

DISHWASHING SOAP MAKING TRAINING AND PROMOTION TO IMPROVE HOUSEHOLD ECONOMY IN MEDAN KRIO VILLAGE

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Abstract:

The dishwashing liquid soap-making training is a form of community empowerment activity aimed at improving skills while also creating business opportunities for the residents of Medan Krio Village in Hamlet IV. This activity is driven by the community's need for affordable, eco-friendly, and economically valuable household products. The training process was carried out through counseling, demonstrations, and hands-on practice, enabling participants not only to gain theoretical understanding but also to be able to produce dishwashing liquid independently. The methodology applied was based on the Service-Learning model, which emphasizes practical components using an experience-based learning concept. To achieve these objectives, an assessment was conducted through action tests that demonstrated how to make dishwashing liquid soap as well as promotional strategies on social media platforms. The UINSU KKN team conducted ongoing guidance on creativity, which we implemented under the title: "Dishwashing Liquid Soap-Making and Promotion Training to Improve Household Economy in Medan Krio Village." Thus, the dishwashing liquid soap-making training is expected to become one of the sustainable community empowerment strategies in Medan Krio Village, particularly in Hamlet IV.

INTRODUCTION

Community empowerment is a process involving active community participation, giving them the trust and opportunity to analyze key development challenges in their area and propose activities designed to address these issues (Anthony Wardiyanto, p. 2022). In this context, communities act as subjects aware of their own shortcomings, enabling them to recognize and utilize their own capabilities to address issues independently. According to Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, a just and prosperous society, based on Pancasila and the 1945 Constitution of the Republic of Indonesia, must be realized through national economic development based on the principles of economic democracy.

Developing the creative economy sector is one alternative for strengthening economic resilience. This sector has been promoted in various countries and has demonstrated positive and significant results, including job creation, increased family income, and regional recognition at the global level. The principles and objectives of Micro, Small, and Medium Enterprise Empowerment in accordance with Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, are as follows: principles of empowering Micro, Small, and Medium Enterprises. (Rida Nurul, 2024)

1. Encourage independence, collaboration, and an entrepreneurial spirit among Micro, Small, and Medium Enterprises (MSMEs) to innovate on their own initiative.



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2. Implement clear, accountable, and equitable public policies.
3. Develop businesses that utilize local potential and focus on markets aligned with the capabilities of MSMEs.
4. Increase competitiveness for MSMEs.
5. Implement comprehensive planning, execution, and oversight.

One way to empower communities is by supporting the MSME (Micro, Small, and Medium Enterprises) program, which plays a vital role in development and economic growth in Indonesia. MSMEs consist of simple and traditional businesses, both in terms of organization, management, methods, production patterns, technology, workforce, goods produced, and business premises. Therefore, most are located in rural areas. The goal of empowerment for MSMEs is to:

1. Creating a balanced, growing, and equitable national economic system.
2. Encouraging and strengthening the capabilities of Micro, Small, and Medium Enterprises to become strong and independent businesses.
3. Optimizing the contribution of Micro, Small, and Medium Enterprises to regional development, job creation, income equality, economic growth, and poverty alleviation.

One of the steps to optimize the potential and interest in entrepreneurship of the residents of Medan Krio Village, Hamlet 4, is to hold training on how to make dishwashing soap. The activity that will be carried out by UINSU KKN students aims to increase the creativity and interest in entrepreneurship of the people of Medan Krio Village, Sunggal District, Deli Serdang Regency, in creating dishwashing products. Based on this, we from the KKN Team of the State Islamic University of North Sumatra (UINSU) which consists of 30 students are committed to helping overcome the problems faced by Indonesia in general and the residents of Medan Krio Village, Sunggal District, Deli Serdang Regency, in particular, by holding a Training on the Process of Making Dishwashing Soap to Increase Business Interest in Medan Krio Village, Sunggal District, Deli Serdang Regency. This alternative was chosen because the community in Hamlet 4, Sunggal District, Deli Serdang Regency really needs knowledge and skills that can be used as capital to start a business, while previously they had never received this skills training. The marketing opportunity is significant due to the high demand among homemakers around Medan Krio, Sunggal District, Deli Serdang Regency. Furthermore, the activities offered can be done at home, making it easier for the community to adapt (Lazuardi, 2022).

This training is expected to broaden the knowledge and skills of the Medan Krio community, Sunggal District, Deli Serdang Regency, in various aspects of life, enabling them to demonstrate their presence. Furthermore, it will also meet the needs of the local community. By carrying out these activities independently, expenses can be reduced, and capital can be used to start a business. Ultimately, one way to survive is by improving the ability of individuals and communities to innovate and identify existing business opportunities that can generate profits for their survival.

METHODS

The method of implementing activities that will be carried out to overcome the problem is as follows:

Counseling. Training in dishwashing soap production. The purpose of this counseling is to provide the community with new knowledge and understanding about entrepreneurship and home business opportunities, thereby broadening their horizons and fostering interest and motivation in entrepreneurship. Furthermore, material on the basics of soap making will be provided so participants understand how to produce dishwashing soap (Lazuardi, 2022). This counseling will



Facebook and Instagram offer various promotional support features, such as uploading photos, videos, stories, and paid advertising that can target audiences according to their needs. Furthermore, the fast communication system through comments and private messages facilitates interaction between sellers and buyers. It makes the marketing process more efficient, transparent, and builds consumer trust. With the right strategy, businesses in Medan Krio Village can expand their market reach and increase the competitiveness of their products.

In practice, the initial step is to create a business account or store page on Facebook and Instagram, then complete the business profile with identity and product information. Afterward, business owners can start uploading attractive product photos or videos, writing clear descriptions, and utilizing promotional features to increase reach. With support from the UINSU team, the Medan Krio Village community is expected to be able to manage their social media accounts independently, enabling their businesses to grow optimally and sustainably.



Figure 3. Label shape and results of dishwashing soap

The dish soap-making activity went well and received a positive response from the community. The process ran smoothly, from explaining the ingredients and production steps to hands-on practice with residents. The community enthusiastically followed each step, even producing ready-to-use dish soap. The success of this activity not only provided new skills but also opened up opportunities for the community to develop it into a home-based, economically viable business.



Figure 4. Documentation with residents of Medan Krio village

The UINSU Community Service Program demonstrated the high level of enthusiasm shown by the community involved in the program. Residents demonstrated their ability to make dish soap and market it through social media. Numerous questions arose, particularly regarding promotional strategies on digital platforms, from account creation to uploading promotional content. The UINSU student team successfully answered all of these questions.

CONCLUSION

The plan was implemented after the UINSU Community Service Team conducted observations and FGDs, which were part of the implementation. From the results of this Community Service activity, they were able to improve their understanding of how to make dishwashing soap, broaden participants' insights regarding promotion, and enrich their knowledge about developing creative ideas and how to advertise online on social media such as Facebook and Instagram. Recommendations for future Community Service activities include that KKN needs to be followed up regarding capital, as some housewives still face difficulties in terms of funding and access to raw materials.

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