and Discussion

A. Innovative Ideas and Creative Activities for Main and Supporting Programs Design.

1. Socialization of the Importance of Halal Certification and Slaughtering

Indonesia is a country where the majority of its population practices Islam. Based on data from 2022, the Muslim population in Indonesia reached 86.9%. In Islamic rules, there are several types of food that are prohibited to consume, including carrion and pork, animals that are slaughtered without mentioning the name of Allah SWT, animals that eat feces, blood, khamr, animals that have fangs, and birds with sharp claws. The many prohibitions certainly make Muslim Indonesians worried about the food they consume, especially fast food purchased from outside, as it cannot be ascertained whether the ingredients used in the processing have been certified halal. To address this issue, halal certification of food products sold in the market is an appropriate solution to ensure that the food purchased has been certified halal.

The definition of halal certification itself according to Segati (2018) is "certification issued by the Indonesian Council of Ulama's Food and Drug Analysis Agency (LPPOM-MUI) stating that a product is in accordance with Islamic law". To obtain a halal certificate for a marketed product, it must go through a series of lengthy processes and be subject to fees. This is one of the obstacles faced by owners of Micro, Small and Medium Enterprises (MSMEs), specifically in Kaserangan Village. Most MSME owners do not know how to register for halal certification and do not have the funds to pay for the certification process. In addition, some MSME owners believe that halal certification is not too important because they believe that the products they produce are already halal.

To address this issue, the 112th group of Untirta KKM students in 2023 will hold a seminar on "The Importance of Halal Certification and Slaughtering" with competent

speakers in their fields, namely Dr. Sakinah Haryati S.Po, M.Si who will discuss the importance of halal certification and its certification procedures, as well as Sarip Jaenuddin, S.Pt who will discuss the slaughtering of animals in accordance with Islamic law. The seminar will be guided by Master of Ceremony (MC) Tryanita Berlianty, a 2020 student of Sultan Ageng Tirtayasa University, and moderated by Siti Hartati Itaqi and Syafira Febriyanti, 2020 students of Sultan Ageng Tirtayasa University.

The purpose of the seminar "The Importance of Halal Certification and Slaughtering" is to provide understanding to the community, especially MSME owners, about the importance of halal certification for food products sold, and with the existence of a free halal certification program, it can also help MSME owners obtain halal certification for their products. The seminar will be held on January 26, 2022, from 9:00 a.m. to 12:00 p.m. at the Kaserangan Village Office. The main target audience for the seminar is MSME owners in Kaserangan Village, with a target of 15 participants.



Figure 2. Flyer Seminar



Figure 3. Documentation

2. Media Literacy Seminar

Social media is an online platform that can be easily used to participate, interact, share, and do everything online. Examples of social media include Instagram, Facebook, Twitter, Myspace, and others. Social media can have both positive and negative effects, depending on how we use it. In this era, many people use social media as a medium to market their products, whether it be food, goods, or services to facilitate buying and selling transactions.

In order to collaborate with local potential in supporting sustainable development in Kaserangan village, the KKM group 112 students held a Media Literacy Seminar with the theme "Building Business Interest in the Millennial Era by Utilizing Digital Media", featuring a competent speaker in the field, Adivia Alfariq, a 2019 Communication Science student from Sultan Ageng Tirtayasa University, guided by the Master of Ceremony (MC) Ayaturrohmah, a 2020 Accounting student from Sultan Ageng Tirtayasa University, and moderated by M. Annas Sudadi, a 2020 Communication Science student from Sultan Ageng Tirtayasa University.

The purpose of this Media Literacy Seminar is to open the public's perspective on how to market their products through digital media. This way, the product marketing process becomes much easier and efficient. The seminar was held on February 2, 2023 at 1:00 PM WIB at SDN Kelapian 1. The main target audience of the seminar

were MSME owners in Kaserangan village and high school students who are active in using digital media. The expected target participants were 50 people, but due to certain circumstances, only around 20-35 participants attended.



Figure 4. Flyer “Seminar Literasi Media”



Figure 5. Documentation of Seminar Literasi Media

3. Anti-Sexual Violence and Child Protection Socialization

The increasing cases of sexual harassment towards children have made the society more cautious. In Indonesia, perpetrators of sexual violence towards children can be punished in accordance with Law Number 23 of 2002 on Child Protection in Chapter XII from Article 77 to Article 90. In addition, Law Number 39 of 1999 concerning Human Rights Article 65 states that children have the right to be protected from activities of exploitation and sexual abuse, kidnapping, child trafficking as well as from various forms of drug abuse, psychotropic substances and other addictive substances. Therefore, sexual harassment towards children needs to be taken seriously as it can cause long-lasting trauma to the child.

In addition, catcalling is also becoming rampant. Catcalling is a familiar term. In catcalling, there is a form of communication in which the perpetrator gives verbal expressions to their victims, for example through whistling and comments about the victim's body shape by attacking their sexual attributes. However, this becomes a problem because there is ambiguity in the meaning of catcalling in society as to whether it is a joke or sexual harassment, especially towards women.

Therefore, the Untirta 2023 KKM group 112 students organized an Anti-Sexual Violence and Child Protection Socialization. This socialization was held on Friday, January 27, 2023 at the Kaserangan Village office. The speaker at this event was Siti Rohmawati, S.ST who works as a Village Empowerment Officer in the Family Planning, Women's Empowerment, and Child Protection Department. The event was led by Master Of Ceremony (MC) Selfi Maharani, a student of Sultan Ageng Tirtayasa University majoring in Biology Education in 2020, and Moderator Ajeng Hartati, a student of Sultan Ageng Tirtayasa University majoring in Chemistry Education in 2020. The main target of this socialization activity is the Kaserangan Village community, especially teenagers and youths. With this Anti-Sexual Violence and Child Protection socialization, it is hoped that the community can be educated on the importance of protecting children from sexual violence.



Figure 6. Flyer “Sosialisasi Anti Kekeraan Seksual



Figure 7. Dokumentasi Kegiatan Sosialisasi Anti Kekerasan Seksual dan Perlindungan Anak

4. Teaching at Elementary Schools (SD) and Islamic Early Childhood Education (RA)

As part of the implementation of the Tri Dharma of Higher Education, students from the Thematic KKM Untirta group 112 conducted teaching and learning processes at SDN Kelapian 1 and RA Islamiyyah. SDN Kelapian 1 is one of the elementary schools located in Kaserangan Village, Pontang District, Serang Regency, precisely in the Kepaksan village RT. 05 RW. 02, while RA Islamiyyah is one of the early childhood education foundations (PAUD) located in Kaserangan Village. The choice of teaching at SDN Kelapian 1 and RA Islamiyyah was not without reason. One of the reasons is that SDN Kelapian 1 and RA Islamiyyah are the schools closest to the KKM post, and these elementary schools and PAUD still lack attention from the government in terms of facilities and infrastructure. Therefore, the members of KKM 112 chose these schools with the hope of attracting the government's attention to provide more assistance and attention to SDN Kelapian 1.

Teaching activities in SD aim to develop the character education of students in elementary schools. The character education that is socialized to SD students includes Anti-Corruption Education, Anti-Bullying Behavior, and information on Balanced Nutrition Guidelines. Teaching the socialization material activities are in accordance with the latest curriculum. Teaching activities in RA Islamiyyah aim to provide learning about the material being studied in RA Islamiyyah, such as reading Iqro before the lesson starts, singing, recognizing the names of various types of flowers by making paper roses from origami paper, and also training the motor skills of RA students by holding games of stepping on pictures placed on the ground, which are pictures of hands and feet.

With the hope that the children at RA Islamiyyah can easily understand the material conveyed and can practice their motor skills. And with us teaching at RA, the children respond very well and they feel happy when we teach there because of the new atmosphere in RA. This teaching activity was carried out by the KKM 112 Untirta group from January 16-31, 2023.



Figure 8. Documentation of teaching in school



Figure 9. Documentation of teaching

5. Seed Planting

The environment is an important part of life because all living creatures carry out activities and live in it. It is only natural for living creatures to take care of their environment in order to create a good ecosystem. One way to take care of the environment is by planting trees (Wattimena et al., 2019). Afforestation is one of the efforts of humans in improving the ecosystem, where plants have various benefits including reducing air pollution, producing oxygen, and can be used as an aesthetic element to improve mood.

The seed planting program is an additional work program carried out in the fourth week, on February 3, 2023, held at SDN Kelapian 1 and on February 7, 2023, in the RT 4 neighborhood of Kaserangan Village. The planted seeds include mango seeds, stink bean seeds, and mahogany seeds obtained from the Banten Environmental and Forestry Agency. The purpose of implementing this seed planting program is to make the Kaserangan Village environment more green and beautiful.



Figure 10. Planting Seedlings

8. Gotong Royong

The program of communal work to clean up the environment by the KKM 112 students in Kaserangan Village was conducted together with the surrounding residents and the Environmental Agency of Serang Regency. The activity was held on Saturday, February 4, 2023. The location of the communal work was along the main road and the surrounding yards of the residents' houses in Kaserangan Village.

The purpose of this program is to make the environment in Kaserangan Village clean and to increase the awareness of the community about the importance of maintaining environmental cleanliness. According to Azhari (2019), a healthy environment is a fundamental right for everyone without discrimination. Therefore, this program was carried out to make Kaserangan Village's environment clean, so that the community is protected from various diseases. Additionally, a clean environment will also make the area beautiful and pleasant to look at.



Figure 11. Gotong Royong

9. Religious study (pengajian)

The regular religious study (pengajian) activity provides a platform for those who want to learn about religious knowledge, similar to the pengajian activity held at Al-Ikhlas Mosque. Based on our observation, the regular pengajian activity is held every Wednesday after the isya prayer for approximately one hour at Al-Ikhlas Mosque. The education material provided to the community is not just theoretical, but it also covers the understanding of religion and how to apply faith in daily life.

The regular pengajian activity is a supportive program within the KKM 112 group. This activity is held once a week on Wednesday night after the isya prayer or at 7:30 PM at Al-Ikhlas Mosque located in RT 08. The purpose of participating in this activity is not only to gain religious knowledge but also to strengthen the relationship between KKM 112 participants and the surrounding community.



Figure 11. Regular Religious Study Group

10. Pos Pelayanan Terpadu

Pos Pelayanan Terpadu or commonly known as Posyandu is a place to conduct basic health check-ups for pregnant women and children assisted by healthcare workers. Posyandu is one of the efforts made by the government to maintain the health of pregnant women and children through community empowerment. Activities typically carried out in posyandu include programs for pregnant and breastfeeding mothers, infant and toddler health programs, immunization programs, monitoring of child nutritional status, and family planning programs (KB). Unlike health centers, Posyandu only provides routine services at least once a month.

In the process, our group participated in the Posyandu service activities in Kaserangan Village six times at different locations. By coordinating with Bu Munajah and Bu Fauziah as posyandu cadres, our group was able to assist in the posyandu activities.



Figure 12. Posyandu Services Activity

Conclusion

The Implementation of KKM program in Kaserangan Village, Pontang Subdistrict, Serang Regency for approximately one month from January 12, 2023 to February 13, 2023, is a series of interrelated activities between coordinators and implementers. From the implemented activities, the following conclusions can be drawn:

The planned work programs can be implemented well and smoothly, although there were some obstacles, but they were handled properly. However, it is hoped that the programs and activities that have been carried out can be beneficial for the people of Kaserangan Village, especially in Sombeng Hamlet.

The success of the implemented work programs is inseparable from the cooperation between the local community and the students who carried out KKM in Kaserangan Village. This is in accordance with the theme raised, namely "Collaboration of Local Potentials in Supporting Sustainable Development in Kaserangan Village", so that the implementation of Student Work Lecture Group 112 can run smoothly and help each other by using knowledge, attitudes, and skills owned, which results can be mutually beneficial, both for students and surrounding residents.

The success of KKM programs by Group 112 provides benefits for both parties, both for students and the surrounding community. For students, the success of KKM programs provides a positive side by increasing awareness for the surrounding environment, both in socializing with community life and expanding thinking and being able to know the reality of life in Kaserangan Village.

The benefits for the community that can be taken from the KKM work programs by Group 112 are increasing the spirit of working hard, improving critical thinking

patterns, knowing the existing business developments, so that ultimately they can develop themselves and the surrounding environment.

The implementation of the Tri Dharma of Higher Education in Kaserangan Village is based on the needs of Kaserangan Village that we see can be further developed. Therefore, the planned work programs were well received by the surrounding residents, and it is hoped that the implemented work programs can be continued and beneficial for the people of Kaserangan Village.

After a month of KKM service by Group 112, we learned a little about the village we occupied. As guests who are serving, we blend in with the daily activities of the people of Kaserangan Village, so we realize that the potential in Kaserangan Village can be developed and paid attention to in order to follow the development of the times. We cannot deny that the development of the times brings all generations to a more modern era, so it is expected that the work programs we carry out can be a benefit not only for a month but for future days in Kaserangan Village.

References

- Azhari, Muhammad. 2019. *Analisis Manfaat Tanaman terhadap Kondisi Lingkungan di Jalan Utama Kota Palangka Raya*. Jurnal Media Ilmiah Teknik Lingkungan. Vol 4(1): 10-15.
- Wattimena, Lanny., A. Turot., M. Pattiwael., C. Hetharia., dan Y. Loppies. 2019. *Kepedulian terhadap Lingkungan: Penanaman Bibit Pohon di taman Wisata Alam (TWA) Kota Sorong Provinsi Papua Barat*. Jurnal Pengabdian Masyarakat. Vol 2(1): 103-111.
- Irnani, H., & Sinaga, T. (2017). *Pengaruh pendidikan gizi terhadap pengetahuan, praktik gizi seimbang dan status gizi pada anak Sekolah Dasar*. *Jurnal Gizi Indonesia* (The Indonesian Journal of Nutrition), 6(1), 58-64.
- Segati, A. (2018). *Pengaruh persepsi sertifikasi halal, kualitas produk, dan harga terhadap persepsi peningkatan penjualan*. *JEBI* (Jurnal Ekonomi Dan Bisnis Islam), 3(2), 159-169.