



## Encouraging the Participation of Village Human Resources in Village Development Pematang Serai, Langkat

### Mendorong Partisipasi Sumber Daya Manusia Desa dalam Pembangunan Desa Pematang Serai, Langkat

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#### ABSTRACT

The service activity with the theme Encouraging the Participation of Village Human Resources in the Development of Pematang Serai Village, Langkat aims to increase the capacity of human resources (HR) at the village level as the key to sustainable development. Through a series of trainings, workshops, and discussions, village communities are provided with relevant practical knowledge and skills, as well as an understanding of the importance of their active role in the development process. This activity succeeded in creating a collective awareness of shared responsibility in community development, as well as encouraging collaboration between various stakeholders. In addition, this activity strengthens the social network among the participants, which is expected to continue to support future development initiatives. The results of this activity show an increase in skills, active participation, and potential for local economic development, which overall contributes to the progress of Pematang Serai Village. Thus, this activity is a strategic step in realizing an independent, competitive, and sustainable village.

**Keywords:** Human Resources, Village Development, Pematang Selemon, Skills, Community Participation, Economic Development, Collaboration

**Abstrak:** Kegiatan pengabdian dengan tema Mendorong Partisipasi SDM Desa dalam Pembangunan Desa Pematang Serai, Langkat ini bertujuan untuk meningkatkan kapasitas sumber daya manusia (SDM) di tingkat desa sebagai kunci pembangunan berkelanjutan. Melalui serangkaian pelatihan, lokakarya, dan diskusi, masyarakat desa dibekali dengan pengetahuan dan keterampilan praktis yang relevan, serta pemahaman tentang pentingnya peran aktif mereka dalam proses pembangunan. Kegiatan ini berhasil menciptakan kesadaran kolektif akan tanggung jawab bersama dalam pembangunan masyarakat, sekaligus mendorong kolaborasi antar berbagai pemangku kepentingan. Selain itu, kegiatan ini memperkuat jaringan sosial di antara para peserta, yang diharapkan dapat terus mendukung inisiatif pembangunan di masa mendatang. Hasil kegiatan ini menunjukkan adanya peningkatan keterampilan, partisipasi aktif, dan potensi pengembangan ekonomi lokal, yang secara keseluruhan berkontribusi terhadap kemajuan Desa Pematang Serai. Dengan demikian, kegiatan ini merupakan langkah strategis dalam mewujudkan desa yang mandiri, berdaya saing, dan berkelanjutan.

**Kata Kunci:** SDM, Pembangunan Desa, Pematang Selemon, Keterampilan, Partisipasi Masyarakat, Pembangunan Ekonomi, Kolaborasi

#### INTRODUCTION

Villages are the main foundation for the development of a country. As the smallest unit in the government structure, villages play an important role in realizing sustainable and inclusive development. The success of village

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development is not only determined by the availability of natural resources, but also highly dependent on the quality of human resources (HR) they have. Effective human resource management is the main key in directing and optimizing the potential of the village to achieve development goals. The importance of human resource management in village development planning lies in the ability to identify, develop, and utilize the abilities and skills of villagers. Well-managed human resources can increase productivity, innovation, and village independence. In addition, proper human resource management can also help villages in facing various challenges and changes, be it in the economic, social, or environmental context. In the current era of globalization and modernization, villages must be able to adapt quickly to the developments that occur. Good HR management not only focuses on developing technical skills, but also on increasing capacity in innovation and entrepreneurship. (Amalia, 2024)

Active community participation in the management of village Human Resources (HR) is one of the important factors in achieving sustainable development. With communities directly involved and having an active role in decision-making related to village development, local potentials and needs can be more fulfilled, creating a more inclusive and sustainable environment. Villages are important entities in the Unitary State of the Republic of Indonesia (NKRI). The existence of the village has existed since before the Republic of Indonesia was proclaimed on August 17, 1945. Villages in the past were social communities and were the original government of the Indonesian nation whose existence existed long before Indonesia was founded. Even the formation of Indonesia started from the countryside, the fact shows that most of the territory of Indonesia is rural. When comparing the number of cities and villages, the comparison will be greater than the number of villages than cities. The number of provincial capitals, municipalities, and districts, is around 500 cities while the number of villages in 2015 was 74,093 villages. (Brebeg Village Government, 2024)

Article 78 says that village development aims to improve the welfare of the village community, the quality of human life and poverty alleviation through the fulfillment of basic needs, the development of village facilities and infrastructure, the development of local economic potential, and the sustainable use of natural resources and the environment. Development aims to create a just and prosperous society that is materially and spiritually equitable based on Pancasila and the 1945 Constitution. Further provisions are described in the Regulation of the Minister of Home Affairs Number 114 of 2014 concerning guidelines for village development, Village Development is an effort to improve the quality of life and life for the maximum welfare of the village community.

According to the Central Statistics Agency (BPS), nationally, village development in Indonesia is in the category of developing villages. Based on the results of data collection from Village Potential (Podes) in 2018 issued by BPS, it was recorded that the number of disadvantaged villages decreased by 6,518 villages from 19,750 villages in 2014 to 13,232 villages in 2019. Meanwhile, for developing villages, there has been an increase of 3,853 villages from 51,026 in 2014 to 54,879 villages in 2019. Likewise, villages with independent village status have increased from 2,894 villages in 2014 to 5,559 villages in 2019.

Encouraging the participation of village human resources in the development of Pematang Serai Village, Langkat, is an important step to realize the progress and independence of the village. Improving the quality of human resources through education, training, and skill development will provide provisions for the community to actively participate in the planning, implementation, and supervision of development programs. In addition, community empowerment through strengthening local institutions, increasing access to information and technology, and creating economic opportunities, will further increase the ability and independence of the community to contribute to village development. With the increasing participation of human resources, it is hoped that development in Pematang Serai Village can run more effectively, efficiently, and sustainably, so as to be able to realize a prosperous and independent village community. Strengthening village governance is also absolutely necessary.

The impact of the low level of community education in Pematang Serai Village, Langkat Regency is the phenomenon of underage marriage which eventually results in many young families who are not economically established but already have a large family burden or burden, this phenomenon is a phenomenon that often occurs so that it has become a common thing and is justified by the community, but actually this phenomenon is of course a phenomenon that problems for the village community in general. Another important thing in the development of a village is the strategy carried out by the village to develop, To realize planned village development, the village government and all elements of society must be involved in the process of preparing a village development strategy. In the form of development planning, such as the village Medium-Term Development Plan (RPJM) and the Annual Work Plan (RKT), are some examples of such development planning. The implementation of village development planning that is carried out includes empowerment, participation, community-oriented, open, accountable, selective, efficient and meticulous.

## RESEARCH DESIGN

### 2.1 Method of Approach

Here are some of the approach methods that can be offered in this activity, as follows:

#### Participatory Approach

1. Conduct regular village deliberations to involve the community in decision-making related to village development.
2. Forming a working group consisting of various elements of society, such as youth, women, religious leaders, and community leaders, to jointly plan and implement development programs.
3. Conduct surveys and interviews with the community to find out their needs and aspirations related to village development.

#### Educational Approach

1. Conducting training and workshops on various skills needed in village development, such as village financial management, development planning, and entrepreneurship.
2. Conduct regular socialization about government policies, development programs, and the importance of community participation.
3. Conducting comparative studies to other villages that have been successful in village development.

#### Motivational Approach

1. Providing incentives for people who actively participate in village development, such as awards or business capital assistance.
2. Providing recognition and appreciation for the community's contribution to village development.
3. Providing opportunities for people to improve their living standards through productive economic activities.

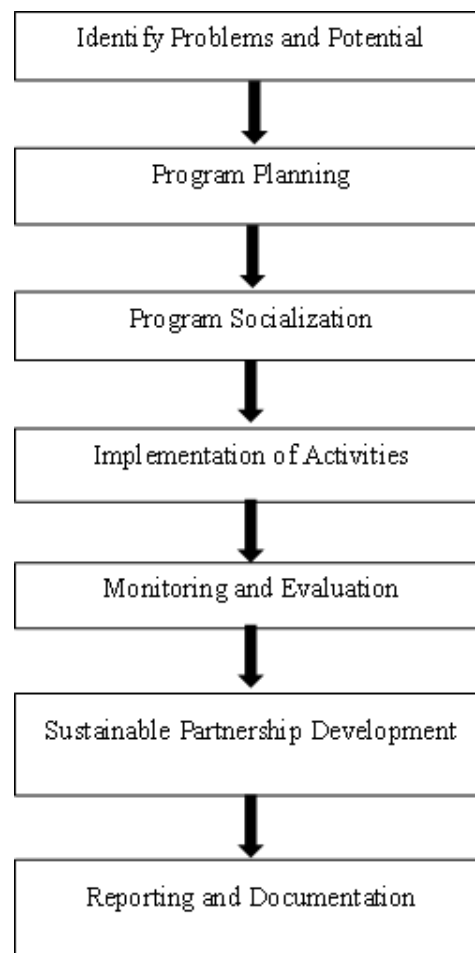
### Collaborative Approach

1. Building partnerships with various parties, such as local governments, non-governmental organizations (NGOs), the business world, and universities, to support the implementation of development programs.
2. Improve coordination between various related sectors in village development, such as the agriculture, education, health, and infrastructure sectors.

### Technology Approach

1. Utilizing information technology to facilitate communication, coordination, and access to information for the community.
2. Developing a village application to make it easier for the community to access information related to village development and report problems.

The following is an overview of the workflow of the approach method that can be used in this community service activity, as follows:



**Figure 1. Approach Method Workflow**

## 2.2 Working Procedure

The work procedure for partners in community service activities involves several strategic steps, namely:

1. Partners need to identify the needs and potential of human resources (HR) in the village. This can be done through surveys and interviews with local communities to understand the

challenges and opportunities that exist. Furthermore, partners should design training programs that are in accordance with the needs that have been identified, with a focus on improving the skills and knowledge of village human resources.

2. Carry out training activities directly in the village. This activity must involve active participation from the community, so that they feel owned and responsible for the development process. In addition, partners also need to conduct periodic evaluations to measure the effectiveness of the program and its impact on increasing the capacity of village human resources.
3. Building sustainable partnerships with the community and related institutions, to ensure the sustainability of the program and the development of village human resources in the future. By following this work procedure, it is hoped that the participation of village human resources in the development of Pematang Serai Village can increase significantly.

### 2.3 Description of Partner Participation

The activity is an important initiative to increase the capacity of human resources (HR) in the village. The participation of partners, especially from Pematang Serai Village, is crucial in achieving sustainable development goals. The Pematang Serai Village Government plays a central role in designing and implementing programs that support human resource development. They are responsible for socializing the community about the importance of improving skills and knowledge. In addition, the village government also coordinates various training activities and workshops involving various parties.

The active participation of the people of Pematang Serai Village is very important in this activity. The community is involved in the planning and implementation process of the program. They contribute by providing input on training needs that are appropriate to local potential. Community involvement not only increases a sense of belonging, but also encourages them to participate in every stage of development.

Educational institutions, both formal and non-formal, play a role in providing relevant and quality training programs. They assist in the development of a curriculum that suits the needs of the community and local potential. By involving educational institutions, people get access to knowledge and skills that can increase their competitiveness.

NGOs operating in Pematang Serai contribute by providing technical support, training, and counseling. They help the community in understanding the importance of human resource development and how to optimize the existing potential. NGOs also act as mediators between the community and the government, ensuring that people's aspirations are heard and accommodated.

Participation from the private sector, including local entrepreneurs, is crucial in supporting these activities. They can provide financial support, training facilities, and job opportunities for the community. This collaboration creates opportunities for people to develop skills that suit the needs of the industry, thereby increasing their chances of getting a job.

Partners also play a role in the monitoring and evaluation process of activities. By involving various parties in the evaluation, activities can be improved and adjusted to be more effective. Feedback from the community is very important in this process, so that the programs carried out can continue to develop according to the needs and expectations of the community.

## RESULTS

### 3.1 Description of the Object of Service Activities

Pematang Serai Village, Tanjung Pura Sub-district, Langkat District has a variety of local resources and local wisdom that are potential in the development of creative industries. One significant local resource is traditional arts and crafts. The people of Pematang Serai Village have skills in weaving, weaving, and other handicrafts that are unique and valuable. By developing these skills through training and coaching, as well as promoting local handicraft products, these potential resources can be used as the basis for creative industry development. In addition, local wisdom related to culture and tradition is also an important resource. Pematang Serai Village has a rich cultural heritage, including dance, music, traditional ceremonies and folklore. The incorporation of cultural elements and traditions in creative products can be an attraction for tourists and consumers. By utilizing this local wisdom, the creative industry can create unique and high-value products.

In addition, natural and environmental potential is also a local resource that can be utilized. Pematang Serai Village has natural beauty that includes mountains, rivers, and biodiversity. This potential can be integrated into creative products, such as handicrafts made from nature, local food and beverage products, or culture-based nature tourism. Sustainable utilization of natural resources also needs to be considered in the development of creative industries to preserve the environment. By exploring and utilizing local resources and local wisdom in Pematang Serai Village, Tanjung Pura District, Langkat Regency, the development of creative industries can have a positive impact on improving the local economy, cultural preservation, and sustainable development.

### 3.2 Analysis of the Regional Situation

The analysis of the situation in the Pematang Serai Village, Tanjung Pura District, Langkat Regency is as follows:

1. Geographical Location Pematang Serai Village is located in Tanjung Pura District, Langkat Regency. The village has quite good access by being connected by main roads. The topography of the region is dominated by lowlands with a small part of the mountainous area.
2. Potential Natural Resources This village has abundant natural resource potential, including fertile land for agriculture, rivers that can be used for agricultural and fishery purposes, and forests that can be used as a source of raw materials for creative industries.
3. Population and Social Conditions

The number of residents in Pematang Serai Village tends to be stable. The majority of the population makes a living as farmers, fishermen, or craftsmen. The social conditions of the community are relatively harmonious with the existence of mutual cooperation activities and togetherness in carrying out daily activities.

#### 4. Economic Potential

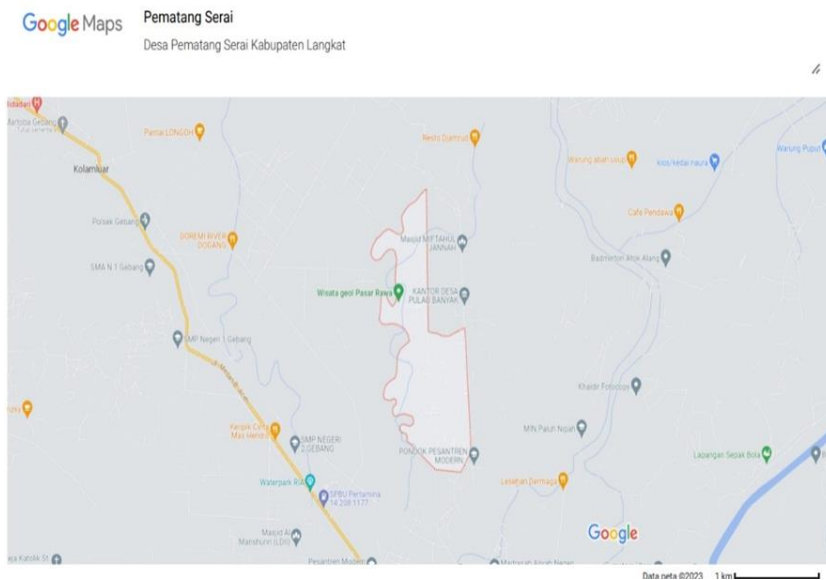
The economic potential of this village is related to the agriculture, fisheries, handicrafts, and tourism sectors. Agriculture includes food crops, plantations, and livestock. In the fisheries sector, there is potential for the development of freshwater fish farming. Handicrafts such as weaving, weaving, and ceramics also have market potential. In addition, the potential of natural and cultural tourism is an attraction for the development of the tourism sector.

#### 5. Infrastructure

Basic infrastructure in Pematang Serai Village needs to be considered, such as adequate road networks, clean water sources, equitable electricity, and adequate education and health facilities. Improving infrastructure will make it easier to access and improve the quality of life of the community.

## 6. Environmental Sustainability

It is important to maintain environmental sustainability in Pematang Serai Village, especially in natural resource management, waste control, and reforestation. In the development of creative industries, it is necessary to pay attention to the principles of sustainability to protect nature and maintain the balance of the ecosystem.



**Figure 2. Map of Pematang Serai Village, Langkat District**

Community service activities with the theme of Implementing Digital Marketing in MSMEs Through Google Maps to Increase Income in Pematang Serai Village, Langkat Regency have been successfully carried out with quite satisfactory results.

### **Socialization and Training:**

1. MSME actors in Pematang Serai Village have become more aware of the importance of utilizing digital platforms, especially Google Maps, to promote products and reach a wider market.
2. MSMEs have been equipped with the knowledge and skills to create and optimize their Google Business profiles, including adding relevant information, product photos, and responding to customer reviews.

### **Utilization of Google Maps:**

1. MSMEs in Pematang Serai Village are now easier to find by potential customers through searches on Google Maps and Google Search.
2. Potential customers can easily access important information about MSMEs, such as addresses, operating hours, phone numbers, and product photos.
3. MSME actors can interact with customers through the review and question and answer features on Google Maps.

### **Impact on Revenue:**

1. Several MSME players reported an increase in sales after implementing digital marketing through Google Maps.

2. MSMEs can reach customers from outside the village and even outside the district, which was previously difficult to reach with conventional marketing methods.



**Figure 3. Participants of PKM Activities**

## DISCUSSION

Community service activities in Pematang Serai Village, Langkat Regency with the theme Encouraging the Participation of Village Human Resources in the Development of Pematang Serai Village, Langkat, were held on Saturday, June 22, 2024. This activity was attended by the Village Head, Village Apparatus and the village community. These activities managed to achieve several significant results that had a positive impact on the village community. First, this activity succeeded in increasing public awareness of the importance of human resource development (HR) in the context of village development. Through the training and workshops held, participants gain new knowledge and skills relevant to local needs, such as modern agricultural skills, agricultural product processing, and small business management. In addition, the active participation of the community in each stage of the activity shows an increase in the sense of ownership and responsibility for village development. The involvement of various partners, including village governments, educational institutions, NGOs, and the private sector, has also created strong synergies in supporting human resource development programs.

As a result, the people of Pematang Serai Village are now better prepared to face development challenges, with a better ability to contribute to improving the welfare and quality of life in their village. Overall, this activity not only provides direct benefits to participants, but also builds a stronger foundation for sustainable development in the future.

## CONCLUSIONS

The conclusion of this activity shows that this program has succeeded in increasing the capacity and involvement of the community in the village development process. Through a series of trainings and workshops, participants not only gained relevant practical skills, but also improved their understanding of the importance of the role of human resources in sustainable development.



This activity succeeded in creating a collective awareness of the value of investment in human resource development, as well as encouraging collaboration between various stakeholders, including the government, educational institutions, and the private sector. In addition, the program has built a strong network among participants, which is expected to continue to support each other in future development initiatives. Thus, these activities not only provide direct benefits to the individuals involved, but also contribute to the overall progress of the village, creating a stronger foundation for sustainable and inclusive development.

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