



EMPOWERMENT OF SMALL AND MEDIUM ENTERPRISES AND CHARACTER EDUCATION TO IMPROVE THE QUALITY OF LIFE IN KAMPUNG BAGAN THROUGH TECHNOLOGY AND SOCIALIZATION

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Abstract. The community service program implemented in Kampung Bagan, Sei Beduk District, Batam City, aims to improve the quality of life of the community through the empowerment of Micro, Small, and Medium Enterprises (MSMEs) and character education. The local community faces major challenges, particularly in terms of access to higher education and limited skills in marketing local products. Therefore, this program integrates socialization on the importance of higher education for the younger generation, production skills training for MSME actors, and digital marketing training to increase product competitiveness. In addition, character education activities through open classes and stop bullying socialization in schools aim to shape a younger generation with high values of empathy, tolerance, and social responsibility. The results of this program show that MSME actors have successfully developed creativity and innovation in their products, as well as improved their marketing skills by utilizing social media and digital platforms. Kampung Bagan MSME products, which were previously limited to the local market, can now reach a wider market. On the other hand, character education activities have helped reduce the potential for bullying and created a more inclusive and healthy environment in schools. Overall, this program has succeeded in creating positive change in the Bagan Village community, raising awareness about the importance of higher education, and strengthening economic capacity through MSME empowerment. The sustainability of this program requires continued assistance, access to greater business capital, and improved managerial and marketing skills to support MSME growth in the future.

Keyword: Empowerment of Micro, Small, and Medium Enterprises (MSMEs), Character Education, Higher Education Socialization, Digital Marketing, Kampung Bagan, Product Innovation.

INTRODUCTION

Education plays a very important role in human resource development in Indonesia. However, even though access to education is becoming more open, the challenges faced are still very complex, especially in terms of strengthening character education and counseling to continue education to a higher level. One phenomenon that often occurs in the school environment is bullying, which can damage the learning process and social development of students. Character education in schools is key to shaping a young generation with strong moral values, such as empathy, tolerance, and responsibility (Ariyanti et al., 2024). Therefore, community service aimed at implementing open classes and stop bullying socialization at SDN 003 Sei Beduk is very relevant in creating a healthier and more inclusive environment for students (Saepul Iskandar, 2022).

In addition, it is important to make the younger generation aware of the benefits of higher education as a long-term investment that can open up greater opportunities in the future. Many people, due to economic and information constraints, are reluctant to continue their education after



high school. Socialization programs on the importance of higher education are very important in providing understanding and motivation to improve the quality of life and competitiveness in the global era (Ramadhani et al., 2025). This socialization is expected to influence people's mindset to prioritize higher education as a means to improve their quality of life. Kampung Bagan, which is an area where the majority of the population depends on micro, small, and medium enterprises (MSMEs), also faces challenges in terms of economic development. MSME players in this region, especially those engaged in fish cracker production, are often hampered by limitations in capital, marketing, and product innovation. Therefore, economic empowerment programs with Enhancing the creativity and productivity of MSMEs is very important. Assistance and training involving the use of digital marketing technology can expand the market and increase the competitiveness of their products (Hesniati; Eddy Oktarianto, 2023).

Strengthening character education and economic empowerment through MSMEs are interrelated and can go hand in hand. Strengthening the MSME sector through product innovation training and the use of social media as a marketing tool can boost the local economy and create new jobs, while reducing unemployment rates. Research shows that an approach based on digital technology and product creativity can significantly increase the competitiveness of MSMEs (Zikri, 2024). Meanwhile, higher education outreach activities are expected to open opportunities for young people in Kampung Bagan to consider continuing their education to college and broaden their knowledge regarding the potential that can be obtained through education (Arfan et al., 2021).

In implementing this program, collaboration between universities, the government, and the community is very important. This synergy will support the creation of a better educational environment and more inclusive economic empowerment. Community service programs that involve students as agents of change are expected to strengthen the community's capacity to overcome existing challenges and improve their quality of life in a sustainable manner. This program is also expected to not only have a positive impact during its implementation but also be sustainable through further efforts from the local community, both in the fields of education and economy.

METHODOLOGY

The approach used in implementing these community empowerment activities is participatory and based on local needs, where the community is directly involved in every stage of the activity to ensure that the program is implemented in accordance with their real needs. The



techniques applied include practical skills training, providing an understanding of effective business management, and assistance in marketing and product innovation. The method applied in this program is practice-based training that allows participants to directly practice the skills taught, as well as ongoing mentoring so that the community can better apply what they have learned.

The implementation of activities began with a preparation phase in early August 2025, which included coordination with relevant parties such as the village government, schools, and local MSME partners. During this stage, training and workshop materials were also prepared, along with training tools and materials, such as beads, patchwork fabric, ingredients for making crackers, and digital marketing tools. The next stage was the implementation of activities, which took place from August 23 to September 6, 2025, and was divided into two main activities, namely production training and marketing workshops. In production training, the community will be given skills in making handicrafts and crackers, as well as an understanding of how to process raw materials into products with saleable value. Meanwhile, the marketing workshop teaches product marketing strategies both offline and online, including the use of social media for promotion.

Following the training, during the mentoring and monitoring phase from September 7 to 10, 2025, KKN students will continue to assist MSME actors in marketing their products and conducting initial evaluations of the products produced. During the evaluation and completion phase, which will be held from September 10 to 14, 2025, the program will be evaluated to see the extent to which the products produced can be marketed and have an economic impact on the Bagan Village community. The results of these activities will be compiled in a report submitted to the community and relevant parties to ensure the sustainability of the program.

This program targets the people of Kampung Bagan, especially housewives and teenagers who are interested in developing small businesses based on handicrafts and local foods, as well as local MSME players who produce crackers and other creative products. This activity also involves schools and children as product marketing agents in the surrounding environment. The activity will be carried out in Kampung Bagan, Sei Beduk District, Batam City, from August 23 to September 6, 2025.

By adopting a practice-based training method and continuous mentoring, this program aims to empower the community of Kampung Bagan in developing their skills and small businesses, as well as introducing them to digital marketing to reach a wider market. Through this



approach, it is hoped that the community can transform local resources into high-value economic products while creating new sustainable business opportunities.

RESULT AND DISSCUSION

The implementation of the community service program in Kampung Bagan, which included open classes, anti-bullying socialization, and MSME empowerment through increased creativity and productivity, had a significant impact on students and local business actors. Through open classes, students were able to gain a fun, interactive, and character- building learning experience. Learning outside the classroom changed the learning atmosphere to be more relaxed yet productive, thereby increasing student participation and understanding of the material presented. The open class program also provided opportunities for students to be more open in expressing their opinions and solving problems collaboratively.

The anti-bullying awareness campaign held at SD Negeri 003 Sei Beduk also yielded positive results. Students were not only taught about the negative effects of bullying, but also engaged in discussions and role-playing games that helped them better understand how to prevent and deal with bullying. Through this participatory method, students became more sensitive to their friends' feelings and learned to manage conflicts in a healthier way. This socialization proved to be effective in fostering empathy and mutual respect among students (Sangdji, 2024). This is also in line with research showing that character education can reduce bullying behavior in schools. In terms of economic empowerment, MSME actors in Kampung Bagan, especially fish cracker producers, have greatly benefited from the training provided. Digital marketing and product innovation training have been key to increasing the competitiveness of their products. Many business actors who initially relied solely on the local market can now use digital platforms to market their products to a wider market, even outside the region. By using social media and marketplaces, MSME actors can reach more consumers without the need for large capital (Arista et al., 2024). This assistance has provided SME entrepreneurs with new insights into how to utilize technology to develop their businesses.

On the other hand, improving product packaging skills has also been one of the significant outcomes of this program. MSME players now have a better understanding of how to attract consumers through more appealing packaging that meets market standards. The use of creative and functional packaging can increase the selling value of fish crackers, making their products more competitive in the market. This is in line with research showing that innovation in packaging



can increase the attractiveness of products in the market (Iyus Yusup Sidik, Sapuri, Isna Dwi Maulida, 2025).

Beyond marketing and packaging training, the program also provides insights into the importance of sound business management. MSME actors are taught to be more careful in managing finances and understand the basics of accounting necessary to manage a business effectively. With better knowledge of business management, they become more confident in running their businesses and can identify opportunities to increase income. This helps them to be more independent in developing their businesses and creating jobs for the surrounding community. In addition to training and socialization, the sustainability of this program is also an important concern. The community service team conducted an evaluation to ensure that MSME actors were able to make good use of the training provided. Through evaluation discussions, it was found that most MSME players felt more prepared to develop their businesses, although they still needed further assistance in facing existing challenges. Therefore, this activity needs to be continued with ongoing assistance so that the results achieved can be more optimal (Hesniati; Eddy Oktariato, 2023).

On the education side, this program has succeeded in increasing the community's understanding, especially parents, of the importance of higher education for their children's future. Many parents who previously did not really understand the benefits of higher education are now more supportive of their children continuing their education to a higher level. This socialization provides a clearer picture of the opportunities open to them after completing higher education and how it can improve their quality of life.

Overall, the success of this community service program is not only evident from the results achieved in the short term, but also from changes in the mindset and behavior of the community, which has become more open to innovation and education. In this case, character education and economic empowerment complement each other, both of which support the creation of a more independent, healthy, and competitive society (Firdaus et al., 2024). This program demonstrates that through comprehensive education and economic empowerment, a community can better face challenges and become highly competitive.

In terms of technology application, the use of social media and digital platforms for marketing MSME products is key to successfully expanding the market. MSMEs in Kampung Bagan now have a broader understanding of how technology can strengthen their businesses, even with limited capital. This is in line with research showing that digital technology can accelerate



the growth of MSMEs in various regions, especially by using effective online marketing strategies (Alamsyah et al., 2024). Therefore, the development and utilization of technology is one of the strategic steps to increase the competitiveness of MSMEs in the digital era.

One of the evaluation results from the implementation of the MSME empowerment program in Kampung Bagan shows a positive impact on increasing the creativity and productivity of business actors. This program not only focuses on production skills training but also on marketing strategies that involve the use of digital technology. The table below illustrates the results of the evaluation conducted on the products produced and the marketing strategies applied. Through the training and workshops provided, MSME entrepreneurs successfully increased their production and sales of products, both through online and offline marketing.

Table 1. Evaluation Results and Product Sales

Activities	Products Produced	Quantity Production	Sales (first)	Marketing (strategy)
Training Production	Crackers, Beaded Bracelets, Mats	200 units	120 units	Online and Offline
<i>Workshop</i> Marketing	Crafts, Food	50 units	30 units	Media Social and local stores
Evaluation and <i>Monitoring</i>	Product Updates	25 units	15 units	Sales Digital

Thus, the implementation of this activity not only improves the community's ability to produce and market their products but also encourages them to be more innovative in creating products that can compete in the market. The sustainability of this business is highly dependent on the skills that have been learned and the use of technology in marketing. The people of Kampung Bagan are now better prepared to develop their businesses and become more economically independent.

CONCLUSION AND RECOMMENDATION

Conclusion

The community empowerment activities carried out in Kampung Bagan, Sei Beduk District, Batam City, have successfully achieved their main objective, which is to improve the skills and capacity of the community in managing small businesses based on MSMEs. This



program not only provides technical training on making handicrafts and crackers, but also provides an understanding of the importance of marketing, both traditional and digital. Through a participatory approach, the community in Kampung Bagan showed great enthusiasm in participating in every stage of the program, from training to mentoring. The products produced, such as crackers, beaded bracelets, and doormats, have been marketed locally and through social media, demonstrating the great potential for developing MSMEs in the area.

In addition to production skills, digital marketing training also has a significant impact on expanding the market for community products, which were previously limited to the local market. The use of social media by the people of Kampung Bagan shows that technology can be a very effective tool in increasing the competitiveness of local products. Overall, this activity not only creates new skills, but also raises awareness of the importance of innovation in small businesses that can improve the economic well-being of families.

Recommendation

1. Strengthening advanced skills is crucial to ensuring the sustainability of the Bagan Village community's businesses. Additional training in financial management, business planning, and more in-depth marketing techniques will provide more comprehensive knowledge and support the professional development of their businesses.
2. Product diversification is an important step to expand the market and increase competitiveness. Processing other local raw materials that have selling value will open up opportunities to attract a more diverse range of consumers and increase the diversity of products offered.
3. Improving access to business capital is one of the keys to the sustainability of MSMEs. By providing access to funding sources or microcredit, the community can increase production capacity and expand their businesses. The government and financial institutions need to open up more opportunities for MSME players to obtain business capital.
4. The formation of joint business groups can help communities improve production efficiency and expand distribution networks. By sharing experiences, resources, and technology, these groups can work together to develop more innovative products and create synergies among local businesses.
5. Enhanced cooperation with local partners and the government is crucial to



strengthening product marketing. This collaboration will open up opportunities for Expanding product distribution networks and creating synergies between local businesses, government, and the private sector in supporting regional economic development.

6. Further utilization of digital technology will increase marketing opportunities for MSME products. E-commerce platforms and other digital applications can introduce products to the global market, facilitate transactions, and expand access to a wider market. These innovations can increase sales volume and provide greater market opportunities for MSME actors in Kampung Bagan.

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