



Environment Improvement, Creative Economic Development, And Children's Education in Banjarsari Village

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Abstract: *The implementation team of Community Service Activities in Banjarsari Village, Buduran District, carried out three work programs, including the Environment, Creative Economy, and Educational Programs. The problems faced are caring attitude toward the environment, forums for entrepreneurship around Banjarsari Village, and Children's passive education. The goal is to build motivation and the community to create a calm environment while developing the creative economy and increasing awareness of the importance of education in early childhood. Then problem-solving in this research can be done by providing knowledge, understanding, and behavioral training.*

Introduction

Community service activities through the Real Work Lecture Program (KKN) are a form of learning and education outside the campus for the wider community. One of the villages that is the goal of the community service activity program is Banjarsari village. Based on the team's observations of this community service activity on the environment around Banjarsari Village, the environmental conditions are less excellent due to the sparseness of trees, the soil looks arid, and the soil fertility is lacking. Hence, it requires attention and handling to be better maintained. Therefore, this community service group tries to make various efforts to restore soil conditions, maintain the environment, and improve land conditions to become more fertile. Reforestation activities are carried out, including efforts to restore, maintain and improve soil and land conditions to be more optimal as irrigation regulators and protect the environment

¹. The activity team also found that some land was still empty and lacking in plants, adequate facilities and garbage disposal sites, and a lack of public education about a clean environment. The environmental movement program aims to prevent the emergence of several problems in the community in Banjarsari Village. Some of the activities of this program, among others: are making a mini garden and community service around the Banjarsari village environment.

Banjarsari Village is a village with considerable development potential considering its position of Banjarsari Village, which is on the border with the Gedangan District and Sedati District, where Banjarsari is the connecting village of the three sub-districts. The boundaries of the Banjarsari Village include the north, namely Tebel and Kragan villages; to the east, namely Dukuh Tengah Village; to the south, namely Prasung and Wadungasih villages; and the west are the villages of Tebel and Banjarkemantren. The distance from the Banjarsari Village Office to the capital city of Buduran District is approximately 3 Km with 10 minutes. The distance from the Banjarsari Village Office to the capital city of Sidoarjo Regency is approximately 8 Km, with 20 minutes. The condition of connecting roads to the sub-district and district capitals is all paved. The development of Banjarsari Village, which was previously agrarian, has now begun to shift towards industry and the development of the Villages around Banjarsari. The increasing number of immigrants also accelerates the development of changes in the Banjarsari economic sector, especially after the emergence of the warehousing industry and the realization of the Sidoarjo eastern ring road, which penetrates from Buduran District to Candi District. Furthermore, developments at the end of this Banjarsari Village still survive, with the agrarian sector as the primary source of life and the industrial sector growing daily. Banjarsari Village, whose economy is mainly an agrarian community, the agricultural sector, especially fisheries and animal husbandry, is still the focus even though the community is also developing other sectors.

Every village must have its advantages so that each village has the potential to develop its characteristics ². Therefore, creativity from villagers is needed to be able to develop the village economy ³. The creative economy is a slogan for developing villages. Community service activities carried out in the village of Banjarsari aim to motivate the village community to think creatively and develop the economy of the Banjarsari village so that its economic development is not left behind. Creative economy development by

¹ Lia Natalia, Hany Wihardja, and Paramitha Wirdani Ningsih, "Pendampingan Pengelolaan Sampah Terpadu Berbasis Masyarakat Dengan Konsep 3R Di Desa Sukaluyu," *Jurdimas (Jurnal Pengabdian Kepada Masyarakat) Royal* 4, no. 1 (2021): 21–26.

² Ktut Silvanita Mangani and Hulman Panjaitan, "Pemberian Motivasi Tentang Ekonomi Kreatif Kepada Masyarakat Desa," *JURNAL Komunitas Servizio: Jurnal Terkait Kegiatan Pengabdian kepada Masyarakat, terkhusus bidang Teknologi, Kewirausahaan dan Sosial Kemasyarakatan* 1, no. 2 (2019): 80–88.

³ Ridwan Ridwan and Catur Surya, "Pemberdayaan Masyarakat Desa Dalam Mengembangkan Ekonomi Kreatif Di Desa Citengah Kabupaten Sumedang," *Jurnal Riset Akuntansi Kontemporer* 10, no. 1 (2018): 28–33; Yohan Fitriadi, Wellia Novita, and Devi Endriani, "Ekonomi Kreatif Sebagai Solusi Bagi Keluarga Pra Sejahtera Untuk Bertahan Dalam Era New Normal," *To Maega: Jurnal Pengabdian Masyarakat* 4, no. 1 (2021): 35; Mangani and Panjaitan, "Pemberian Motivasi Tentang Ekonomi Kreatif Kepada Masyarakat Desa."

implementing a digital marketing strategy on one of the Market Place applications through the Mobile Apps online shopping platform. The buying and selling form plate by bringing sellers and buyers online is quite reliable and can provide attractive price offers via the website or application. Product registration, selling, and shopping with all attractive offers at affordable prices included in free shipping. The increasing number of users who carry out buying and selling transactions online can foster buyer confidence in the security of e-commerce transactions ⁴.

Our work program also carries the theme of education for early childhood and education for mothers. Education in the KBBI (Big Indonesian Dictionary) means the same as education, which comes from the primary word learners, which means maintaining and providing training regarding morals and intelligence of the mind. In particular, education is all circumstances, things, events, occurrences, or a process of changing the attitudes and behavior of individuals or groups of people to mature humans through teaching and training efforts ⁵. The team educate children by providing learning training to maintain children's enthusiasm for learning. Learning continues throughout life in order to form a quality generation. Early childhood education is not mandatory in entering primary education, but early childhood education must be understood and understood by every parent. Not all parents in Banjarsari village pay attention to the level of education of their children. The lack of awareness of parents on their children's education and their lack of insight is inversely proportional to the fact on the ground that almost half of the parents in Banjarsari village are interested in sending their children to playgroup or kindergarden. The educational environment itself is everything that exists and occurs in every teaching and learning process because groups of objects or educational environments participate in efforts to develop themselves ⁶. There needs to be cooperation and contracts between the parties involved to create a harmonious situation and conditions between school administrators and the community. Educational institutions serve the community in the form of learning and educational activity programs that provide new knowledge and valuable insights for the community.

Based on the background of the previous problems and the expected social changes, the community service team tries to assist in the environment, creative

⁴ Nina Farisha Isa, Noor Akma Mohd Salleh, and Azmin Azliza Aziz, "Determinants and Impact of Online Social Interaction on Online Buying Behaviour," *Procedia - Social and Behavioral Sciences* (2016); Werner Reinartz, Nico Wiegand, and Monika Imschloss, "The Impact of Digital Transformation on the Retailing Value Chain," *International Journal of Research in Marketing* (2019); Javier Cebollada, Yanlai Chu, and Zhiying Jiang, "Online Category Pricing at a Multichannel Grocery Retailer," *Journal of Interactive Marketing* (2019).

⁵ Emilia Roza, Mia Kamayani, and P H Gunawan, "Pelatihan Memantau Penggunaan Gadget Pada Anak," *Jurnal SOLMA* 7, no. 2 (2018): 208; Erien Luthfia, "Edukasi Peningkatan Self Control Dan Religiusitas Dalam Upaya Pencegahan Perilaku Seks Bebas Pada Kelompok Remaja Di Desa Karang Bayan Kecamatan Lingsar Kabupaten Lombok Barat," *Jurnal Pengabdian Masyarakat Sasambo* 1, no. 1 (2019): 32.

⁶ Nurdin Nurdin, "Pengaruh Motivasi Mengajar Dan Persepsi Atas Lingkungan Sekolah Terhadap Kinerja Guru," *MIMBAR PENDIDIKAN* 2, no. 1 (2017): 33-42.

economy, and education for the people of Banjarsari village. The form of service and assistance is in the form of direct field activities, creative economy workshops for actors MSMEs, and early childhood education and primary school education. Based on the results of interviews, representatives of MSME actors and village officials in Banjarsari village suggested the need for environmental development programs, especially regarding waste management, assistance for MSME actors such as workshops in digital marketing strategies in their respective businesses, and education on the use of gadgets in early childhood and elementary schools. These three work programs can improve the lives of the Banjarsari village community environmentally, economically, and socially. Community empowerment, too, can improve the welfare and independence of the community. Changes in people's views and thoughts to become more concerned with cleanliness and beauty of the environment, marketing knowledge is increasing from conventional to digital methods to increase the scope of global market share due to online marketing, and parental insight about education in early childhood is increasing, especially about the use of mobile phones online faithful and wise.

Method

The Banjarsari Village community service activity program involved 16 students and supervisors. Implementation of community service activities through several stages with field research methods. The first step is determining the teamwork of community service activities and setting the activity's objectives. The goal is to build motivation and the community to create a calm environment while developing the creative economy and increasing awareness of the importance of education in early childhood. Next, identify stakeholders by discussing with the Banjarsari village administrator and the head of the RT-RW in Banjarsari village. Field survey to the Banjarsari Village Office and the surrounding area as a place to carry out activities. The next step is problem identification which is carried out as an initial step to formulate the material for system design and training materials in this service activity. The library research supports this service activity for reference materials used during this service activity with synergy and collaboration with local village apparatus and communities to achieve the expected goals. The community service activity program in Banjarsari Village is carried out by creating a calm environment and developing a creative economy and education for early childhood.

This discussion forum aims to collect data in analyzing situations and needs and seek information related to obstacles in the implementation of program activities. Problems related to a clean and calm environment are the first problems that need problem-solving because the environmental conditions around the village are not well

maintained. The number of MSMEs that experience problems in marketing their MSME products require training on branding and effective digital marketing strategies. The education program for early childhood is the last program of this community service activity, including fun learning education and socialization on the dangers of excessive use of gadgets in early childhood. The implementation time of all activities is almost two months, from January to March 2022. In each work program of this community service activity, after implementing activities and mentoring, it is necessary to review the results of activities and evaluations from the internal team, assistant lecturers, and input from village officials. The results of the review and evaluation of each activity serve as an analysis of needs and further objectives to determine the next Banjarsari village development strategy and policy (Figure 1).

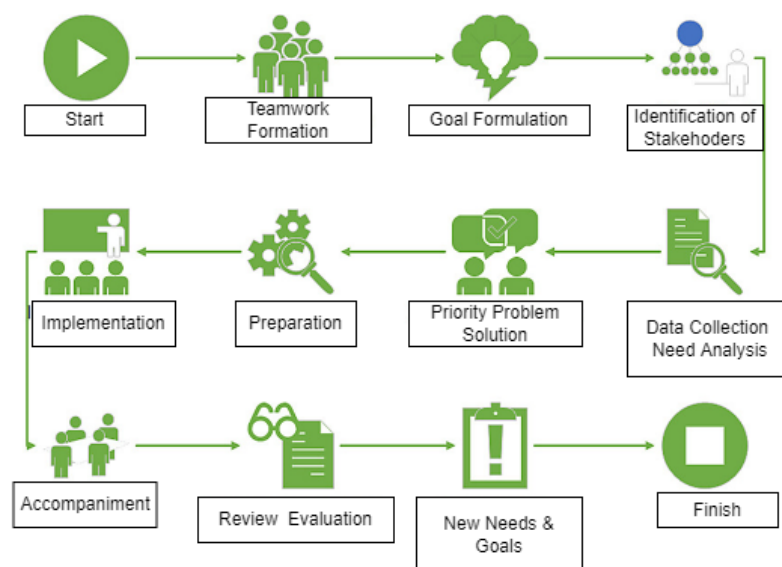


Figure 1. The Stage of Community Service

Result

The preparation stage for this community service activity begins with data collection through interviews and observations. The data collection is to overview current conditions through interviews with villagers, village officials, MSME actors, and the Banjarsari village area observations. The team succeeded in obtaining the following data: (a) the overall village profile; (b) real problems by each target community; (c) mapping of village potential; (d) obstacles from solving previous problems that have not been clear. The community and MSME actors in Banjarsari village already have insight and expertise in the environment, product marketing, and education for children. Some people who have these abilities and insights have not thoroughly put them into practice because of the lack of assistance and the economic and social limitations of the community. The community service team proposed several alternative solutions based on the problems of the Banjarsari village community so far so that the village's natural and environmental potential, socioeconomic, and children's education become better

than before. Alternative solutions are as follows: (1) environmental improvement to create a clean, neat, and calm environment, (2) assisting MSMEs in the digital promotion to develop the creative economy and (3) education about the impact of using cell phones on early and young children base.

Community service activities involving the people of Banjarsari Village in the Environment, Learning Education, and Creative Economy programs have been going well with reasonably high community participation and appreciation. In other words, the results of this activity can empower the community according to the previous work program plan. The impacts resulting from this community service activity are: (1) creating a calm and harmonious environment, (2) increasing public knowledge in waste management, (3) creating green land for planting food ingredients, (4) increasing students' knowledge of elementary schools and provide innovations in learning, (5) increasing public knowledge about the expansion of marketing and bookkeeping.



Figure 2. Environmental Improvement Activities

Figure 2 shows that community service activities create a calm and harmonious environment in several places. A comfortable and beautiful environment needs to start by paying attention to the garbage around and beautifying the land that looks slum. With the holding of socialization regarding waste management, it is possible to increase

public knowledge to manage and utilize waste properly. Socialization activities on "The Difference between Organic and Inorganic Waste" will be able to increase public awareness regarding waste management. In addition, the creation of a mini garden aims to make the surrounding environment look more beautiful and calm. Planting plants begins with land clearing activities by separating plastic waste. The team did the cleaning first so that the soil did not contain a mixture of plastic waste. Then when planting, the plants did not die immediately. After the team cleared all the land from piles of plastic waste, the team then planted plants in stages. The team used soil planting media and, before planting, needed to mix fertilizer first so that the soil had good mineral and nutrient content for plant growth. The entire Banjarsari village community service team worked together to clean the weeds in front of the village hall road, which so far looks less clean and disturbs pedestrians because the roadside is overgrown with weeds. This weed also disturbs the river channel so that the flow becomes less smooth. The team also carried out activities to create a mini garden located next to the road in Banjarsari so that the Banjarsari village environment looks more beautiful and calm.



Figure 3. MSME Socialization Activities

Figure 3 shows community service activities with a creative economy seminar program with presenters. This economic activity originated from the condition of the villagers; many MSME actors, such as sandals and salted eggs, only produce and then sell them without a production brand name. The implementation of product branding seminars has the intent and purpose so that the people of Banjarsari village who are MSME actors or who want to start MSMEs, the name of their products can be more widely known by the public and can expand their market share. The people of Banjarsari village were very enthusiastic about participating in the seminar. The materials presented in this creative economy seminar included marketing products on social media, maintaining product quality, and keeping products popular with customers. This seminar aims to add insight and educate MSME owners in Banjarsari village so that businesses and products produced can still compete and expand market

reach. The speaker also explained the benefits and impacts of following product marketing in the 5.0 era using social media.

The last work program of community service activities was education at the nearest school, namely KB An-Nur, TK/PAUD, and also SD, which happened to be close to the Village Hall while still implementing the 3 M (washing hands, wearing masks, and keeping a distance) to maintain the safety of the team and other students. The learning implementation method is the team in coordination with the homeroom teacher from grades 1 to grade 3 (to get a low-grade division), divided into three groups, namely team 1 teaching grade 1 students, team 2 teaching grade 2 students, and team three teaching grade 1 students. The community service team provides a simple Educational Game Tool (APE) to the Early Childhood and Family Planning Group. In PAUD class, make APE Tree Count, where the APE teaches math, symbols, and colors. Meanwhile, in the family planning class, make a letter tree where this APE introduces children to colors and letters and shares their experience of playing magic together. The material explains the beauty and diversity of Indonesia, recognizes what ideals are, and the dangers of excessive use of gadgets. The enthusiasm of the students is very high. They have a fun experience and learn more about the material during the learning mentoring activities.



Figure 4. Educational Activities on The Dangers of Gadgets for Early Childhood

Community service activities in Banjarsari village also held parenting seminars with the theme "dangers of gadgets in early childhood" with speakers from Muhammadiyah University Sidoarjo lecturers aimed at educating young mothers in Banjarsari village about the dangers of gadgets in early childhood, one of which can affect in development and even growth. The mothers were very enthusiastic and really listened to the material presented by the presenters and actively participated in the discussion (figure 4). The speaker directly explained the difference between the classic and digital eras, and then the speaker also explained the impact of using gadgets for too long. Like it or not, children or parents will also continue to use gadgets because the era is digital, but there is time for that.

Table 1. Reflection on the community service work program

Destination	Activity	Result
Creating a clean and calm environment	creating a mini garden in the Banjarsari environment, cleaning the environment around banjarsari village, community service with Banjarsari community residents, participate in regular recitations with the Banjarsari community, making ornamental plants from hanging pots.	The environment around Banjarsari village becomes clean, free of garbage, more beautiful to look at, and calm.
Economy Creative Development	Socialization with the Banjarsari Community. Deepen understanding of product marketing through social media.	MSME actors can implement marketing strategies through branding promotions on social media to expand market share.
Early Childhood Education	Tutoring with children at Banjarsari elementary school. Socialization about the dangers of gadgets in Early Childhood.	Children do fun learning activities and, together with their parents, add insight into using gadgets correctly and wisely.

Discussion

The work program related to implementing environmental socialization to introduce the community to a sense of love for the environment in the village of Banjarsari began with creating a mini park next to the highway. This mini garden can beautify the environment and addition to producing oxygen. This mini garden contains ornamental plants to beautify and fill vacant land so that people do not litter on the side of the highway. In addition to creating a mini garden, the team also attached plants to unused walls. Before carrying out this activity, the community service team had coordinated with the community and village officials to care for the plants in the mini garden that we created. Socialization of the environment for making mini gardens on the side of the road received positive things from residents, placing placards in mini gardens aimed at making residents familiar with the creation of mini gardens from the community service team. The benefits of making a mini garden are the first to ward off pollution, the second to provide a calm and beautiful atmosphere and a good water catchment area, following the theme of this community service activity about "Sapta Pesona Village." In addition to direct activities to improve the surrounding environment, the Banjarsari community service team also provided a few materials about education about waste management and the difference. Education to the village community about waste management aims to enable residents to know how to recycle various types of existing waste economically. The community is very enthusiastic about

educational activities about waste (table 1). *Waste management* is a problem that often arises in various villages, so the community service team hopes that this education can increase the awareness of the village community about the waste problem ⁷. Good waste management and a clean village environment can give a beautiful and calm impression to the Banjarsari Village environment. The environment looks beautiful not only requires funds but there are no less important, namely cleanliness and creativity, to create a beautiful environment ⁸.

The second work program is Creative Economy assistance for MSME actors. Efforts to build a new economic concept that relies on the idea of creativity with human knowledge as the primary source are the definition of the creative economy (Eddy Cahyono Sugiarto, 2020). The creative economy is one sector of the economy that uses the idea of knowledge and abstract methods from human creativity, which acts as the main factor of production. The creative economy has the basis of new and unique human ideas that are also innovative ⁹. One of these service activities is holding a seminar on "The Importance of Building Product Branding Through Marketing in Era 5.0". This seminar targets the owners of existing MSMEs and MSME beginners in Banjarsari Village who do not understand the importance of branding and marketing in the current era. Most of the residents of Banjarsari Village work as fishpond farmers, duck breeders, salted egg producers, and artisans of sandals and shoes. All three problems are the same, and they have difficulty selling and promoting their products. Their market reach is not so broad that their income is not too high. The results of this seminar can motivate MSME actors to develop their businesses to reach a broader market (table 1). Community businesses can develop more significantly, and the economic level of the Banjarsari village community can increase. Currently, the role of technology is beneficial, especially social media, which is very good for promoting MSME actors in Banjarsari Village. This theme can advance and provide adequate knowledge on how to market products online either through social media or the marketplace. According to them, the branding strategy of MSME actors has been

⁷ Amrizarois Ismail et al., "Adaptasi Pendampingan Pengelolaan Sampah Di Masa Pandemi Covid-19 Melalui Web Training Kreatifitas Produk Olahan Sampah," *Jurnal Abdidas* 1, no. 3 (2020): 165–171; Tri Budiyo, Reni Dwi Astuti, and Annie Purwani, "Pelatihan Dan Pendampingan Pengolahan Sampah Menjadi Produk Bernilai Ekonomi Pada Bank Sampah Bersih Bersama Karanganyar, Sitimulyo, Piyungan, Bantul," *SPEKTA (Jurnal Pengabdian Kepada Masyarakat: Teknologi dan Aplikasi)* 1, no. 2 (2020): 49; Natalia, Wihardja, and Ningsih, "Pendampingan Pengelolaan Sampah Terpadu Berbasis Masyarakat Dengan Konsep 3R Di Desa Sukaluyu."

⁸ Lia Cundari et al., "Pelatihan Dan Pendampingan Pengolahan Sampah Organik Menjadi Pupuk Kompos Di Desa Burai," *Jurnal Teknik Kimia* 25, no. 1 (2019): 5–12; Diah Ayu Novitasari and Indah Kurniawati, "Pemberdayaan Masyarakat Melalui Pelatihan Pembuatan Pupuk Organik Cair Untuk Meningkatkan Perekonomian Petani Di Desa Sidorejo Kabupaten Lamongan," *Jurnal Abdimas Berdaya: Jurnal Pembelajaran, Pemberdayaan dan Pengabdian Masyarakat* 2, no. 01 (2020): 10.

⁹ Hary Hermawan, "Pendampingan Desa Wisata Garongan: Program Kerjasama Sekolah Tinggi Pariwisata AMPTA Yogyakarta Dengan Kementerian Pariwisata Dan Ekonomi Kreatif," *Jurnal Abdimas Pariwisata* 2, no. 1 (2021): 33–52; Fitriadi, Novita, and Endriani, "Ekonomi Kreatif Sebagai Solusi Bagi Keluarga Pra Sejahtera Untuk Bertahan Dalam Era New Normal."

unattractive, so consumers are hesitant to buy products and are unable to expand their market share. The branding stage introduces social media such as Youtube, Instagram, Twitter, Facebook, Etc.¹⁰.

The following work program is education at the nearest school, playgroup An-Nur, kindergarden, and elementary school, close to the Village Hall. Education is a learning process, namely the provision of knowledge and the development of the potential in every human being, which will positively impact learning¹¹. This activity provides a new atmosphere and fun experience for children, Early childhood education, playgroups, and elementary schools. This education also explains the dangers of gadgets through simple stories and fairy tales and is held with magic games and educational lessons for the younger siblings there, introducing that learning is not always scary; learning can be enjoyable¹². The process of learning activities becomes exciting due to the curiosity of the existing students in elementary school very high and very expressive when the team convey something. Next is a seminar on parenting and the dangers of using gadgets for children (table 1).

Conclusion

The community service activity program in empowering the Banjarsari Village community in environmental, Creative Economy, and Education programs have been well. Banjarsari village's problems can be realized, especially in the environmental field, namely making road placards, planting vegetable seeds, making gardens at the beginning of entering Banjarsari village, and beautifying the village hall. MSME actors and beginners get new values regarding MSME marketing strategies and product branding. The educational program for parents regarding awareness of the dangers of using gadgets in early childhood aims to make parents supervise their children and educate their children well without overusing gadgets in this digital era.

Implementing the Tridharma, which involves students in community service activities, provides much experience and learning about how to assist, blend in with the community in a new environment, and gain new knowledge from various sources related to community service activities. The smooth running of this activity results from

¹⁰ Kenneth Hagai Solaiman et al., "Analisis Korelasi Pendampingan Komunitas Terhadap Inovasi Pelaku Ekonomi Kreatif Dan Pemenuhan Kebutuhan Konsumen : Studi Kasus Pada Komunitas Tangerang Berdaya Dan Pelaku Ekonomi Kreatif Kuliner Tangerang," *Business Management Journal* 17, no. 1 (2021): 1; Mangani and Panjaitan, "Pemberian Motivasi Tentang Ekonomi Kreatif Kepada Masyarakat Desa."

¹¹ Nanda Alivia Rizqy Vitalaya, "Edukasi Covid-19 Pada Anak Usia Dini Sebagai Pembiasaan Pola Hidup Baru Di Kelurahan Kutajaya," *Fajar: Media Komunikasi dan Informasi Pengabdian Kepada Masyarakat* 21, no. 1 (2021).

¹² Eva Mufaziah and Pujiyanti Fauziah, "Kendala Orang Tua Dalam Mendidik Anak Usia Dini Pada Saat Pandemi Covid 19," *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini* 5, no. 2 (2020): 1045–1051; Kartika Dewi Sisbintari and Farida Agus Setiawati, "Digital Parenting Sebagai Upaya Mencegah Kecanduan Gadget Pada Anak Usia Dini Saat Pandemi Covid-19," *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini* 6, no. 3 (2021): 1562–1575.

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