



## SOCIALIZATION OF THE USE OF SCREEN PRINTING MACHINES AS A SUPPORTING TOOL FOR MAKING SOUVENIRS AT THE MANGROVE BEACH OF KAMPUNG NIPAH

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### Abstract

*This community service aims to empower the community in Sei Nagalawan Village, Kampung Nipah, through training in the use of digital printing machines. This village faces economic challenges due to the limited availability of souvenirs that can be produced consistently and the underwhelming income from the tourism sector. The service team introduced digital printing machines and provided training on material selection to enhance the production of souvenirs, such as t-shirts and merchandise. The training results indicated that participants successfully acquired new skills and improved product quality, although challenges in the availability of raw materials remain. Future plans include product development and exploration of new marketing opportunities to increase community income through digital platforms.*

**Keywords:** *Desa Sei Nagalawan, Kampung Nipah, Community Service, Digital Printing Machine, Souvenir, Economic Empowerment.*

### 1. INTRODUCTION

Desa Sei Nagalawan, Kampung Nipah, Perbaungan District, Serdang Bedagai Regency, North Sumatra, is one of the tourist villages that relies on the mangrove ecosystem as its main attraction. In addition to being famous for its natural beauty, this village is also known for its local processed products such as mangrove leaf chips and processed fish, although this production has not been running optimally

The main problem faced by the local community is that income from the tourism sector and processed products is still not optimal. Limited raw materials and human resources are the main obstacles in maintaining the availability of local processed products that can only be produced at certain times. In addition, the absence of local souvenirs that can be produced every day is also an obstacle in increasing community income.

To overcome this problem, this community service program aims to provide socialization and training related to the use of digital printing screen printing machines to mangrove conservation groups. The use of this screen printing machine is expected to help the community in creating souvenir products such as t-shirts and merchandise that can be sold every day without depending on the season or the availability of raw materials. With this digital screen printing machine, typical products of Pantai Wisata Mangrove can be produced consistently, increasing community income and promoting this tourist village to a wider audience. Overall, this article will discuss the implementation of community service programs in Sei Nagalawan Village, Kampung Nipah, starting from the problems faced by the community, the solutions offered, to the results achieved from training and the use of digital printing screen printing machines. Through this discussion, it is hoped that this program can be an example in efforts to empower the economy of tourist village communities through the development of local products with high added value.

### 2. METHODS

#### 1. Preparation Stage

Pre-activity preparation is carried out by conducting a survey. This field survey aims to determine important aspects in evaluating partner problems and needs. With the help of the Youth Beach Management Group which is part of the Mangrove Conservation

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Group, the team can obtain data on the problems faced and things needed by the community to boost income in the Mangrove Tourism Beach Area.

**2. Implementation Stage**

Implementation is carried out in several stages:

- a. Initial socialization related to solutions to problems experienced by partners.
- b. Socialization and training on the use of Digital Printing Screen Printing Machines to MSMEs of the Mangrove Conservation Group. This activity is also added with the selection of materials for screen printing.

**3. Evaluation and Monitoring**

Evaluation is carried out periodically to monitor the development of participants' skills and increase their productivity. If obstacles are found in the use of the machine, the community service team will provide further guidance to help solve the problems faced by partners.

**3. RESULTS AND DISCUSSION**

Beach tourism with mangrove forests does have its own beauty and charm. The chorus of sea water with the rustling of mangrove leaves seems to enchant tourists to want to linger and enjoy the beach atmosphere. One of the mangrove forest beach tours in North Sumatra is the Kampung Nipah Mangrove Beach in Sei Nagalawan Village, Serdang Bedagai Regency. The distance is also not too far from Medan City, only about 2 hours, increasing the interest of tourists from Medan City to come and visit. This community service was carried out on Saturday, September 2, 2023. What was carried out in this activity was Socialization and training on the use of digital screen printing machines facilitated by the community service team in order to support the income of the community managing the Mangrove Tourism Beach. The team from the Faculty of Economics and Business consisting of Mrs. Sukma Hayati Hakim, S.E., M.Si, Mrs. Dr. Raina Linda Sari, S.E., M.Si., Mr. Drs. Coki Ahmad Syahwier, MP, and Mr. Dr. Syech Suhaimi, S.E., M.Si.



**Figure 1: Community Service Team**

The youth are taught to operate a digital screen printing machine. Supporting applications are required, namely the Corel Draw Application and a laptop to operate this tool. The printed design can be adjusted in size, color and image with Corel Draw before being printed on a plain t-shirt. The socialization activities and successful print results are as follows:



**Figure 2: Socialization and Training Activities for Using Digital Printing Machines**



**Figure 3: Print Result**

## 5. CONCLUSION

The implementation of socialization and training activities on the use of digital printing screen printing machines as a supporting tool for making souvenirs for the Nipah Village mangrove tourist beach in an effort to help the production process to meet market demand faster and more efficiently. With the hope that through this activity partners can get additional income from making souvenirs.

## 6. THANK-YOU NOTE

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