

STRATEGY TO INCREASE COMMUNITY INCOME THROUGH DISHWASHING SOAP TRAINING IN KUALA TERUSAN VILLAGE, RIAU PROVINCE

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Received : 12 August 2023

Accepted : 01 October 2023

Revised : 25 August 2023

Published : 30 October 2023

Abstract

A strategy to increase community income through dishwashing soap training in Kuala Terusan Village, Pangkalan Kerinci District, aimed to increase community income, particularly for housewives, by utilizing dishwashing soap production as a source of additional income. The strategy for participating in this training and implementing this activity was motivated by the economic conditions of the community, which largely relies on fishing for a living, necessitating alternative businesses that could supplement family income. The strategy for participating in this dishwashing soap training included outreach, practical training in making liquid dishwashing soap, and assistance with product packaging. The results of the activity showed that the community was very enthusiastic about the information provided regarding business opportunities through dishwashing soap production. Furthermore, the community was able to understand the stages of soap production comprehensively. This activity not only provided new skills but also encouraged entrepreneurial spirit and increased public awareness of the importance of creativity in increasing household income.

Keywords: *Soap Making Training Strategy, Community Empowerment, Household Income, Entrepreneurship.*

INTRODUCTION

Kuala Terusan Village is one of the villages located in Pangkalan Kerinci District, Pelalawan Regency, Riau Province. Geographically, the village is surrounded by river streams that serve as the primary transportation routes for the local community. This condition makes small boats, locally known as robin, the main means of transportation used by residents to carry out various daily activities, including working and purchasing basic necessities outside the village. Due to its relatively remote geographical condition and limited land access, the economy of the Kuala Terusan community largely depends on the surrounding natural resources, particularly the fisheries sector. Most residents earn their livelihood as traditional fishermen whose income relies heavily on fish catches from nearby waters. However, income from fishing activities is often unstable because it is influenced by weather conditions, seasonal changes, and fish availability. This situation causes fluctuations in household income and places many families in the lower-middle economic category. To help support family needs, some housewives also seek additional income by operating small home-based shops that sell daily necessities to nearby residents. Kuala Terusan Village has a relatively small population, consisting of approximately 127 households distributed across two neighborhood units (RW) with different geographical characteristics, one located on the mainland across the river and the other along the main river flow. Despite its small size, the community demonstrates strong social solidarity and a high level of interest in activities that contribute to improving knowledge and family welfare. This can be seen from the active participation of residents, especially women, in skills-training programs that have economic value.

Efforts to improve the income of the Kuala Terusan community in Pangkalan Kerinci District, Pelalawan Regency, Riau Province can be carried out through productive home-based activities, one of which is dishwashing liquid soap production. This product is made using surfactants such as texapon or SLS as cleaning agents, salt as a thickening agent, and water as a solvent. Additional supporting materials include sodium sulfate, fragrances, colorants, and additives such as foam boosters and EDTA to enhance product quality. The skill of producing dishwashing liquid soap is considered highly relevant to daily household needs while also offering the potential to become an additional source of income. Besides reducing household expenses, the products can also be marketed within the surrounding village community. The close social relationships among the residents of Kuala Terusan

provide a supportive environment for the development of this small-scale business initiative. Through dishwashing liquid soap production training, it is expected that the community, particularly housewives, will gain knowledge regarding safe, environmentally friendly, and marketable production processes. This activity also encourages the growth of micro-entrepreneurship and strengthens the role of women in supporting household economies. This training program is part of a community empowerment initiative based on local potential, with the long-term objective of fostering greater economic independence among village residents. The high level of community enthusiasm serves as an important foundation for the sustainability of this community service program, which is expected to create positive social change, improve household economic self-reliance, and cultivate a culture of productive entrepreneurship within rural communities.

LITERATURE REVIEW

Community empowerment is an effort to enhance the capabilities and independence of society through skills training that provides economic value. One form of community empowerment that can be implemented is dishwashing liquid soap production training. This activity aims to provide new skills for the community, particularly housewives, in order to create business opportunities and increase household income. According to Fitriawati and Luthfiyanti (2024), dishwashing soap production training can increase community participation in productive economic activities and help improve household income.

Dishwashing soap production training is considered effective because the product is a daily household necessity with strong market potential. Lubis (2024) explained that the dishwashing soap business can be established with relatively low capital and has the potential to become an additional source of income for the community. Furthermore, communities can utilize simple marketing strategies and social media platforms to expand product sales.

Training activities not only provide technical skills in soap production but also foster an entrepreneurial mindset within the community. Rery et al. (2022) stated that dishwashing soap production training can improve creativity, self-confidence, and motivation among community members to start independent businesses. Through these skills, communities are able to produce marketable products and contribute to improving household economic stability.

In addition, the success of small businesses is strongly influenced by marketing strategies and product quality. Arrobi et al. (2025) emphasized that marketing digitalization can help communities broaden market reach and enhance the competitiveness of household business products. Therefore, continuous training and assistance are essential to ensure that community businesses can develop optimally and provide long-term economic benefits.

METHOD

The implementation method of this community service program was carried out in Kuala Terusan Village, Pangkalan Kerinci Subdistrict, Pelalawan Regency, specifically in RT 004 RW 002 at one of the residents' houses. The program was conducted using counseling and discussion methods. These methods were selected because they enable the delivery of systematic information while also helping to identify problems and constraints faced by the Kuala Terusan community.

1. Preparation Stage - the community service team conducted a situational and needs analysis by holding discussions with the Kuala Terusan Village Government. Through these discussions, the team was able to identify issues related to community income and the obstacles faced by residents in improving their economic conditions. Based on the findings, the team prepared educational materials concerning income improvement strategies as well as an introduction to the ingredients and production procedures for dishwashing liquid soap. In addition, the team also prepared materials related to product packaging and marketing strategies for dishwashing liquid soap products.
2. Implementation Stage - The implementation of the community service activity was conducted on Monday at 14:00 PM, on November 3, 2025, in Kuala Terusan Village, Pangkalan Kerinci Subdistrict, Pelalawan Regency, specifically in RT 004 RW 002 at the residence of one of the villagers. The training program aimed to provide solutions to the economic challenges faced by the Kuala Terusan community, particularly regarding household income. The activities carried out included:
 - a. Presentation on Income Concepts, the session covered the general definition of income, income from an accounting perspective, and strategies for increasing household income.
 - b. Dishwashing Liquid Soap Production Practice, participants were introduced to the ingredients used in making dishwashing liquid soap and guided step-by-step through the production process.

- c. Packaging Strategy Training, this session provided explanations on how to determine an appropriate product brand, create attractive packaging designs, and build a positive impression among consumers.
 - d. Marketing Strategy Training, participants were given insights into identifying target consumers, implementing effective and consistent promotional strategies, analyzing competitors, and utilizing digital marketing methods.
3. Materials Used - The training utilized several primary materials for the production of dishwashing liquid soap. The materials included basic chemical substances packaged in plastic containers, such as Texapon, ABS, Camperlan, colorants, fragrances, and salt as a thickening agent. Supporting materials included water, mixing containers, and stirring tools used during the production process. The material introduction session was delivered directly at the house of one of the residents of Kuala Terusan Village where the training was held. Participants, who were predominantly housewives, were given the opportunity to observe, handle, and understand the characteristics of each material used in the soap-making process. This approach was intended to ensure that participants not only recognized the names of the ingredients but also fully understood their functions, characteristics, and safety aspects for household-scale production. The instructor provided detailed explanations regarding the role of each ingredient. For example, Texapon functions as the main cleaning and foaming agent, salt acts as a natural thickener, while colorants and fragrances serve as additives to improve the product's aesthetic value and attractiveness. In addition, the instructor explained the appropriate ingredient measurements, mixing sequence, and proper stirring techniques required to produce high-quality dishwashing liquid soap. This stage served as an essential foundation before participants conducted hands-on practice, as it provided comprehensive understanding of the soap production process. The material introduction activity also reflected the participants' strong enthusiasm for learning new skills. Through this interactive approach, participants became more confident and better prepared to follow the practical stages of the training. Overall, this session played a significant role in ensuring the success of the subsequent training activities.
4. Evaluation Stage - After the training was completed, the community service team conducted an evaluation of participants' understanding through open discussions and direct practical demonstrations. The team also provided ongoing assistance to ensure that the villagers would be able to sustainably implement the dishwashing liquid soap production process in the future.

RESULTS AND DISCUSSION (TNR, 12 BOLD)

The results of this community service activity indicate that the dishwashing liquid soap production training provided positive impacts on the residents of Kuala Terusan Village, particularly in improving knowledge, skills, and awareness regarding alternative sources of household income. Prior to the implementation of the training, the Community Service Team conducted field observations and interviews with local residents to identify their socio-economic conditions and the challenges they faced in improving family welfare. The findings showed that most residents depended on fishing activities as their primary source of income. Since fishing activities are highly influenced by weather conditions, seasonal changes, and fish availability, household incomes often fluctuate and remain relatively unstable. In addition, several residents worked as village officials with limited monthly earnings. These conditions highlighted the importance of introducing productive economic activities that could be carried out independently at home with affordable capital. Based on these findings, the Community Service Team organized training related to income management, entrepreneurship, and practical skills through dishwashing liquid soap production. The training combined theoretical explanations with direct practical activities. Participants were introduced to the concept of income from an accounting perspective, strategies for increasing household income, and opportunities for developing small-scale businesses based on household skills. Furthermore, participants received practical guidance on the process of producing dishwashing liquid soap, including the introduction of raw materials, proper measurements, mixing techniques, and packaging methods.



Figure 1. Raw Materials for Dishwashing Liquid Soap Production

The training activities received strong enthusiasm from the participants, most of whom were housewives. During the practical sessions, participants actively engaged in observing, mixing ingredients, and producing the soap independently. The final products produced during the training showed satisfactory results, as the liquid soap had a consistent texture, color, and clarity. The products were also packaged neatly in bottles, demonstrating that participants were able to follow the production procedures properly according to the instructions provided. This achievement reflected not only improvements in technical skills but also increased self-confidence among participants in producing products with economic value. In addition to production techniques, participants were also introduced to basic branding and marketing concepts, such as determining product labels, selecting attractive packaging designs, and identifying potential target consumers. This aspect of the training aimed to broaden participants' understanding of how household products could be transformed into marketable goods with added economic value. The simple packaging methods demonstrated during the training also served as an educational tool to emphasize the importance of product identity and visual appeal in attracting consumers.

The results of the activity indicate that dishwashing liquid soap production has considerable potential to be developed into a household-based micro-enterprise. The product itself has stable market demand because it is widely used in daily household activities. In addition, the production process requires relatively affordable capital and can be carried out individually or collectively by community groups. Participants were encouraged to utilize local social networks, nearby markets, and digital platforms as potential channels for product marketing and promotion. However, despite the positive outcomes of the training, several challenges were identified regarding the sustainability of the business initiative. One of the main obstacles faced by participants was the limited knowledge regarding the availability and sources of raw materials required for soap production. Since the training introduced new knowledge and skills to the community, many participants were still unfamiliar with suppliers of chemical ingredients such as Texapon, ABS, Camperlan, fragrances, and colorants. Therefore, support in providing information about reliable raw material suppliers, affordable prices, and alternative materials is considered essential for ensuring the continuity of production activities after the training program ends.

Furthermore, continuous mentoring and assistance are needed to help participants maintain product quality, calculate production costs accurately, determine competitive selling prices, and develop effective marketing strategies. Ongoing guidance is also important to evaluate whether the business activities contribute to improving household income over time. Through sustainable support and empowerment, it is expected that the community will be able to develop stronger entrepreneurial capabilities and establish productive micro-businesses that can contribute to long-term family economic stability. Overall, the training program successfully increased community awareness regarding the importance of economic diversification and alternative income sources. The activity also demonstrated that community empowerment through practical entrepreneurship training can become an effective strategy for improving the welfare and economic independence of rural households, particularly among women and housewives in Kuala Terusan Village.



Figure 2. Documentation with Community Service Program Participants

CONCLUSION

The strategy for increasing community income through participation in dishwashing liquid soap training in Kuala Terusan Village, Riau Province, concludes that such activities provide significant benefits for both the community and household economies. The training serves as an effective approach to improving income-generating opportunities among residents. The materials delivered during the program provided participants with broader insight and knowledge regarding strategies for developing and increasing household income through small-scale entrepreneurial activities. The community, especially housewives, showed great enthusiasm throughout the entire training program, from the beginning until the closing session. This activity successfully provided motivation and valuable benefits for participants in developing dishwashing liquid soap production skills so that the initiative can continue to grow and become more advanced in the future. For the community service team, it is highly expected that similar entrepreneurship-based socialization and training programs can be conducted again in the coming years. Such activities are considered important in supporting community empowerment, fostering entrepreneurial spirit, and strengthening the economic independence of rural households.

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