

## The Potential of Tanjung Sawit Village as the Best Village in Riau Province

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### Abstract

**Purpose:** This program in Tanjung Sawit Village aims to enhance village potential and empower the community through academic involvement and technological support. It utilizes information technology for effective promotion.

**Method:** Employing participatory research methods involving academics and locals, data is gathered through surveys, interviews, and observations, then analyzed for insights.

**Practical Applications:** The program yields tangible results, including a village profile, online promotion tools, and improved governance. It fosters community skills and empowerment, exemplified by the formation of oil palm farming groups.

**Conclusion:** The collaborative effort demonstrates the value of academia-community partnerships in rural development. Leveraging technology and community engagement can address local challenges and promote inclusive growth, serving as a model for broader development strategies.



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## Introduction

Implementation of the Community Service Team "Balek Kampung" of the University of Riau 2022, especially in rural areas, is one of the government's programs aimed at enhancing the role of universities in village development. According to available data, there are 4.91 million students in 4,314 higher education institutions in Indonesia (Lestari & Putri, 2023). There are 79 higher education institutions that have signed memoranda of understanding with the Ministry of Villages to implement programs to enhance the role of universities in rural areas, including Unri. There are four main programs being implemented: Development of Natural Resources, Human Resources Development, Appropriate Technology Development, and Village Economic Development. Additionally, there are six "Merdeka Campus" programs issued by the Ministry of Education and Culture, one of which involves projects in villages, representing a program that universities must implement (Suhartini et al., 2022; Wirazilmustaan et al., 2020; Yoesdiarti et al., 2022).

The findings of (Priandi et al., 2022; Widyaningrum & Cahyadi, 2023) conclude that villages require mentoring so that the natural products available in the village can be utilized effectively, thus addressing the village's economic level. Unri, through the "Balek Kampung" Community Service Team of the University of Riau 2022, titled "building villages through service," implements the "Balek Kampung" Community Service Team program of the University of Riau 2022 as a realization of the role of universities in rural areas. The objectives of the activities of the University of Riau 2022 "Balek Kampung" Community Service Team are to develop and implement the competencies possessed by lecturers and students, empower the community and the existing village potential through real experiences in the community, and prepare students to directly engage with the community in the future.

The University of Riau 2022 "Balek Kampung" Community Service Team program is implemented in one of the villages in Kampar District, namely Tanjung Sawit Village. Tanjung Sawit Village is in Tapung Subdistrict, Kampar District, with an area of 1,544 hectares. This village has abundant natural resources potential with 960 hectares of plasma gardens. Agriculture remains the main sector for Tanjung Sawit Village, as evidenced by its agricultural and plantation yields such as vegetables and oil palm (Agustin et al., 2021; Oktria, 2023). There are also several livestock farms for cattle, catfish, and chickens. Besides its agricultural potential, the village also has promising tourism potential. According to sources, the village is known for its Alun-alun location. Approximately 95% of livelihoods come from the agricultural sector (farming, oil palm plantations, MSMEs, palm sugar, and livestock), with villagers also working as civil servants, traders, and entrepreneurs due to the village's proximity to Flamboyan market.

(Rabiah et al., 2022) found through their service that rural communities greatly need the involvement of universities to mentor creativity to foster innovation in original village products that can gain widespread recognition, with the abundance of input being crucial for them to become financially valuable.

From the situational analysis, it can be said that this village has sufficient natural and human resources potential. The data indicates that the agricultural sector is a strategic field and thus needs to be prioritized. There is a need for village development efforts by utilizing the existing village potential. Empowering the existing village potential and introducing them to the wider community is one form of village development effort (Igirisa et al., 2020; Romi et al., 2023).

Issues encountered in Lalumpe Village, Motoling District, South Minahasa Regency, include suboptimal promotion/marketing of village potentials. Based on the identification of these issues, they stem from suboptimal promotion/marketing of village potentials: Promotion and marketing are crucial for the success of a village to become better known. The limitations in human resources to introduce village potentials have resulted in suboptimal management of village potentials, and many outsiders are unaware of the existing potentials in this village. The development of ICT has not been optimally utilized as a promotional and marketing medium. This can be seen from the Lalumpe Village social media accounts not portraying the

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village's potential. Additionally, the existing promotional videos only show the village's profile and general conditions.

### **Method**

To address the issues, the methods utilized to ensure program sustainability include training, implementation, mentoring, and networking. These activities are outlined as follows:

1. Mentoring to strengthen human resources through governance/management mentoring, entrepreneurial motivation, marketing, and skill enhancement.
2. Mentoring in the development of village potential packages.
3. Participatory planning mentoring (integrative masterplan and village profile).

The implementation of the Community Service Program (KKN) PPM is carried out through several stages: preparation stage, implementation stage, and evaluation and reporting stage.

The implementation of the University of Riau 2022 "Balek Kampung" Community Service Program always begins with the preparation stage, which involves recruiting KKN students and preparing them for the program. The recruitment of students for the University of Riau 2022 "Balek Kampung" Community Service Program is conducted by the Institute for Research and Community Service (LPPM), considering the relevance of students' expertise to the theme of the program.

The purpose of this preparatory phase is to familiarize students with the needs of the program theme they will be implementing. The training phase for KKN students is tailored to the needs of the program theme, covering applied science materials relevant to each student's discipline. This includes general topics, administrative matters, community-related subjects, entrepreneurship, special skills, management, and the University of Riau 2022 "Balek Kampung" Community Service Program. Additionally, students are provided with an introduction to the region's potential and the characteristics of the local community where the activities will be conducted.

The methods applied during the implementation of the University of Riau 2022 "Balek Kampung" Community Service Team activities are as follows:

- a. Participatory coordination and communication with government and target communities to formulate programs from planning to evaluation.
- b. Public outreach to build community perception and understanding of the applied innovations or programs.
- c. Training and simulation on the application of science and technology transferred to the community.
- d. Continuous mentoring through regular meetings between mentors and target communities until the transferred knowledge and technology can be independently implemented by the community.

Coordination and socialization of programs have been conducted with the government and target communities for the implementation of the KKN. This involves preparing the target communities to engage in jointly agreed-upon activities. KKN students carry out program activities, starting with meetings with the target communities, aimed at establishing mutual understanding and cooperation in the implementation of the Community Service Program.

Operational steps undertaken during the University of Riau 2022 "Balek Kampung" Community Service Team activities include:

- a. Coordination and Program Work Socialization with the Tanjung Sawit Village government.
- b. Socialization with teachers and students of Tanjung Sawit Village schools.
- c. Social service with the community.
- d. Interviews with various villagers from different professions and agricultural and MSME businesses.
- e. Visits to MSME locations and tourist sites, including the Alun-alun.
- f. Mentoring on governance/management to village officials regarding village potential

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management.

- g. Introducing agricultural processing businesses and entrepreneurial methods.
- h. Production of videos, village profiles, master plans, and a website for Tanjung Sawit Village potential.
- i. Socialization of the Lalumpe Village Potential Website.
- j. Promotional mentoring through online media.

## Result

The community service activities of Kukerta were completed on August 7, 2022. In the production of promotional videos for the village square profile, it is hoped that an explanation and introduction about the village square of Tanjung Sawit Village can be provided as one of the advanced village potentials.

The village square serves as a family recreation facility and infrastructure for both the residents of Tanjung Sawit Village and visitors from outside the village. The facilities available at the village square include:

- a. Balloon Palace for children
- b. Remote-controlled cars suitable for children aged 2-9 years
- c. Rental of four-wheeled motor vehicles or ATVs
- d. National standard football field
- e. Traditional food stalls

Based on interaction and direct observation at the village square, several things were observed during this community service, including:

1. Good spirit of cooperation among the entire community, including village officials, parents, and even young people in the village, who are easily accepted and friendly to newcomers, especially us as the 2022 University of Riau KUKERTA students and the 2022 UIN SUSKA Riau KUKERTA students who were warmly welcomed.
2. The availability of complete facilities and infrastructure in Tanjung Sawit Village.
3. Active participation and numerous major events at the village square, such as the Camat Cup football tournament, Indonesian Independence Day celebrations, and others.

Based on direct interaction and socialization in Tanjung Sawit Village, other observations during community service include:

- a. Socialization of hygiene practices such as handwashing and proper tooth brushing, as well as first aid training for Tanjung Sawit Village students.
- b. Social service activities with the community, including joint efforts with village officials in cleaning up burial grounds and waste disposal sites, as well as communal efforts at the Flamboyan market.
- c. Production of videos, village profiles, master plans, and a website showcasing the potential of Tanjung Sawit Village.
- d. Promotion assistance through online media platforms such as Instagram and YouTube.

*Figure 1. Village Square*



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Figure 2. Village Profile



## Discussion

The activities carried out in the village square are flagship activities that greatly contribute to the potential of a village to benefit the community of Tanjung Sawit Village. The Kukerta Balek Kampung team from the University of Riau in 2022 implemented a community service program to provide many things to further advance Tanjung Sawit Village, one of which was by creating a promotional video profile of the village square as the best village in Riau Province, known not only for cleanliness but also for its infrastructure potential.

The potential of Tanjung Sawit Village differs significantly from other villages, not only due to the presence of the village square and football field but also because of the cultivation of Nile tilapia, carp, and snakehead fish found in the ditches along Flamboyan 7, starting from the ditches near the village office yard.

In this regard, Tanjung Sawit Village has several added values compared to other villages in general. One of them is the unity and high honesty within the community of Tanjung Sawit Village. This is because no one wishes to take the fish, even though the ditches containing the fish are unguarded and freely accessible like the fish's own habitat. Therefore, the students at the University of Riau's KUKERTA program have initiated a program for empowering and preserving fish to provide better feeding and ensure the sustainability of the fish population.

Through this activity, success has been achieved, as it has provided positive and efficient results in enhancing the utilization of media and infrastructure in Tanjung Sawit Village. The outcomes of this media and preservation initiative can be utilized to further promote Tanjung Sawit Village through its potential, as well as efficiently utilize existing resources for the welfare and prosperity of the community.

## Conclusion

Tanjung Sawit Village is a village with great potential in the field of plantation, namely oil palm. This oil palm is usually processed into palm oil. This advanced and developing village is highly recommended for students who want to participate in Kukerta (Real Work Lecture) or what we often refer to as KKN. Tanjung Sawit Village not only has oil palm plantations but also has Micro, Small, and Medium Enterprises (MSMEs) that are well-known such as Tempe Chips, Dekla, Rattan Broom, Salted Eggs, and Rengginang. Tanjung Sawit Village also has a town square which is usually used for inter-village football matches as well as a gathering place for youth during weekends. The people of Tanjung Sawit Village themselves are very friendly, honest, and maintain the cleanliness of the village, so Tanjung Sawit Village has been awarded the 1st place in the Riau province.

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