

## 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





Dishwashing soap production could be a strategic step to improve the economic conditions of households in Medan Krio Village. Soap is a basic daily necessity, so demand for it is constant and consistent. By using readily available and affordable ingredients, residents can produce dishwashing soap independently, thereby reducing dependence on commercial products and opening up new business opportunities.

In addition to meeting domestic demand, dishwashing soap production also has the potential to become a micro-enterprise that can empower the community, especially women. Through appropriate training, production skills can be improved, and the products can be sold in the surrounding area. This activity not only generates additional income but also stimulates an entrepreneurial spirit and strengthens the role of local MSMEs in supporting the Medan Krio village economy (Lisawati, 2023).

With proper management, this dishwashing soap business has the potential to become a leading product in Medan Krio Village. Support in marketing, product quality, and attractive packaging will enable the soap to compete in the market. It can increase family income, create small jobs for residents, and build sustainable economic independence for the village community.

The steps to make dish soap begin by boiling two liters of pure water. Then, add a quarter cup of liquid soap, and mix one kilogram of texafom and 50 grams of EDTA, stir well until the mixture looks white and there are no lumps, which we call mixture 1. After the water boils, pour two liters of hot water into mixture 1, then stir until smooth. Slowly, add 100 grams of NaCl to mixture 1, and boil for 30 minutes while continuously stirring until it thickens and there are no lumps, which is called mixture 2. Next, dissolve five grams of dye in a little water, then add it slowly to mixture 2, and stir until it turns evenly red. After that, add a little fragrance to the mixture and stir until smooth. After 30 minutes, please turn off the heat and let the mixture cool until it thickens. Once the liquid soap has cooled, pour it into your dish soap bottle, and it is ready to use.



**Figure 2.** Dishwashing soap mixing process

The UIN Sumatera Utara (UINSU) community service team conducted promotional activities through Facebook and Instagram as digital marketing tools for the Medan Krio Village community. These two social media platforms not only serve as platforms for interaction and information sharing, but have also evolved into business platforms that make it easier for businesses to introduce their products and reach a wider consumer base. By utilizing Facebook and Instagram, communities can advertise products, build brands, and increase interaction with potential buyers (Rasyidan, 2025).





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