

MSME BUSINESS TRAINING PROGRAM FOR MAKING BAGS FROM PANDAN LEATHER AND WOVEN TO INCREASE THE INCOME OF THE COMMUNITY IN VILLAGE KESATUAN PERBAUGAN DISTRICT, SERDANG BEDAGAI REGENCY

**Dewi Sundari Tanjung¹, Suriana², Jihan Hidayah Putri³, Porkas Sojuangon Lubis⁴,
Rodi Syafrizal^{5*}, Evida Rahimah⁶, M.Tohir Ritonga⁷**

^{1,2,3,4,6,7}Universitas Alwasliyah Medan

^{5*}Sekolah Tinggi Ilmu Ekonomi Bina Karya

Corresponding Author: sundaritanjung94@gmail.com¹, suriana7771@gmail.com²,
jihanhp90@gmail.com³, porkas.mm@gmail.com⁴, rodisyafziral@gmail.com^{5*}, evidarahimah@gmail.com⁶,
tohir3754@gmail.com⁷

Received : 01 October 2025
Revised : 15 October 2025
Accepted : 13 November 2025

Published : 14 December 2025
DOI : <https://doi.org/10.54443/irpitage.v5i3.4426>
Publish Link : <https://radjapublika.com/index.php/IRPITAGE/>

Abstract

This community service program aims to improve the skills, creativity, and economic independence of the community in Kesatuan Hamlet II Village, Perbaungan District, Serdang Bedagai Regency, especially for women who are housewives and school dropouts. The activity was carried out through training in making bags from leather and woven pandan leaves that combine traditional and modern motifs. The implementation method used a participatory approach with the principle of adult learning, which involved stages of socialization, demonstration of bag-making techniques, online marketing training, and collaboration with the village government and related institutions. The results of the activity showed a significant increase in the participants' understanding and skills regarding environmentally friendly bag production techniques and entrepreneurial awareness. Based on the results of the questionnaire, the majority of participants stated that this activity was beneficial and desired to continue the business independently. This program not only increases community income but also encourages the preservation of local culture through crafts based on local natural resources. Thus, this training makes a significant contribution to the development of creative MSMEs, women's empowerment, and strengthening the sustainable economy at the village level.

Keywords: Women's Empowerment, MSME Business, & Entrepreneurship

1. INTRODUCTION

Kesatuan Village, Perbaungan District, Serdang Bedagai Regency, is one of the villages located near the community that is part of the Alwashliyah organization. Most of the residents work as rice farmers (Zahara et al., 2021). Rice cultivation in this village is seasonal, so during the planting season, many families experience decreased income and economic difficulties. Furthermore, most people, especially women and housewives, in the village spend most of their time at home and do not yet have productive businesses as a source of income (Mawardati et al., 2022). However, on the other hand, women and housewives have high potential and capacity to produce works of art, especially in the field of handicrafts due to their strong level of creativity. This capacity is influenced by two main factors: internal and external factors. Internal factors include personal characteristics, motivation, and individual self-confidence, while external factors include the social environment, the type of business run, and support from family and the general community.

Increasing the capacity of women (housewives) through the development of a leather and woven pandan bag craft business with a touch of modern motifs is one of the strategic solutions in overcoming the economic problems currently faced by the people of Kesatuan Village, Perbaungan District, Serdang Bedagai Regency. By strengthening creative and skilled human resources, women (housewives) can produce craft products that not only have high aesthetic value but also suit market tastes without abandoning regional cultural identity. This initiative is expected to foster an entrepreneurial spirit and create sustainable creative businesses that have an impact on improving family welfare and increasing community income (Rahmadani et al., 2022). The bag business with modern motifs has a major impact on the socio-cultural community of Kesatuan Village, Perbaungan District. The

bag craft business with modern motifs is a traditional craft business even though the motifs are modern because the materials are made from local agricultural products in the form of woven guides that are combined to become modern motifs, which are much sought after by consumers both local and outside the region. Generally, leather and woven bag products are a combination of new motifs, namely modern motifs produced from leather and pandan. Where other bag products are not necessarily environmentally friendly and expensive. However, Tasa Crafts that will be produced by women (housewives) use environmentally friendly raw materials that come from nature such as pandan which can be used as raw materials for bags. The main problems faced by partners include limited knowledge and skills and multi-stakeholder collaboration, especially local government in business management, and the negative stigma against women (housewives) who are married and have children and husbands. Who only work for my family and on the other hand the large amount of household expenses, relatively high raw materials, limited skills, lack of capital support and lack of knowledge are obstacles faced by women (housewives) in opening entrepreneurs in sustainable businesses.

Method

The method implemented uses a participatory approach and refers to the adult learning process (Fadli et al., 2020). This implementation method consists of material presentation by resource persons (teachers) complemented by in-depth discussions, direct practice of each product to be produced, and evaluation of the impact of activities on women (housewives) in increasing entrepreneurial awareness and increasing the income of the Kesatuan Village Community, Perbaungan District, Serdang Bedagai Regency. Stages carried out:

1. Prepare equipment, materials and location for demonstrating activities
2. Workshop on selecting materials for bag crafts and selecting modern motifs, a combination of leather and pandan.
3. Training on the technique of combining leather and pandan weave into bags with modern motifs.
4. Training on how to market leather and pandan bag crafts online
5. Cooperation Training to get Capital system
6. Inviting related agencies to multi-stakeholder collaboration.

Discussion Results

This community service was carried out by providing information on how to make craft bags from waste.it and woven pandan which has a distinctive modern motif. To produce a bag production that is modern in style but looks traditional and local wisdom for the UMKM Business Training Program for Making Bags from Leather and Pandan Weave in Increasing the Income of the Village Community of Kesatuan Dusun II, Perbaungan District, Serdang Bedagai Regency, various efforts have been made such as conducting training for the Kesatuan Village community, especially teenagers who have graduated from school or dropped out and housewives who have the talent to become entrepreneurs and have high creativity in creating high-value handicraft products, so that the community, especially teenagers who have graduated from school or dropped out and housewives who are married and wives are able to open and develop sustainable UMKM businesses and can have additional income in improving household welfare, generally the income of the Village Community of Kesatuan Dusun II, Perbaungan District, Serdang Bedagai Regency. In addition, with the training program for making bags from leather and woven pandan with a combination of modern and traditional motifs, local or regional culture can be preserved so that it will always be maintained and not lost along with the development of the times.

Figure 1

Introduction to Basic Materials for Making Leather and Pandan Woven Bags



The role of society, both teenagers and housewives, in the world of business and entrepreneurship is very necessary. A woman must be good at carrying out duties and roles as a wife, mother, household manager, breadwinner as well as the community, especially teenagers who have graduated from school or dropped out of school who do not have jobs and income is a difficult thing because they still depend on their parents even though they have finished their education, especially those who have dropped out, especially housewives who have the status of wives and parents of their children who also have the responsibility of raising their children even though basically it is all the responsibility of the husband, but the wives can also increase their income from other activities by helping with their household finances. To earn income, one of the efforts that can be done by women, both teenagers and housewives who have the status of wives in the Village of Kesatuan Dusun II, Perbaungan District, Serdang Bedagai Regency is by opening a business or enterprise (UMKM).

Figure 2.
Bags made of leather and woven pandan leaves



A bag craft business combining leather and woven pandan leaves is a suitable business for housewives and teenagers who have graduated or dropped out of school. This business can help those who are unemployed after the rice season is over, so that housewives and unemployed teenagers continue to earn income to meet their daily needs. The leather and woven pandan leaves bag business is carried out to create environmentally friendly bags while preserving local culture that can be sold to the market for profit. However, currently, good products for the community are environmentally friendly products. In this case, high creativity and product innovation are required to be able to create useful products that do not change the regional characteristics and are environmentally friendly for the community. Therefore, it is necessary to increase the capacity of housewives and teenagers who have graduated or dropped out of school to carry out bag crafts from woven pandan leaves with national and local motifs.

Figure 3.
Socialization of Making Bags from Leather and Pandan Woven Bags





In carrying out their community service, the community service team conducted outreach to housewives and unemployed youth about how to make woven pandan bags. This began with an introduction to the tools and materials used in the process. The tools and materials needed are as follows.

1. Tools needed

- a. Knife
- b. Needle
- c. Bullets
- d. Pan
- e. Scissors
- f. Pens, Rollers

2. Materials needed

- a. Pandanus leaves
- b. Thread
- c. Dye
- d. Leather Material
- e. Thick paper

3. How to make a craft bag from woven pandan leather:

- a. Prepare old pandan leaves. Older pandan leaves are usually located at the bottom. This process requires sorting so that the pandan leaves for weaving are grouped according to their size.
- b. Boil pandan leaves for 1 hour. The process of boiling pandan leaves is carried out to remove chlorophyll or the green substance contained in pandan leaves.
- e. Next, dry the boiled pandan leaves in the sun for a full day until the pandan leaves dry.
- f. The dried pandan leaves are then ready to be woven.
- g. The leather material is prepared and cut to size to be combined with the pandan weave earlier
- h. Thick paper inside or as a lining for the bag is cut to the desired size.
- i. Next, the woven pandan leaves and leather are attached to the cork that has been shaped into a bag pattern and then given special glue to make it stick firmly.
- j. Sew the edges of the bag and the handles to make the bag stronger and attach a zipper to the bag.
- k. Then the combination of the Padan chicken motif with the leather motif according to local motifs and traditional products that are marketable.
- l. Then the two materials are sewn by combining and combining the materials in the bag in the form of thick paper with skin and pandan weaving that has been provided.
- m. Leather and woven pandan bags are ready to be marketed.

Figure 4.

Leather and Pandan Woven Bag with a Combination of Modern and Local (Traditional) Motifs



This outreach activity was carried out in order to encourage women with the status of housewives and teenagers who graduated and dropped out of school to continue and continuously carry out the production of leather bags and woven pandan motifs with local and traditional motifs so that women with the status of housewives and teenagers who graduated and dropped out of school can earn additional income while taking care of the household. This community service activity is expected to continue and can provide a real contribution to the problems of women with the status of housewives and teenagers who graduated and dropped out of school around the Perbaungan Unitary Village. Women with the status of housewives and teenagers who graduated and dropped out of school can play an active role in participating in this program to increase their capacity.

Table 1

Question	Yes	No
Do you feel that this activity is useful for you?	45	0
Do you understand more about making bags from leather and woven pandan after attending this event? If not, what is the reason?	35	10
Do you feel this activity should be continued in the future, if not what are the reasons?	35	10
Are you interested in starting to learn how to make bags from leather and woven pandan leaves?	35	10

Based on the questionnaire distributed during the training, it was clear that the community service participants felt the activity was very beneficial. Most participants responded that they were very interested in the training and mentoring during the service. They continued to ask questions and take notes using the stationery provided in the seminar kit.a. This activity will help the community with the problems they experience.

Figure 5

MSME Business Training Program for Making Bags from Pandan Leather and Woven Cloth to Increase the Income of the Community of Kesatuan Village, Dusun II, Perbaungan District, Serdang Bedagai Regency



Conclusion

This outreach activity was carried out to encourage women who are housewives and teenagers who have graduated or dropped out of school to continue and continuously make handicrafts from leather and woven pandan leaves independently using simple and environmentally friendly materials that have enormous benefits and advantages. This activity was very well received by women who are housewives and teenagers who have graduated and dropped out of school in the Kesatuan Village area.

Thank-You Note

This community service can be carried out well thanks to the assistance of various parties, for that the author would like to thank all parties who have helped, especially the Head of the Village Unit of Dusun II, Perbaungan District, Serdang Bedagai Regency, who has provided facilities for this community service activity to be carried out well and received enthusiasm from the community of the Village Unit of Dusun II, Perbaungan District, Serdang Bedagai Regency.

REFERENCES

- Fadli, F., Tambarta, E., & Sinta, I. (2020). Improvement Of Marketing Strategy With Training Of Gayo Arabica Coffee Promotion Video Design. *Irpitage Journal*, 2(1), 33–38.
- Mawardati, Jamilah, Muliana, & Tambarta, E. (2022). The Economic Capacity Increasing Of Farmers ' Households Through The Business Prospects Program Of Ornamental Plants And Fertilizer
- Mumu, M., & Anwar, D. (2022). Pemberdayaan Perempuan Melalui Kerajinan Kesenian Berbahasan Limbah Kain Dalam Meningkatkan Ketahanan Pangan Di Kelurahan *Jurnal Abdimas Bina Bangsa*, 3(2), 473–479. <https://jabbb.lppmbinabangsa.id/index.php/jabb/article/view/262%0Ahttps://jabbb.lppmbinabangsa.id/index.php/jabb/article/download/262/164>
- Nur, S. (2019). Pemberdayaan Perempuan Untuk Kesenian & Meningkatkan Partisipasi Dalam Pembangunan Lingkungan Hidup. *An-Nisa*, 10(1), 99–111. <https://doi.org/10.30863/annisa.v10i1.388>
- Zahara, H., Fadli, F., Tambarta, E., & Sinta, I. (2021). Improving Working Age Youth Entrepreneurs Skills With Product Quality Improvement Training and Cupping Coffee Tests To Face New Normal Challenges in North <https://doi.org/10.54443/irpitage.v2i1.62>