

Public Education About the Importance of Education, Health and Economic Empowerment of the Tanjung Saribu Village Community

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ABSTRACT

The community service program in Tanjung Saribu Village, Dolok Pardamean District, which was implemented between February 9 and 21, 2026, aims to improve the quality of life of the community through education, health, and economic empowerment. This activity was carried out with a participatory and collaborative approach between students and the local community. This program focused on increasing awareness of the importance of early childhood education at Tanjung Saribu Public Elementary School No. 096113, implementing a healthy lifestyle through environmental health activities and collaboration with the community health center, and increasing economic empowerment through mentoring for farmers. The results of the activity showed an increase in community motivation to support early childhood education, maintain health, and develop the village's economic potential.

INTRODUCTION

Community empowerment is an important strategy in village development, which aims to improve the quality of life through increasing knowledge, skills, and independence. According to Zimmerman (2000), community empowerment is a process that allows individuals and groups to take control of their own lives. Furthermore, Ife and Tesoriero (2008) explained that the success of community empowerment is highly dependent on the active participation of the community in all development processes. Therefore, community service activities are an important step in helping communities identify potential, solve problems, and sustainably improve their well-being.

Before the implementation of community service activities, several phenomena were observed in Tanjung Saribu village, Dolok Pardamean District. In the education sector, there is still low awareness among some residents about the importance of education for school-age children. This can be seen from the lack of attention given to children's learning and their low motivation to learn. In the health sector, public awareness about a clean and healthy lifestyle still needs to be improved, especially regarding maintaining environmental cleanliness and implementing healthy behaviors in daily life. However, in the economic sector, these communities, which focus primarily on agriculture, still face limitations in developing skills and making optimal use of the local economic potential.

Based on these conditions, this community service activity was carried out as an effort to produce a positive and educational impact in Tanjung Saribu village. This program aims to increase public awareness of the importance of education, encourage the adoption of a healthy lifestyle, and support economic empowerment through mentoring and active community participation. Education is seen as an important factor in the development of quality human resources. UNESCO (2017) states that education plays an important role in sustainable development and improving the quality of life of people. Furthermore, Tilaar (2012) emphasized that education not only provides knowledge but also helps individuals adapt to social life.

In the health sector, this activity aims to increase public understanding of the importance of maintaining personal and environmental health. Nutbeam (2008) explained that health literacy is very important for people to understand health information and make informed decisions. This is also supported by the World Health Organization (2016), which states that the quality of public health is influenced by a healthy lifestyle and a clean environment.

Through an educational and participatory approach, this community service activity is expected to increase public knowledge, awareness, and skills in the fields of education, health, and economy. In addition to providing direct benefits to the community, this activity also encourages the creation of a more independent and active society, which is able to improve welfare in a sustainable manner.

IMPLEMENTATION AND METHODS

The method used in community education activities about the importance of education, health, and economic empowerment in Tanjung Saribu Village is a participatory approach. This approach puts the community at the center of the activity, ensuring that the community is not only the beneficiary but also plays an active role at every stage. According to Zimmerman (2000), empowerment is a process that allows individuals and groups to regain control of their lives. Similarly, Ife and Tesoriero (2008) emphasize that active community participation is essential for the success of sustainable empowerment programs. The implementation of the activity takes place in several stages:

Preparation Stage

This stage aims to identify the initial situation of the community and design a program that meets its needs. Activities include field observations, interviews with village heads and community members, as well as the preparation of educational materials related to education, health, and economy. Coordination and obtaining the necessary permits from stakeholders are also ensured. This allows the launch of new programs with updated content tailored to the target audience.

Implementation Phase

The implementation of these activities is structured around three main areas:

a. Educational Education

You can explore this point further if you want to learn how to proceed. UNESCO (2017) states that education is the main foundation for improving the quality of life and welfare of the community.

b. Health Education

Health education is provided through advice on healthy behaviors and good personal and environmental hygiene practices. Nutbeam (2008) explains that health literacy plays an important role in improving an individual's ability to understand health information and make informed decisions.

c. Economic Empowerment

If you want to learn how to continue, this point can be a source of motivation for MSMEs. According to Tambunan (2019), MSMEs play a strategic role in increasing people's income and strengthening the local economy.

Monitoring and Evaluation Phase

Monitoring and evaluation assess the effectiveness of the program by observing changes in knowledge, attitudes, and community participation. Reflective discussions with the community were also conducted to identify the strengths and weaknesses of the activities. This evaluation is very important and should be a priority when implementing a new program.

Sustainability Program Phase

This phase aims to ensure the long-term impact of the program by encouraging positive behavior of the community. Activities include strengthening community participation and utilizing the educational resources provided. The World Health Organization (2016) states that sustainable changes in people's behavior are essential to improve the quality of life.

RESULTS AND DISCUSSION

Activity Results

The implementation of community service programs in Tanjung Saribu Village, from February 9 to 21, 2026, has yielded positive results in three main areas: education, health, and community economic empowerment.

Education



Figure 1. The Service Team Conducts Teaching in the Classroom

In the field of education, activities were carried out at SD N.096113 Tanjung Saribu through teaching assistance and additional tutoring. The learning approach used is creative learning, which is realized through educational games, group discussions, and the use of simple learning media that are in accordance with the characteristics of elementary school students. The results of the implementation show an increase in student involvement in the learning process. Students who previously tended to be passive began to show active participation, such as asking questions, answering questions, and engaging in class discussions. This shows that interactive and fun learning is able to create a more conducive learning atmosphere and encourage students' courage to participate.



Figure 2. The Service Team Conducts Additional Tutoring Activities

In additional tutoring activities, the student attendance rate is relatively high and consistent. This condition indicates an increase in students' motivation to learn, especially in strengthening reading literacy and basic numeracy. The mentoring approach that is carried out informally outside of school hours has proven to be effective in building closeness between students and teachers. Students become more open in conveying learning difficulties, so that the mentoring process can be carried out in a more personal and targeted manner.

Health



Figure 3. Service Team Helps the Community in the Health Sector

In the health sector, activities are focused on clean and healthy living behavior education (PHBS) which is carried out through counseling, direct practice, and active community involvement in health activities. One of the main activities is participation in posyandu activities, where students assist health workers in services to toddlers, such as weighing weight, recording development, and providing education to mothers about the importance of nutrition and monitoring child growth and development. This activity not only improves the efficiency of posyandu services, but also encourages the participation of mothers to be more active in monitoring children's health.

In addition, mutual cooperation activities for environmental cleanliness are carried out that involve the community directly, such as cleaning the area around houses, waterways, and public facilities. Waste collection activities throughout the village are also carried out as a form of real action in maintaining environmental cleanliness. Through this activity, the community is invited to be more concerned about waste management and the importance of maintaining a clean and healthy environment.

Economic Empowerment



Figure 4. The Service Team Helps the Community in the Agricultural Sector

In the field of economic empowerment, activities are focused on assisting the community, especially farmers, in developing local economic potential. Mentoring is carried out directly through the involvement of students in community agricultural activities, such as the corn and rice harvesting process. This activity provides contextual experiences for students while strengthening relationships with the community. In addition, through this direct involvement, discussions were held on crop management, storage, and efforts to increase the selling value of agricultural products.

During corn and rice harvesting activities, the community is given an understanding of the importance of managing agricultural products effectively, including how to minimize post-harvest losses and opportunities for the development of agricultural products-based businesses. Mentoring also includes motivating farmers to be more innovative in processing crops, such as more attractive packaging and the use of simple technology in marketing.

The results of the activities showed that the participatory approach used in this program increased community awareness and involvement. This is in line with the findings of Zimmerman (2000), who suggest that community empowerment can strengthen an individual's capacity to take control of their lives. The active participation of the community at each stage of the activity also contributes to the success of the program, as highlighted by Ife and Tesoriero (2008).

In the education sector, increased student motivation and parental awareness show that education programs have succeeded in instilling an understanding of the importance of education as an investment for the future. This is in line with the perspective of UNESCO (2017), which emphasizes that education is the foundation of sustainable development.

In the health sector, the shift in people's behavior towards a healthy and hygienic lifestyle shows the importance of health literacy in daily life. These results are in line with the findings of Nutbeam (2008), who stated that health literacy affects an individual's ability to make informed health decisions. In addition, a cleaner environment contributes to improving people's quality of life, as shown by the World Health Organization (2016).

From an economic perspective, increasing people's motivation to develop their businesses proves that the support provided can encourage economic independence. This supports the view of Tambunan (2019) that MSMEs play an important role in improving community welfare and strengthening the local economy.

Overall, the integration of education, health, and economic empowerment has a positive impact on improving people's quality of life. This program not only increases knowledge but also encourages positive changes in people's attitudes and behaviors and strengthens social participation in village development.



Figure 5. Community Service Team with Village Officials

CONCLUSIONS AND RECOMMENDATIONS

The community service program in Tanjung Sariibu Village shows that a participatory and collaborative approach is effective in improving the quality of life of the community through the fields of education, health, and economic empowerment.

In the field of education, teaching assistance and tutoring activities are able to increase student motivation and participation. In the health sector, PHBS education, posyandu activities, and environmental cleanliness have succeeded in fostering public awareness of the importance of healthy living. Meanwhile, in the economic sector, assisting farmers through harvesting and managing agricultural products encourages increased understanding and economic independence of the community.

Overall, this program not only increases knowledge, but also encourages changes in attitudes and behaviors of people to be more active, healthy, and independent, thus supporting sustainable village development.

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