



EMPOWERMENT OF THE COMMUNITIES OF BULAKAN, CIBEKER DISTRICT THROUGH WORK COLLEGE ACTIVITIES OF BINA BANGSA UNIVERSITY STUDENTS

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Abstract

Community empowerment in the Student Work Lecture activities carried out by group 75 students is the Bulakan sub-district community, Cibeker sub-district by providing community assistance in social, economic, health, educational, legal and religious aspects as well as appropriate technology. Student Work Lectures are field activities carried out by students for a certain period of time and are the implementation of the Tri Dharma of Higher Education. The current implementation method for Student Work Class activities is to focus more on implementing Work Programs that have been systematically arranged and empower the community. Carried out by Group 75 Students and Field Supervisors and Field Assistant Lecturers by going directly to the field to visit the community and data sources needed for questioning through direct interviews both personally and organizationally or data sources obtained through the sub-district office or office subdistrict. Results and Discussion; forming work programs, implementing work programs, implementing work programs and the role of Field Advisors and Field Assistant Lecturers. In conclusion; there is an understanding related to digital marketing specifically for entrepreneurship, there is awareness about healthy living, there is legal awareness and understands the importance of education. The creation of output as a result of Community Service.

Keywords: Community Empowerment, Student Work Lecture

INTRODUCTION

Student Work Lecture is part of the implementation of internal education the form of science, technology and art experience activities by students to the community. Mature students' mindsets in analyzing and solving problems in society in a pragmatic scientific manner. Forming attitudes and feelings of love, social care, and student responsibility for the progress of society. The KKM program is a form of community service carried out by students as a form of implementing the Tri Dharma of Higher Education (Djou et al., 2022)

In relation to KKM activities, students are invited to research and formulate complex problems, examine the potentials and weaknesses in society and formulate them. With the increasing level of science and technology, students are required to develop knowledge so that it can be efficient and effective. Therefore, the theory obtained from college is expected to be applied in the field. Theoretical knowledge cannot yet provide a concrete picture if it has not been applied in the field. (Djou et al., 2022)

With the increasing level of science and technology, students are required to develop knowledge so that it can be efficient and effective. Therefore, the theory obtained from college is expected to be used for Student Work Lecture Activities (KKM) and Community Service (PkM) at Bina Bangsa University in 2023 with the theme "Improving Community Quality with Innovation Creation, Track Record, Usefulness, Downstreaming and Real Action ". Student Work Lecture (KKM) is a field activity carried out by students for a certain period of time and is the implementation

of the Tri Dharma of Higher Education. KKM-PkM is expected to be able to analyze problems and focus on assistance in order to prepare superior human resources based on the Creative Economy and other fields.

This KKM-PkM activity places more emphasis on the role of the KKM-PkM as a form of community service and community empowerment. So it is hoped that the results obtained can be used both by academics and the community in general. For further community service activities, it can also be used as a reference for carrying out the same activities with even better results.

Community empowerment

According to Suharto (2014:57-60), empowerment is a process and a goal. As a process of empowerment is a series of activities to strengthen the power or empowerment of weak groups in society, including individuals who experience poverty problems. As a goal, empowerment refers to the conditions or results to be achieved by a social change, namely people who are empowered, have power or have knowledge and ability to fulfill their life needs both physically, economically and socially such as self-confidence, being able to convey aspirations, having livelihood, participate in social activities, and be independent in carrying out their life tasks. (Gustina et al., 2020)

In the current era of globalization, mastery of technology is prestige and an indicator of a country's progress. A country is said to be advanced if it has a high level of mastery of technology (high technology), while countries that cannot adapt to technological advances are often referred to as failed countries (Dwimawati et al., 2019).

Community empowerment in this community service activity carried out by KKM group 75 students is the community of the Bulakan sub-district, Cibeber sub-district by providing community assistance both in social, economic, health, educational, legal and religious aspects as well as appropriate technology.

Geographical Circumstances

Bulakan Sub-District is one of the sub-districts in the Cibeber sub-district of Cilegon City, with an area of 743.8 hectares, which is divided into 4 RWs and 18 RTs. and the boundaries of the Bulakan sub-district are as follows:

Table 1. Regional Boundaries

Number	Direction	Border
1	North	Kalitimbang
2	South	Balekambang
3	East	Cikera
4	West	Bagendung

Land use or land use in the Bulakan sub-district is as follows:

Table 2. Land Use

Number	Information	An area
1	Paddy Land	15.25 Ha
2	Dry soil	344.10 Ha
3	Plantation land	0.50 Ha
4	Rainfed fields	15.25 Ha
5	Field	320.40 Ha
6	Settlement	23.70 Ha
7	Government offices	0.36 Ha
8	TPU	2.00 Ha
9	School building	3.09 Ha
10	Road	6.50 Ha

Community Conditions

The population of the bulakan village in December 2022 was recorded at 5,520 people, consisting of:

Table 3. Total Population

Number	Gender	Total
1	Man	2.788
2	Woman	2.732

In general, the socio-political conditions as well as peace and order in the Bulakan sub-district area were quite good and under control. In this case, the political life of citizens can be channeled according to their aspirations along with the reforms and the number of political parties that are currently developing.

Population Education Level

Table 4. Education Level

Number	Information	Total
1	Didn't finish elementary school	111 people
2	Finished elementary school	1.839 people
3	Graduated from junior high school	629 people
4	Graduated from high school	613 people
5	Graduate Academy	30 people

6	Bachelor	44 people
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In the Bulakan sub-district, in the field of education, they already have awareness and concern for the importance of education, which is marked by many schools from elementary to secondary levels, both public and private. However, there are still people who cannot read, write and do arithmetic, especially for women or men who are elderly.

Bidang Ekonomi

Table 5. Economic Sector

Number	Information	Total
1	Farmer	35 people
2	Farm workers	90 people
3	Migrant workers	2 persons
4	Government employees	20 people
5	Craftsmen	2 persons
6	Grocery dealer	13 people
7	Fisherman	3 people
8	Mechanic	2 persons
9	Private Nurse	8 people
10	TNI	1 person
11	POLRI	1 person
12	Private teacher	36 people
13	Itinerant trader	14 people
14	Household servant	4 people
15	Traditional shaman	1 person
16	Private sector employee	204 people
17	BUMD employees	5 people
18	Self-employed	276 people
19	Don't have a steady job	30 people
20	Not yet working	1,078 people
21	Student	1,390 people
22	Housewife	1,424 people
23	Village device	1 person
24	Freelance	822 people
25	Agricultural product trading entrepreneur	2 persons

Number	Information	Total
26	Driver	12 people
27	Tailor	1 person
28	Makeup artist	2 persons
29	Wellman	1 person
30	honorary employee	22 people
31	Reporter	1 person
32	Barber	1 person
33	Welder	1 person
34	Religious leader	1 person
35	Sailor	1 person

In the economic field, there are still deficiencies in the Bulakan sub-district, especially innovation in the marketing of its products, so that the business that has been carried out is underdeveloped, there is a lack of financial institutions that can support the implementation of community business activities such as savings and loan cooperatives and so on. (Chotimah et al., 2018)

Student Work Lecture

According to the 2023 Student Work Lecture (KKM) guidebook at Bina Bangsa University which defines that Student Work Lecture (KKM) is a field activity carried out by students for a certain period of time and is an implementation of the Tri Dharma of Higher Education. KKM is expected to be able to analyze problems and focus on assistance in order to prepare superior HR based on Creative Economy and be able to produce outcomes that are targeted by the campus, including:

1. Publication in mass media, both online and in print;
2. Videos of activities published on Youtube;
3. Produce scientific papers that are published in PkM journals;
4. Android-based Start-Up and Grant Proposals;
5. Creating Intellectual Property Rights (IPR);
6. Making Information Technology and Appropriate Technology;
7. Legal entity partners, as well
8. Other science and technology outcomes. (Sri Sumarsih et al., 2022)

As for the objectives of the Student Work Lecture (KKM) activities, apart from the general objectives, there are specific objectives, namely:

1. Assist local government activities in carrying out development in the village/kelurahan;

2. Growing public awareness to improve the quality of national and state life;
 3. Growing community motivation for activities in the rural development process;
 4. Help disseminate disease prevention;
 5. Providing information and imaging of the existence of Bina Bangsa University College.
- (Wicaksana & Rachman, 2018)

IMPLEMENTATION METHOD

The current implementation method for Community Service (PkM) activities is more focused on implementing work programs that have been systematically arranged and empowering the community. Carried out by KKM Group 75 Students and Field Supervisors and Associate Lecturers by going directly to the field to visit the community and data sources needed for questioning through direct interviews both personally and organizationally or data sources obtained through the sub-district office or office subdistrict. The data in this activity comes from primary and secondary data. The primary data is Bina Bangsa University Student Work Class students, namely group 75 students consisting of 14 members plus one Field Supervisor (DPL) and three Associate Lecturers.

The location of the KKM-PkM activities is in the Bulakan sub-district, Cibeber sub-district, Cilegon city. While secondary data is in the form of documentation data from various activities that have been carried out. Methods of data collection using observation, interviews, and documentation of activities. The interviews conducted for this activity had the aim of obtaining information from the public about the work program being carried out. The interviews conducted by students with the community in the KKM group 75 location were the people of the Bulakan sub-district, Cibeber sub-district, which were scattered in several RWs and RTs. While observation is an observation in the form of a series of activities to focus on an object with various senses. The documentation method is used in this activity to support data such as KKM participant data, KKM locations, KKM activities and other supporting data.

RESULTS AND DISCUSSION

Community empowerment in this activity places more emphasis on the KKM 75 group work program which is concentrated on 8 work programs that have been determined by the Bina Bangsa University College, including:

1. The form in the process of formulating the Student Work Lecture (KKM) work program for Bina Bangsa University students in 2023 in Bulakan sub-district, Cibeber sub-district, is carried out by drafting the KKM student work program through deliberations and division of tasks by groups. Work programs, among others:
 - a. The field of education and skills
 - b. Economic sector: MSME assistance, cooperatives and the creative economy
 - c. Religious field

- d. Social, cultural, community empowerment, environment and greening fields
- e. District administration and community services
- f. The field of appropriate technology and information technology
- g. The field of law and legal awareness counseling
- h. Health



Figure 1. Program Development Meeting

2. The form of implementation of community empowerment which is carried out as a realization of the Student Work Lecture (KKM) program for Bina Bangsa University students in 2023 in the Bulakan sub-district starts with MSME assistance, socialization and seminars in the health and entrepreneurship fields, legal awareness counseling. The technique of implementing community empowerment starts from assimilation to the community, observation, program planning, program implementation and evaluation. In community empowerment activities, students act as facilitators, students can take roles according to the conditions of the communities they encounter. The roles that students can take are as moderators, motivators and resource persons in collaboration with Field Supervisors



Figure 2. Socialization of MSMEs in the Bulakan sub-district

3. The results of community empowerment carried out through the 2023 Bina Bangsa University Student Work Lecture (KKM) activities in the Bulakan village from several work programs include; there is an understanding related to digital marketing specifically for entrepreneurship/MSMEs, there is awareness about healthy living, there is legal awareness and understands the importance of education.
4. The role of Field Supervisors in Student Work Lecture (KKM) activities for Bina Bangsa University students in 2023 in Bulakan sub-district, namely Field Supervisors have carried out their duties and functions in accordance with existing regulations, namely guiding and directing KKM participants from orientation activities to giving grades objectively. While the role of the Associate Lecturer is to provide input to students in the implementation of the KKM and collaborate with Field Supervisors to produce Community Service (PkM) outcomes

CONCLUSION

From the results of Community Empowerment through Student Work Lectures (KKM) activities for Bina Bangsa University students in 2023 in the Bulakan sub-district, based on the problems, objectives and results of the discussion, it can be concluded that: Formation and arrangement of the formulation of Student Work Lecture (KKM) work programs for Bina University students Bangsa 2023 in Bulakan sub-district, Cibeber sub-district, was carried out by drafting the KKM student work program through deliberations and division of tasks by groups. The 2023 Student Work Lecture (KKM) activity program for Bina Bangsa University students in the Bulakan sub-district started with MSME mentoring, outreach and seminars on health and entrepreneurship, counseling on legal awareness, implementation of community empowerment starting from assimilation to the community, observation, program planning, program implementation and evaluation. In community empowerment activities, students act as facilitators, students can take roles according to the conditions of the communities they encounter. The roles that students can take are as moderators, motivators and resource persons in collaboration with Field Supervisors. The

achievements of community empowerment carried out through the Student Work Lecture (KKM) activities for Bina Bangsa University Students in 2023 in the Bulakan village from several work programs include; there is an understanding related to digital marketing specifically for entrepreneurship, there is awareness about healthy living, there is legal awareness and understands the importance of education. Field Supervisors have carried out their duties and functions in accordance with existing regulations, namely guiding and directing KKM participants from orientation activities to giving grades objective. While the role of the Associate Lecturer is to provide input to students in the implementation of the KKM and collaborate with Field Supervisors to produce Community Service (PkM) outcomes

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