



## Analysis of the Effectiveness of the Community Service Program in the Development of Sumber Padi Village, Batubara Regency

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### ABSTRACT

*This article analyzes the effectiveness of the Community Service Program (KKN) in Sumber Padi Village, Batubara Regency, conducted by Group 44 from the State Islamic University of North Sumatra. The urgency of this research lies in evaluating the sustainable impact of the KKN program on village development, with a focus on infrastructure, health, education, and the local economy. The methodology employed is qualitative descriptive with a case study approach, involving field observations, in-depth interviews, and document analysis. The findings reveal that KKN plays a significant role in improving the quality of life in the village through infrastructure development, economic empowerment, and enhancements in education and public health. KKN students act as agents of change, successfully introducing innovations and sustainable practices to the village. In conclusion, the participatory approach implemented in the KKN program has proven effective in promoting sustainable development in Sumber Padi Village and can serve as a model for similar programs in other regions.*

### INTRODUCTION

The Community Service Program (KKN) has become an integral part of the higher education system in Indonesia, aiming to implement the Tri Dharma of Higher Education, which includes education, research, and community service. As a mandatory program for students, KKN bridges the gap between theoretical knowledge acquired in the classroom and practical application in the field, directly contributing to community development, particularly in rural areas that continue to face various social, economic, and environmental challenges (Hutapea et al., 2023).

According to data from the Central Bureau of Statistics (BPS) in 2023, around 43% of villages in Indonesia are still classified as underdeveloped in various aspects, including infrastructure, access to education, and healthcare services. Sumber Padi Village, located in Batubara Regency, is one such village with significant potential but still faces challenges in economic development and social welfare. The poverty rate in this village reaches 28%, far above the national average of 9.4%.

Rural development expert, Prof. Dr. Sutaryo, states that the success of village development is not only determined by government intervention but also by the direct involvement of the community and youth in the process of socio-economic transformation. In this context, KKN serves as an effective tool for driving change through the involvement of educated youth who have access to information and technology.

The Tri Dharma of Higher Education serves as the philosophical and operational foundation of the KKN program. Through KKN, students are expected not only to apply their knowledge but also to generate innovations relevant to the needs of rural communities. This activity also serves as a medium for students to conduct applied research, the results of which can be directly utilized by the community and contribute to the body of knowledge in rural development (Anwas, 2011).

Functionally and essentially, KKN does not only serve as a community service program but also as a strategic instrument for accelerating rural development. Students, as agents of change, are expected to identify local problems, provide targeted solutions, and enhance the capacity and skills of the village community. This aligns with the Sustainable Development Goals (SDGs), which emphasize the importance of inclusive and sustainable development (Siregar et al., 2023).

The role of Generation Z and millennials in the implementation of KKN is crucial, considering they are the age group most adaptive to technological change and have great potential to bring innovation to the village. This generation is known for its ability to use information technology, which can be leveraged to promote local products, increase market access, and introduce creative economy concepts that can improve the welfare of the village community (Siskia Ningrum et al., 2023).

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Village progress is one of the indicators of the success of the KKN program. In this context, Sumber Padi Village is expected to experience improvements in various aspects after the KKN program is completed. Infrastructure development, SME development, education quality enhancement, and improved healthcare access are some of the areas that are the focus of the KKN program in this village. The positive impact of this program is expected to be directly felt by the village community in the long term (Agustina, S.S, 2019).

The KKN program serves as a social laboratory for students to apply academic theories in real-world contexts, enriching learning experiences, and making a direct impact on society. Students function as facilitators, connecting local government, higher education institutions, and the community in strategic partnerships that ensure interventions are aligned with local needs (Raga et al., 2022).

The study of the effectiveness of KKN in Sumber Padi Village is important to assess how this program can adapt to the Fourth Industrial Revolution, particularly through the use of digital technology in SME marketing and agricultural extension, to enhance the village's competitiveness in the global economy (Amiruddin et al., 2022).

The urgency of this study is based on the need to evaluate the effectiveness of Group 44's KKN program in providing sustainable positive impacts for the community of Sumber Padi Village. By assessing the extent to which this program has succeeded in developing local potential and improving the quality of life of the community, this study can provide valuable insights for improving future KKN programs

## METHODS

This study employs a qualitative descriptive method with a case study approach to analyze the effectiveness of the KKN program in Sumber Padi Village. This approach was chosen to gain a deep understanding of the implementation and impact of the program on village development. The study combines field observations, in-depth interviews, and document analysis as data collection techniques, allowing the researcher to gather rich and contextual information.

The data sources in this study consist of primary and secondary data. Primary data were obtained through interviews with KKN participants, community leaders, and village officials directly involved in the program, while secondary data were gathered from KKN activity reports, government documents, and relevant literature. Data collection was conducted in stages to ensure the accuracy and relevance of the information obtained.

The data analysis technique used is thematic analysis, which allows for the identification of thematic patterns that emerge from the collected data. Data validity was tested through source and technique triangulation, which includes cross-checking data from interviews, observations, and written documents. This process ensures that the research findings have high validity and reliability, providing an accurate depiction of the effectiveness of the KKN program in this village.

## RESULTS

### The Role of Group 44 Students in the Development of Infrastructure and Quality of Life in Sumber Padi Village

The role of students in the development of infrastructure and improvement of the quality of life in Sumber Padi Village is highly significant, particularly through the implementation of the Community Service Program (KKN) by Group 44. The students act as agents of change, bringing the knowledge and technical skills acquired from their university education to be applied within the context of the village community. In terms of infrastructure, the students were involved in designing and implementing projects that enhance accessibility and basic services for the community, such as improving village roads, providing clean water facilities, and constructing public spaces. This approach not only enhances the village's infrastructure quality but also broadens access to essential services, ultimately contributing to the overall improvement of the community's quality of life (Jilani et al., 2024).

In addition, the students also played a role in educating the community about the importance of maintaining and preserving the infrastructure that has been built. Through outreach activities and training sessions, they helped raise community awareness about the critical role of infrastructure in daily life and equipped them with the knowledge to independently maintain and develop infrastructure. Thus, the students' contributions extend beyond the physical aspects to include enhancing the community's capacity to manage existing resources sustainably, which, in turn, positively impacts the long-term welfare and quality of life in Sumber Padi Village (Fauzi et al., 2023).

**Table 1.** Role of KKN Group 44 Students

Aspect	Role of Students	Activities Conducted	Impact on Quality of Life
Public Health	Students educate and provide	a) Distribution of	a) Reduction in stunting

	direct interventions to improve public health.	supplementary food to prevent stunting b) Nutritional counseling c) Child growth monitoring	rates b) Increased awareness of the importance of child nutrition and health
Education	Students work to enhance access to and quality of education in the village.	a) Teaching at schools from kindergarten to junior high b) Tutoring c) Teacher training workshops	a) Increased student motivation and academic performance b) Development of educators' capacities
Economic Empowerment	Students assist in optimizing the agricultural sector and local economic empowerment.	a) Support for community agricultural activities b) Introduction of modern agricultural technology c) Support for SMEs	a) Increased agricultural productivity b) Enhanced income and welfare of farmers
Social Development	Students initiate programs that support social and community strengthening in the village.	a) Children's Festival to reinforce religious values b) Counseling on tolerance and community harmony	a) Improved social harmony and cohesion b) Strengthened positive values within the community
Environmental and Welfare	Students promote environmentally friendly and sustainable practices to enhance community welfare.	a) Village greening programs b) Household waste management training c) Village cleanliness campaigns	a) Cleaner and healthier environment b) Increased environmental awareness and quality of life

An analysis of the role of KKN Group 44 Batubara from UIN Sumatera Utara in the development of Sumber Padi Village shows their significant contribution to the community's quality of life. In the health sector, the students played a central role as educators and direct interventionists to reduce stunting rates. Through activities such as the distribution of supplementary food, nutritional counseling, and child growth monitoring, the group successfully raised community awareness about the importance of nutrition and child health, contributing to the reduction of stunting in the village.

In the education sector, KKN Group 44 Batubara actively worked to enhance access to and quality of education by teaching at schools ranging from kindergarten to junior high, as well as providing tutoring. They also conducted skills training for teachers, which resulted in increased student motivation and the development of educators' capacities. This effort strengthened the educational foundation in Sumber Padi Village, which is crucial for sustainable development (Hidayat, 2019).

The KKN Group 44 also played a role in empowering the community's economy by assisting in agricultural activities and introducing modern agricultural technologies. They provided support to SMEs to increase productivity and income. This approach not only improved the welfare of farmers but also promoted more efficient and sustainable agriculture in the village (Widodo, 2009).

Furthermore, the group initiated programs that strengthened social ties and community values, such as the Children's Festival, which supported religious moderation and counseling on tolerance. These activities successfully enhanced social harmony and cohesion among village residents, which are essential elements in building a strong and united community. Finally, in efforts to improve environmental welfare, KKN Group 44 encouraged environmentally friendly practices through greening programs and household waste management training. The village cleanliness campaigns they conducted resulted in a healthier environment and increased environmental awareness among the community, contributing to an overall improvement in quality of life.

**Effectiveness of a Participatory Approach in KKN Programs for Sustainable Development in Sumber Padi Village**

The participatory approach in the Community Service Program (KKN) in Sumber Padi Village has demonstrated significant effectiveness in promoting sustainable development. This method actively

involves the community in the planning, implementation, and evaluation processes of the program, thereby strengthening local ownership of development outcomes. The participation of local residents in the KKN program creates opportunities for them to voice their needs and aspirations, which in turn enhances the relevance and sustainability of the projects. This is reflected in the improved quality of life for the residents of Sumber Padi Village, such as increased access to clean water resources and the adoption of more environmentally friendly agricultural practices, resulting from direct collaboration between KKN students and village inhabitants (Aliyyah et al., 2021).

Furthermore, the participatory approach in the KKN program plays a crucial role in enhancing the capacity of the village community to adapt to sustainable development challenges. The program emphasizes empowerment through the transfer of knowledge and skills, as well as the development of social networks that support collaboration among various stakeholders, including local government, community organizations, and the private sector. This approach not only increases the community's understanding of sustainability concepts but also promotes local practices that align with sustainable development principles. Therefore, the effectiveness of the participatory approach in the KKN program in Sumber Padi Village lies in its ability to integrate local perspectives into the development framework, ensuring that sustainable development efforts are truly relevant and rooted in the local context.

**Table 2.** The Effectiveness of Participatory Approaches in the KKN Program for Sustainable Development in Sumber Padi Village

<b>Evaluation Aspect</b>	<b>Field Findings</b>	<b>Interpretation</b>
Community Participation	The community actively engaged in the planning, implementation, and evaluation of the KKN program, including village deliberations to determine program priorities.	This level of engagement reflects a strong sense of ownership over the implemented programs, enhancing the acceptability and relevance of the programs at the local level.
Local Ownership and Commitment	The community demonstrated enthusiasm and support for the program by dedicating time and local resources to various initiatives.	The direct support and involvement of the local community indicate a commitment to continue the initiatives even after the KKN period ends.
Knowledge and Skill Transfer	Training and workshops related to environmentally friendly agriculture and water resource management were held, with positive responses and improved practices observed in the field.	The program effectively enhances local capacity and encourages the adoption of more sustainable practices in natural resource management.
Improvement in Quality of Life	The KKN programs focused on providing access to clean water resources, improving sanitation, and strengthening the local economy through agricultural initiatives.	The improvement in access to basic needs indicates that the program successfully identified and addressed critical issues faced by the village community.
Stakeholder Collaboration	The establishment of a communication forum involving various parties, including the village government, farmer groups, and community organizations.	This cross-stakeholder collaboration strengthens coordination and synergy in addressing village development issues, increasing the potential for program sustainability.
Program Alignment with Local Needs	The KKN programs were tailored to the social, economic, and environmental conditions of the local community, such as the development of local markets and processing of agricultural products.	This approach demonstrates that the program successfully accommodated the local context, increasing the likelihood of long-term success and sustainability of the village development interventions.

The participatory approach employed by KKN Group 44 from UIN Sumatera Utara in the KKN program at Sumber Padi Village, Batubara Regency, has demonstrated strong effectiveness in achieving sustainable development goals. A key element is the high level of local community participation throughout various stages of the program. This active participation, from planning to evaluation, indicates a strong sense of ownership over the implemented programs. The inclusion of village deliberations in determining program priorities not only enhances acceptability but also ensures that interventions align with the community's real needs.

The local commitment demonstrated by the community, such as providing time and resources to support the program, is concrete evidence that this participatory approach has successfully built trust

between KKN students and village residents. This support underscores that the initiatives initiated will continue even after the official KKN program ends. This is crucial in the context of sustainable development, where the sustainability of a program depends on the extent to which the local community feels ownership and responsibility for the continuity of the initiatives (Muniarty et al., 2022).

Furthermore, the KKN program's focus on knowledge and skill transfer, such as training in environmentally friendly agriculture and water resource management, has received positive responses from the community. The increase in sustainable practices in the field indicates that the community not only receives new information but also adopts it in their daily lives. This demonstrates that the participatory approach is effective in enhancing local capacity and promoting behavior transformation that is more oriented towards long-term sustainability.

Programs focused on improving quality of life, such as access to clean water resources and sanitation improvements, have shown clear results in addressing the critical issues faced by the village community. By identifying these basic needs, the KKN program successfully offers solutions that are not only relevant but also immediately beneficial to residents. This strengthens the argument that the success of sustainable development is not only determined by top-down policies but also by initiatives that are deeply rooted in the needs and aspirations of the local community (Apriadi et al., 2022).

Cross-stakeholder collaboration through the establishment of a village communication forum is another crucial element that supports the program's success. This forum allows for better coordination between the village government, farmer groups, and community organizations, as well as opens space for constructive dialogue in addressing village development issues. This approach not only increases the efficiency of program implementation but also enhances the potential for long-term sustainability. In the overall context, this participatory approach demonstrates that the KKN program in Sumber Padi Village has successfully facilitated an inclusive, adaptive, and sustainable development process (Harimurti et al., 2020).

## DISCUSSION

The role of KKN Group 44 students in infrastructure development and improving the quality of life in Sumber Padi Village can be examined from various interrelated dimensions. First, in the health sector, students act as agents of change, not only educating the community about the importance of nutrition and child health but also conducting direct interventions such as distributing supplementary food and monitoring child growth. This approach demonstrates tangible effectiveness in reducing stunting rates and increasing health awareness within the community. This indicates that the students' role goes beyond providing temporary solutions; they are building a more sustainable foundation for public health through local capacity enhancement (Maella Setyaningsih et al., 2023).

In the education sector, the students play a critical role in improving access to and the quality of education in the village. Through direct involvement in teaching activities at schools and providing tutoring, KKN Group 44 has successfully strengthened students' learning motivation and improved their academic performance. Furthermore, the skills training for teachers conducted by the students helps develop the capacity of educators, ultimately enhancing the overall quality of education. The long-term effect of this approach is the creation of a more competent and competitive human resource pool, which is essential for sustainable development at the local level (Megawati & Nurfitri, 2023).

The participatory approach applied by the students in community economic empowerment also shows significant impact. Through mentoring for SMEs, introducing modern agricultural technologies, and assisting in agricultural activities, the students have successfully increased farmers' productivity and income. This is crucial for building the economic independence of the village community, which aligns with sustainable development principles. Additionally, the students' involvement in strengthening social and community values, such as through the Festival Anak Soleh and tolerance education, demonstrates their contribution to creating strong social harmony, an essential factor in maintaining the stability and progress of the village community (Muin et al., 2021).

In the environmental aspect, the students actively promote environmentally friendly practices, such as village greening programs and household waste management training. These initiatives not only raise community awareness about the importance of environmental preservation but also create cleaner and healthier conditions for the village residents. The community-based approach taken by the students encourages active participation from the villagers in maintaining environmental sustainability, which is one of the indicators of successful sustainable development programs. This reinforces the idea that effective development must directly involve local stakeholders in all processes, from planning to evaluation (Nst et al., 2023).

Furthermore, the collaboration between the students and various stakeholders, including the village government, farmer groups, and community organizations, has resulted in synergies that

strengthen the effectiveness of development programs. The establishment of village communication forums, for instance, facilitates constructive dialogue and better coordination in addressing development issues. This step enhances program implementation efficiency and ensures long-term sustainability by integrating local perspectives into development policies and practices (Nurrahmah & Putri, 2023).

New findings in this study highlight the success of the KKN Group 44 program in Sumber Padi Village, reflecting the broader potential of participatory approaches within the context of rural development in Indonesia. This approach not only emphasizes active community participation as beneficiaries but also as change agents who have control over development initiatives in their own environment. Thus, this program offers an innovative model for enhancing the effectiveness and sustainability of development through close collaboration between external actors and local communities, which can be replicated in other regions with similar needs.

## CONCLUSION

The Community Service Program (KKN) in Sumber Padi Village, Batubara Regency, conducted by Group 44 of UIN Sumatera Utara, demonstrates significant effectiveness in village development through improvements in health, education, economic empowerment, social strengthening, and environmental preservation. Involving the community participatively in all stages of the program ensures relevant, sustainable outcomes that enhance local capacity. KKN has proven to be a strategic instrument that not only fulfills the Tri Dharma of Higher Education but also contributes to the welfare and socio-economic development of the community, emphasizing the importance of collaboration and innovation to extend its impact to other villages in Indonesia.

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