

COMMUNITY SERVICE THROUGH EMPOWERMENT OF MSMES TO IMPROVE COMMUNITY ECONOMY IN JAMBO MESJID VILLAGE, BLANG MANGAT DISTRICT

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) are businesses run by individuals or groups to improve the community's economy. This economic improvement can be achieved through empowering existing MSMEs. The student community service program is carried out through MSME empowerment, namely the establishment of an MSME management structure in Jambo Mesjid Village, Blang Mangat District. The goal of this service is to improve the community's economy and enhance the quality of human resources. Several other activities are also carried out, such as assistance with halal certification for MSME products, marketing outreach, and the organization of an MSME bazaar in Lhokseumawe City. The program implements the Asset-Based Community Development (ABCD) method, which focuses on community potential and assets. The results of this service are the formation of MSME groups and direct training through participation in the Lhokseumawe City Festival Sunday Bazaar. This program is intended to be sustainable and improve the economy of the community in Jambo Mesjid Village, Blang Mangat District.

Keywords: *MSMEs, Economy, Marketing.*

INTRODUCTION

Community service is one form of implementation of the Tri Dharma of Higher Education, playing a crucial role in helping communities develop their potential, both in terms of human resources (HR) and the local economy. These community service activities can evolve according to the dimensions of space and time, as well as community perceptions of village potential utilization. Therefore, collaboration between universities and village governments is a crucial strategy in developing regional potential (Hidayat & Nurlela, 2022). One concrete manifestation of student service is through the empowerment of Micro, Small, and Medium Enterprises (MSMEs) oriented towards improving the community's economy. MSMEs play a strategic role in creating jobs, reducing unemployment, and increasing community income. MSME development also has implications for improving local economic competitiveness, product quality, and marketing efficiency (Suryani et al., 2023). With the advancement of digital technology, the economic sector needs to adapt to contribute to public welfare. The use of information technology, particularly social media, is an effective means of expanding market reach and introducing local products more widely (Putra & Fitriani, 2021). Through digital marketing, MSMEs can penetrate more competitive markets and compete globally. However, MSMEs in developing countries still face diverse challenges, such as limited capital, limited managerial skills, a lack of market information, and low human resource skills (Rahmadani & Lestari, 2020). Therefore, increasing human resource capacity through training, mentoring, and entrepreneurship education is a strategic step to strengthen MSME competitiveness (Yuliana & Darmawan, 2024). Developing village potential based on MSMEs not only improves the regional economy but also strengthens community independence. For example, Cijati Village, Cimanggu District, boasts a variety of local potential that has not been optimally utilized. The main challenge faced is the community's mindset, which still maintains traditional habits and is less open to innovation (Setiawan et al., 2023). Therefore, the formation of structured MSME groups is necessary to manage village potential collectively and efficiently. The formation of MSME groups is a key force in strengthening collaborative production and marketing networks. With a group-based approach, businesses can exchange information, expand markets, and increase product bargaining power (Nugroho & Sari, 2021). Integrating local wisdom into MSME products also creates a unique appeal, increasing their selling value in both domestic and

international markets. Facing global competition, MSMEs are required to innovate in product design, packaging, and marketing strategies. The implementation of digital marketing and halal certification are crucial factors in increasing consumer trust and loyalty (Rahim & Fadillah, 2024). Therefore, MSME empowerment can serve as a benchmark for successful village economic development and improving the quality of human resources. Overall, empowering MSMEs based on local potential plays a crucial role in strengthening regional economic resilience. Improving human resource quality, product innovation, and adapting to digital technology developments are key to the sustainability of micro-enterprises in today's era of globalization.

LITERATURE REVIEW

The implementation of the community service program in Jambo Mesjid Village, Blang Mangat District, Muara District, uses the Asset-Based Community Development (ABCD) approach. This approach emphasizes the importance of utilizing community assets and potential to develop local independence and prosperity (Sari & Pratama, 2021). In this context, the community is viewed as a primary development resource, with each generation playing a strategic role—the older generation acting as a guide through socio-cultural experiences, and the younger generation as the successors to village development (Nugraha et al., 2023). The ABCD approach focuses on the community's internal strengths and potential, both human and natural resources, to create sustainable empowerment programs (Kusuma & Rahman, 2020). The ABCD implementation process involves several stages: Discovery, Dream, Design, Define, Destiny, and Reflection (Wijayanti & Setyawan, 2022). The Discovery stage aims to uncover village potential through social analysis and interviews with community leaders. The Dream stage involves formulating the community's vision and dreams to determine the direction of the empowerment they wish to achieve. Next, in the Design stage, the community and students devise a development strategy based on existing assets. The Define stage focuses on collaborative program implementation between students and the community through Focus Group Discussions (FGDs). The Destiny stage is the actual implementation of the planned activities, such as halal certification assistance, the establishment of MSME structures, PHBS socialization, integrated health service posts (Posyandu), environmental cleanliness activities, and teaching in schools and madrasas. Finally, the Reflection stage evaluates the results and impact of activities through monitoring and analysis of achievements (Rahmadani & Fauziah, 2024). Through this approach, community service activities in Jambo Mesjid Village, Blang Mangat District, successfully encouraged active community participation and strengthened the social and economic capacity of the village community. ABCD has proven effective in creating sustainable change because it is based on local strengths and collaboration between stakeholders (Hasanah & Lestari, 2023).

METHOD

The method of implementing this community service activity is carried out systematically so that it runs effectively and achieves the stated goals, namely improving the community's economy through empowering Micro, Small, and Medium Enterprises (MSMEs) in Jambo Mesjid Village, Blang Mangat District. The first stage is the initial survey, which includes field observations and coordination with Bumi Persada University and Jambo Mesjid Village officials in Blang Mangat District. This stage includes discussions on implementation techniques, activity schedule determination, and identification of the needs and potential of the MSMEs participating in the community service program. Additionally, the implementation team develops teaching materials and activity materials, including supporting media such as presentation slides and activity documentation. The second phase was the implementation of the core activities, which took place on July 5, 2025. This activity began with the presentation of theoretical material on MSME empowerment strategies, business management, and local product innovation. This was followed by an interactive discussion and question-and-answer session to increase participant participation and explore the problems faced by MSME actors in Jambo Mesjid Village, Blang Mangat District. This method was designed so that participants not only passively received the material but also actively provided input, shared experiences, and formulated joint solutions. Participants included lecturers, students, and MSMEs from Jambo Mesjid Village, Blang Mangat District, who actively participated in the entire series of activities. This participatory approach is expected to foster a two-way learning process between the implementation team and the community, enabling the activities to positively impact entrepreneurial capacity, economic independence, and the development of local potential in Jambo Mesjid Village, Blang Mangat District.

RESULTS AND DISCUSSION

The results of the community service program demonstrated several important achievements that had a direct impact on the community's economic development. First, the organizational structure of the Jambo Mesjid Village

MSMEs in Blang Mangat District was established, consisting of a chairperson, vice chairperson, secretary, and treasurer. The establishment of this structure is the first step in creating more focused and professional governance in the development of community businesses. Second, there was an increase in the income of MSMEs through the holding of bazaar activities that served as a means of promoting and selling local products directly to the community. This activity not only increased sales but also opened up business networking opportunities among MSMEs. Third, this community service activity successfully introduced the concept of product branding to the community as an effort to increase competitiveness and customer loyalty to local products. By strengthening brand identity, MSMEs were encouraged to be more creative in packaging their products to attract a wider market. Fourth, this activity also contributed to building business connections and collaboration among MSMEs, which is expected to expand the marketing network and strengthen the village's economic position.

Furthermore, this program also encourages the growth of a creative, productive, and adaptive entrepreneurial spirit among MSMEs. Participants are provided with an understanding of modern marketing strategies, including the use of digital marketing as a promotional and sales medium. This training is expected to help the community face the challenges of increasingly competitive markets in the digital era. However, the empowerment process is not without obstacles. One challenge is changing the mindset of business owners who are still accustomed to traditional systems. Therefore, ongoing mentoring is needed to effectively implement the transformation to a modern business system. Another impact of this activity is the emergence of new social institutions and local leaders who play an active role in managing MSME groups in Jambo Mesjid Village, Blang Mangat District. This phenomenon indicates a change in the community's mindset towards a more modern and productive pattern. The progress of MSMEs is an important indicator in improving community welfare and as part of efforts to improve the quality of Human Resources (HR). The successful implementation of this program is expected to inspire the community to independently develop other productive economic activities, such as low-cost markets, village bazaars, and collaborative entrepreneurial activities, which can continue to strengthen the local economy of Jambo Mesjid Village, Blang Mangat District.



Results and Evaluation of Activities

The implementation of community service activities with the theme "Community Service Through Empowering MSMEs to Improve the Community Economy in Jambo Mesjid Village, Blang Mangat District" provided positive results and was in accordance with the planned objectives. Based on the results of observations during the activity, it can be concluded that this program also succeeded in introducing the concept of branding and packaging innovation to MSMEs. Participants gained an understanding of the importance of brand identity in increasing product selling value and attractiveness in the market. In addition to branding, mentoring activities also helped participants in designing business logos and packaging designs that were attractive and suited to product characteristics. As a result, several MSMEs began to implement new designs that were more professional and market-oriented. In addition to improving product quality, this activity also fostered business connections among

MSMEs, strengthening local economic networks. Businesses began collaborating on product distribution and promotion, creating positive synergies for village economic development. The community service program themed "Community Service Through Empowering MSMEs to Improve the Community Economy in Jambo Mesjid Village, Blang Mangat District" was successfully implemented and according to the established plan. This program also successfully introduced the concept of branding and packaging innovation to MSMEs. Participants gained an understanding of the importance of brand identity in increasing product sales value and market appeal. In addition to branding, the mentoring program also assisted participants in designing attractive business logos and packaging designs that match product characteristics. As a result, several MSMEs began implementing new, more professional and market-oriented designs. In addition to improving product quality, this activity also fostered business connections among MSMEs, strengthening local economic networks. Businesses began collaborating on product distribution and promotion, creating positive synergies for village economic development.

CONCLUSION

Community service activities in Jambo Mesjid Village, Blang Mangat District, using an Asset-Based Community Development (ABCD) approach have proven effective in empowering local MSMEs. The program has successfully built a solid MSME organizational structure, increased revenue through bazaar activities, and introduced branding concepts and product packaging innovations. Furthermore, this activity fosters an entrepreneurial spirit, strengthens business networks among business actors, and fosters collaboration between the community, academics, and the village government. Thus, this activity significantly contributes to improving the welfare and economic independence of the community of Jambo Mesjid Village, Blang Mangat District.

Based on the evaluation results, several recommendations that can be put forward for the sustainability of the program are:

1. Implementation of the Follow-Up Program. Ongoing mentoring activities are required, such as training in digital marketing, business financial management, and product distribution network development.
2. Establishment of a Village MSME Center. This institution can serve as a platform for consultation, promotion, and business incubation for new entrepreneurs in Jambo Mesjid Village, Blang Mangat District.
3. Collaboration with the Government and the Private Sector. Synergy between these parties can help MSMEs obtain capital support, professional training, and broader market access.
4. Improving Digital Literacy. MSMEs need to be encouraged to master information technology to compete in the digital economy and expand their online product marketing networks.

By implementing these recommendations, it is hoped that community service activities in Jambo Mesjid Village, Blang Mangat District, will have a long-term impact on the village's economic growth and improve the quality of human resources.

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