



EMPOWERMENT OF PRODUCTIVE YOUTH GROUP ASSET-BASED IN THE BUSINESS OF ESTABLISHING A COLLECTIVE BUSINESS IN TALUNKENAS VILLAGE, STM HILIR DISTRICT DELI SERDANG REGENCY

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Accepted: 26 Nov 2021

Published: 10 Dec 2021

Abstract

Youth is the nation's asset, determining the future direction of a better life. Their existence becomes a renewing energy and is critical of a distorted establishment. Youth is the breath of the times, the ideal group of the ummah and the nation who are rich in criticism, imagination, and their role in every event that occurs in the midst of changing society. It is undeniable that youth play an important role in almost every social transformation and struggle to achieve goals. The success of youth development as quality human resources with competitive advantage is one of the keys to opening opportunities for success in various other development sectors. Therefore, youth empowerment is considered as one of the programs that cannot be ignored in preparing the nation's life in the future. Youth have valuable assets as capital to make changes. These assets must be utilized so that they can be useful. Youth empowerment can be done through various ways, both in formal, informal, and non-formal channels. The purpose of empowerment is basically to shape the character of youth, so that they become fully Indonesian human beings or humans who have character that can optimize the talents or assets of youth so that they can prosper individuals and groups. Partners in community service with this Community Partnership Program scheme are the Talun Kenas Village Government, STM Hilir District, Deli Serdang Regency, North Sumatra Province. The output targets of this program are scientific publications, mass media publications, activity videos and being speakers in scientific meetings. The method used in this program is program socialization and Participatory Learning and Action (PLA) involving all targets so that young people can be empowered by releasing all their assets to form a joint business for mutual benefit.

Key words: *youth, empowerment, collective bussines, asset based*

How to Cite: Achmad. N, Ridho. H, Thamrin. H. (2021). Empowerment of Productive Youth Group Asset-Based In The Business of Establishing a Collective Business In Talunkenas Village, STM Hilir District Deli Serdang Regency. *JUPIIS: Jurnal Pendidikan Ilmu-ilmu Sosial* 13 (2):379-388

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ISSN 2085-482X (Print)
ISSN 2407-7429 (Online)

INTRODUCTION

The era of globalization has hit almost all areas of human life throughout the world, including Indonesia. Progress and change occur in tandem with the swift currents of globalization. The development of a very fast era like today requires human resources to have high quality to achieve a more prosperous life. As stated by Umberto Sihombing (2001:73) which states that the availability of quality and productive human resources is very necessary to enter a new era, because each region will compete to advance its region towards community welfare.

Society, especially the next generation of the nation is the main capital in the formation and growth and development of a nation. Youth as a part of society has great power to become the spearhead in a stream of national progress. Youth is an invaluable asset of a nation, the progress of a nation and state. depends on the youth because they are Agents of Change. Behind all developments there are always young people who pioneered and followed the change of civilization. History records that the development of world civilization has proven the role of youth as the perpetrators of the birth of a new civilization.

Youth is the hope of the nation who is at a productive age where the potential of every youth deserves to be explored and developed according to their respective interests and talents. From the age of their children, they must be bought with the best education, love and a spirit of independence which in the future can be used as provisions to live a good life. Various opportunities to be able to develop themselves deserve to be given so that it becomes a way for young people to choose what suits their desires to achieve their dreams and aspirations. Youth has extra potential compared to other community groups. It can be said to have extra potential because youth are part of a very productive age group, both in the social, political, artistic and economic fields.

Youth is the inheritor of a generation that should have noble values, behave well, have a spirit of development, love the homeland, have a positive

vision and goals. Youth must be able to maintain local traditions and wisdom as national identity. Formal education that is carried out must also be a provision for socializing in society. Wahab and Sapriya (in Bintari 2016) identified that good citizens are: Citizens who understand and are able to properly carry out their rights and obligations as individuals, are sensitive and have social responsibility, are able to solve their own problems and social problems according to their functions and roles (socially sensitive, socially responsible, and socially intelligence), in order to achieve personal qualities and good social behavior (socio civic behavior and desirable personal qualities).

Youth has a very important role so that it is necessary to develop their potential and role through awareness, empowerment, and development because of course to realize the development and development of the country, it is necessary to have youth who have noble character, are intelligent, independent, tough and professional. Developing the potential and role of youth of course requires a forum in the form of youth services. The role of youth is mentioned in the Law of the Republic of Indonesia Number 40 of 2009 concerning Youth, article 16 concerning the role of youth, namely: "Youth play an active role as moral strength, social control, and agents of change in all aspects of national development." In society, the role of youth is very much needed as the successor of the noble values of the nation's culture, as the foundation and moral strength, agents of change for the better.

So that youth can develop the potential and roles that exist in themselves, there needs to be empowerment as an effort to produce productive youth to form joint businesses so that the potential or assets of youth can be utilized properly. The role and participation of youth is very important in building the community's economy, so it cannot be denied that every youth must try to build the knowledge, skills, and character of youth in an effort to maximize the assets of a youth. The purpose of maximizing assets here is for a group or youth to understand the strengths they have as part of their lives and what can be done well in the future. With the

empowerment of assets for a youth, they can develop a joint business so that they can prosper both individuals and groups.

Based on this, it is appropriate to carry out Community Service in Gunung Rintih Village, Sinemba Tanjung Mulia Hilir District, Deli Serdang Regency, North Sumatra Province to empower asset-based productive youth groups in an effort to form a joint business. Given the great potential of a young man both in the midst of society and youth who are members of a community so that the assets owned by youth can be maximized properly so that they can be useful for empowering youth to develop joint businesses so that individuals and groups can prosper.

METHODOLOGY

This activity is carried out using the following approaches:

Preparation (Program Socialization)

The socialization activities carried out included an explanation of the aims and objectives of the implementation of the service program carried out. This socialization is important to be carried out to better understand the targets and show that the University of North Sumatra Service Institute pays attention to problem solving issues in the community in this case can empower youth of productive age.

Participatory Learning and Action (PLA)

Participatory Learning and Action (PLA) is a development approach methodology (community development) that adopts the concept of community learning. The leading developer of PRA/PLA is Robert Chambers from England, who stated that one of the sources or roots of PLA is Paulo Freire's thoughts on critical education or education. liberation which defines community learning as learning to overcome problems and improve the quality of life. Adults do not need to learn theories that are not relevant to their lives. Adults, learn something to apply.

The implementation of this method will involve all targets in the community service area. This method will train all sensitivity in seeing the problems encountered in everyday life. Some of

the activities in this method include:

a. Questionnaire distribution

The distribution of the questionnaires will be carried out in two stages, namely before training and after training. Questionnaires were distributed to find out how the initial understanding and evaluation of capacity building activities was carried out.

b. Map the problem and find the root of the problem

c. Train youth to find awareness in solving problems

d. Increase individual capacity by building self-confidence and desire to move forward

e. Increase organizational capacity and awareness

f. Improve the ability to understand the value system and build a value system within the group

g. Forming a joint venture

DISCUSSION

Youth is the concern of various groups in all fields. The role of youth in society, especially in the modern era, is distorted. The problems of the younger generation raised by Suryadi (2014, p. 45) are the decline in the spirit of idealism, patriotism, and nationalism as well as uncertainty about the future, the unbalanced number of young people with available educational facilities, lack of opportunities and employment opportunities, the problem of low nutrition becomes a problem. obstacles to the development of intelligence and body growth, the number of underage marriages, the younger generation who suffers from physical, mental and social disabilities, and relationships including narcotics and illegal drug abuse. In the economic field, they are worried about the problem of employment and their future, in the social field, young people compete with each other for recognition from others, in the religious field, of course very few young people are serious and consistent to be on the right track according to religious guidance, in the cultural field. you can count how many young people want to learn about culture to preserve

it.

On the other hand, several incidents of violence such as anarchist demonstrations or brawls between students have tarnished the faces of youth. Many people feel disappointed and antipathy with the pattern of youth movements that tend to be anarchic and interfere with the public interest. On the other hand, youth activists have been subordinated by other forces so that youth cannot actualize their potential and identity. Therefore, considering that youth are the next generation of the Indonesian nation, of course, to anticipate and as an effort to foster the spirit of change among the youth so that later they can be empowered for the productive sector, it is necessary to carry out community service (PKM) in Gunung Rintih village, Sinemba sub-district, Tanjung Mulia Hilir, Deli Serdang Regency, North Sumatra Province as an effort to empower asset-based productive youth groups in an effort to form joint businesses so that individuals and groups can prosper.

Youth empowerment is an important program, because youth are the nation's greatest asset as well as the foundation of hope that will re-establish the nation's ideals, besides that youth are also part of the wheel of the era which is expected to become an agent of change. Therefore, youth need to be empowered so that they can maximize their greatest potential or assets so that they can avoid negative impacts that can reduce the role of youth in society. To solve this, the solution is to empower the youth with the stages that theoretically must be carried out. Several evaluations of empowerment programs carried out by various parties often did not work well because they did not carry out the stages of empowerment correctly.

These stages are:

1. Awareness: where the youth of productive age at this stage must be given awareness about the reality they face and the potential for them to develop. This awareness stage is the most basic thing for an empowerment program.

2. Capacity: is to provide loads that can help develop their potential after awareness arises;

The capacity to be provided or increased is individual capacity, organizational capacity, and institutional capacity or value system.

3. Empowerment: or starting to stimulate individuals and groups to do what they are capable of doing by providing a stimulus. In the end, it is hoped that the group will be able to build a joint business that has been designed in a participatory manner. (Thamrin, 2017)

Activity Implementation

Coordination of preparation for the implementation of service is carried out by holding meetings between service implementers and partners and attended by the community, especially young people of productive age, namely to discuss the implementation of service. At this stage, it was agreed that activities would be carried out starting from socialization to explain the aims and objectives of the training in making shirt printing for empowering productive youth groups in an effort to form a joint business, delivery of materials by training instructors about screen printing both tools and materials and the manufacturing process, then providing assistance. operations, explanations of techniques and prospects for screen printing clothes and installation of service signs.

Screen printing, especially shirt printing, is still a new activity in Talun Kenas Village, STM Hilir District, Deli Serdang Regency because in Talun Kenas Village itself does not yet have a shirt screen printing business. The nearest screen printing business is in the Tanjung Morawa area, which is about an hour's drive from Talun Kenas Village. The shirt screen printing business in Tanjung Morawa is still using manual screen printing techniques, no one has used a screen printing machine. Therefore, screen printing training in Talun Kenas Village, especially in the productive age, will be a pioneer in the formation of screen printing business opportunities. So if the people of Talun Kenas Village want to screen print clothes, they don't need to travel about an hour to Tanjung Morawa because in Talun Kenas Village they will have expertise in screen printing.

Because shirt printing is a new activity in Talun Kenas Village, of course it becomes a pretty bright business prospect for the future. Moreover, if the

screen printing is managed by a Village-Owned Enterprise (BUMDES), it will be a decent income for the BUMDES. So that it can increase the productivity and quality of Talun Kenas Village. It can even beat the existing screen printing business in Tanjung Morawa. This may be because the screen printing in Tanjung Morawa still uses manual screen printing techniques, while the shirt screen printing training made this time uses the sticker cutting machine screen printing technique.

In order to facilitate the community in the screen printing training process, the instructor divides the training process into several stages, namely the socialization stage, the observation stage and the practice stage. First, the instructor will provide socialization related to tools and materials as well as the process of making screen printing. Screen printing techniques and types will also be discussed at this socialization stage. Furthermore, at the observing stage, the participants observed the screen printing process with a sticker cutting machine from the initial basic design to the finished shirt with the screen printing which was practiced by the instructor and observed by the participants. After the participants observed what the instructor was doing by practicing the process of making shirt screen printing, then all of the participants practiced making shirt screen printing guided by the instructor. So that participants feel for themselves how it feels to make a shirt screen printing directly.

The socialization of tools and materials as well as the manufacturing process was held on August 28, 2021, which was attended by both male and female participants of productive age in Talunkenas Village, Stm Hilir District, Deli Serdang Regency. The service activity was carried out in the village office hall of Talunkenas Village, Stm Hilir District, Deli Serdang Regency. As the beginning of the training activity, this activity is guided by the training instructor. As an initial stage, the instructor delivered material about the various needs for shirt screen printing, such as an explanation of the tools and materials needed and an explanation of the shirt screen printing process that would be carried out. After

the material was delivered by the speaker, the activity continued with a question and answer session, until the activity was finished.

The training instructors not only teach theory, but also practice directly how to screen print clothes from the design process until the clothes are finished. After the instructor finished doing the screen printing practice, the participants one by one would try their own screen printing. With this method, it is hoped that the training community can understand correctly how to screen print. And if there are questions you want to ask, the instructors are ready to answer. If there are participants who are very enthusiastic about the clothes screen printing activity, they will continue by looking directly at one of the screen printing workshops owned by the instructor located on Jl Jermal or in Medan Tembung.

The training instructor who was brought in to organize the screen printing training is a screen printing business actor who has been in the field of screen printing for quite a long time in the city of Medan. The instructor has two places of business located in Medan City, the first on Jl. Jermal and the second in Medan Tembung. The instructors are also very experienced so they can screen print clothes using a machine or screen printing clothes manually. By mastering screen printing and manual screen printing techniques, the instructor will better understand the characteristics of the screen printing used so that in explaining and bringing the screen printing training to be made will be more professional. In explaining the meaning and types of screen printing, the instructor will also find it easier. This is because the instructor has practiced what he will deliver himself. In this screen printing training, the screen printing technique used is the screen printing technique using a cutting machine and followed by using a press machine. So this training uses Corel Draw software that supports the use of cutting machines.

In addition to explaining the screen printing equipment, the training instructor also emphasized how the business prospects in the screen printing sector match the experience of the instructor who has been running the screen

printing business for decades. Especially in areas that do not have a screen printing business at all. There are so many needs that involve screen printing clothes as the thing chosen to show their characteristics. For example on screen printing soccer shirts, community clothes, school sports uniforms and so on. Maybe for now, shirt printing is not very promising in Talun Kenas Village, but in the next five or ten years, shirt printing will flourish in Talun Kenas Village.

In explaining and practicing the screen printing training that will be made later, the instructor is expected to be very cooperative. The instructor explained slowly the understanding, types and techniques in screen printing. If there are screen printing participants who do not understand the material presented, the instructor will repeat it using simpler language so that the participants as a whole are not left behind in the course of the training material. Likewise in carrying out the practice of making screen printing clothes. It starts with making the basic design. The basic design that will be used in the training is a typographic design or written words. Because in the basic technique of screen printing with a cutting machine, the design used must be of one color following the color of the polyflex paper used. Therefore, in conclusion, the design used for this basic training is a typographic design or written words. So the software used is Corel Draw. The instructor also explains how to get corel draw and basic techniques for making designs using corel draw software.

After all participants can make a basic design, then the instructor will guide the participants to print the designs that have been made using a cutting machine. The instructor will guide the printing by telling the settings used to print the design, both the cutting strength and the size of the design to be printed. When the setup process is complete, it will continue with the printing process. In the printing process, you have to wait a while to adjust to the difficulty of the machine in cutting polyflex paper. The more difficult the design to be cut, the longer it will take to print the design.

The completion of the cutting process is

marked by the cutting of the polyflex paper to form the design that was ordered to be printed in advance. When it has reached this stage, then the next stage enters the pengopekan process. Polyflex paper that has been cut using a cutting machine will form a design pattern that is cut into pieces but has not been removed. Then the process of removing or removing the polyflex paper that already contains the cutting design is done manually using a tool called a wedding kit. A wedding kit is a set of tools in the form of iron such as a toothpick tool that is used to remove the cutting design on polyflex paper so that the paper can be in the form of the design made. In this pengopekan process, the concentration and caution of the participants is needed. Because if you make a mistake in stripping, then the cutting design that has been printed through the cutting machine will be destroyed and not as expected. So if this happens, the process of printing the cutting design will be repeated. For this reason, the cutting design process must be careful and a little relaxed. Slowly but surely must be applied in doing pengopekan to the cutting design.

The process of stripping the cutting design is complete, marked by the formation of polyflex paper according to the design that has been made. If the polyflex paper has formed the expected design, then the next process is to glue the polyflex paper to the clothes used by using a press machine. The press machine is preheated to a temperature of 120 degrees. The clothes you want to be screened on are placed in a press machine that has been heated to a temperature of 120 degrees Celsius. Then the cutting paper that already contains the design is placed on the clothes in the press machine and the position and location are matched. Accuracy is required in this process, if you do not have accuracy then the results of the screen printing made will be tilted or not in accordance with the expected position. If this happens, the clothes will be sprayed with a design peeling liquid so that the glued polyflex paper can be removed. Furthermore, the gluing process with the press machine will be repeated. If the gluing process is successful, the stages in the shirt screen printing training are complete. The shirt that was originally plain already contains

polyflex paper which has been shaped according to the expected design. After all the processes were completed, the participants were able to make their own shirt screen printing with the design they wanted.

After all processes are completed, if there are participants who do not understand the series of processes, it will be repeated for parts that are not understood. Instructors will not pass participants who do not understand. Because if this happens, when it comes to the end of the stage there will be participants who do not understand. In addition, if the participant does not understand one stage, then he will have difficulty following the next stage given by the instructor. In order to avoid this, the instructor will repeat if there are participants who do not understand a stage. This is done so that all participants can follow all stages of the training without anyone not understanding each stage. Thus, the participants can still make shirt screen printing even though there is no instructor.

With this concept, the Talun Kenas Village officials were very interested in this training activity. This can be seen from the enthusiastic gestures and facial expressions shown by the Talun Kenas Village officials after discussions were held to prepare for this screen printing training activity. Even the Talun Kenas Village officials wanted to participate in this shirt screen printing training so that they could understand and witness how to screen print clothes using a sticker cutting machine. The Talun Kenas Village apparatus only reminded them to maintain health protocols in the implementation of this training. This is done in order to minimize the spread of Covid-19, and can be an example for the public if you want to make an event, you must still comply with health protocols.

The training activity was carried out on August 28, 2021, which was attended by both male and female participants of productive age in Talunkenas Village, Stm Hilir District, Deli Serdang Regency. The service activity was carried out in the Talunkenas Village Office Hall, Stm Hilir District, Deli Serdang Regency. The training instructor started by practicing the screen printing of clothes directly witnessed by

the trainees, the training instructor also conveyed the techniques that must be considered so that the results of screen printing were better. The instructor also conveyed some of the difficulties and obstacles that are often experienced in screen printing clothes. After the screen printing process is completed, the question and answer session begins, this session continues with a direct question and answer process until the training is complete.

At the beginning of the training the participants still seemed confused about following the instructor in explaining about screen printing and its equipment. But over time, when the instructor had finished explaining about screen printing and the equipment and continued with the practice of screen printing directly from design to finished clothes, that's where the enthusiasm and curiosity of the participants began to show. The trainees, who previously only watched from afar, but when the instructor did the screen printing practice the trainees began to slowly move closer one by one to take a closer look at the shirt screen printing process practiced by the instructor. This reflects the enthusiasm that began to be seen from the participants. Although the trainees approach the instructor, they still maintain the health protocols recommended by the government. Because when the screen printing training was held, the Covid-19 pandemic was still ongoing. So that even though they are conducting training, they still adhere to health protocols to reduce the risk of transmitting Covid-19.

Over time, the number of trainees continues to grow. This shows the enthusiasm and enthusiasm shown by the residents of Talun Kenas Village for this shirt screen printing training. Not only the community, but Talun Kenas Village officials also began to arrive, including the Hamlet Heads who did not want to be left behind with this screen printing training. Although there was a break in activities due to rest, prayer and lunch in the middle of the event, the participants looked patient and remained enthusiastic about waiting until the time for rest, prayer and lunch was over so that the training was resumed..

At the stage of making the basic design using Corel Draw, the participants asked quite a lot of questions. This is because the participants are still not familiar with the software used, namely Corel Draw. Design software that is commonly used among the public is Photoshop software. However, in the use of screen printing techniques with cutting machines using vector-based software. Corel draw is vector-based software, while Photoshop is pixel-based software. So what is used in the shirt screen printing training this time is Corel Draw software. Because they are not used to using Corel Draw, many people ask about the basic design process that is practiced by the instructor. However, this is not a problem, the instructor can answer the participants' questions one by one, although sometimes they repeat the design process several times.

Then enter the design printing process using a cutting machine. This pose is also a new thing for the participants so that the participants need to adapt to the use of cutting machines. After seeing two or three times the printing process with a cutting machine, the participants slowly began to understand. The participants one by one tried to print designs using the cutting machine. There was a look of curiosity and fear emitted by the participants in testing the cutting machine. However, this stage was successfully passed so that each participant already had their own design print which would later be printed on their shirts. The designs they make are typography or written words according to their wishes. The design, from the font to the words, is the choice of each participant. Thus the designs produced are very diverse, some are designed with their names or some are designed with their flagship jargon. In Talun Kenas Village, the majority of the population is the Karo tribe, so that the typographic design or writing of the words uses the local language, namely the Karo language, such as "ula kam sansi". This shows their characteristics and also reflects their enthusiasm for this shirt screen printing training.

After each participant has their own polyflex design, then the next step is to enter the polyflex paper opening stage that has been designed. At this stage, many participants made

mistakes and were not careful in carrying out the process of copying their designs. So what happens is that the polyflex paper design becomes damaged and cannot be used. The solution that must be done is to reprint the designs of participants who fail in the process of copying the polyflex paper designs. After reprinting, the participants can do the reprinting carefully. So that the polyflex paper after kneading forms the design as expected. Even though there were some obstacles in the process of folding the polyflex paper, which had been printed with a cutting machine, all participants passed. When the stripping process is successful, the designs made by the participants will be clearly visible on the polyflex paper. This made the participants more enthusiastic and impatient to carry out the next process so that they could stick their polyflex designs onto the clothes. The results of the clothes they make can be directly worn and exhibited to the surrounding community.

After the stripping process is successful, the next step is to enter the gluing stage using a press machine. Since the opening of the event, the press machine has been preheated to a temperature of 120 degrees Celsius. So when the participants have arrived at the peeling process and want to enter the gluing process, the press machine is ready to be used. So the participants one by one use the press machine in turn to do the gluing. Guided by the instructor who reminded to be careful in placing the design position of the cut polyflex paper, this was done to avoid tilting or wrong placement in this gluing process. One by one the participants did the gluing using a press machine, the first participant who used the press machine after the gluing process finished and the clothes were ready spontaneously and immediately put on their own printed clothes with designs according to what he wanted. This shows how enthusiastic the participants are and proud of what they have succeeded in making, namely clothes that are screened by themselves with designs made by themselves, of course with the supervision of the instructor. And don't forget to thank the participants for the valuable lessons and training provided by the instructors.

After all the participants finished and put on

the clothes they made themselves, the participants took turns with the Talun Kenas Village officials who didn't want to miss trying to make their own clothes. The instructor also guided again for the Talun Kenas Village apparatus to practice this shirt screen printing exercise. One by one the process of screen printing the clothes taught in their training was practiced with the guidance of the instructor. Some of them failed at the kneading stage, but this was not a big problem, because there was sufficient supply of polyflex paper equipment for repeating the pressing and printing process. In total there are 12 clothes for the Talun Kenas Village apparatus that they made to wear on certain days. When the clothes they made were finished with the instructor's guidance, they spontaneously immediately wore the clothes they had made to do a documentation session and spread to the community and surrounding relatives that they were proud that they had succeeded in making the clothes they screened themselves with the designs they wanted.

The training activities guided by the instructors were enthusiastically followed by the trainees. It was seen that the training participants also directly practiced in making shirt screen printing. The shirt screen printing process that was carried out did not take a long time so that the majority of the participants could take turns practicing shirt printing directly. It was seen that the training participants created the screen printing of clothes according to what they wanted. The shirt screen printing training activity was closed with a photo with the training participants accompanied by the results of the clothes that had been made.

Now the activity has increased the economy in Talun Kenas Village, so that Talun Kenas Village can compete with the surrounding area. New things will also emerge as productive creativity continues to develop. The spirit of entrepreneurship that is nurtured from an early age is also a reflection of the improvement of future generations. So that in the next five or ten years the next generation of Talun Kenas Village will become a generation that can develop the potential of Talun Kenas Village even more

rapidly. Talun Kenas Village is also expected to be able to become a pilot village compared to other villages in Deli Serdang.

CONCLUSION

This Community Service Activity has completed most of the activity stages with good reception from young people of productive age in Talunkenas Village, Stm Hilir District, Deli Serdang Regency.

This Community Service activity is in the initiation process/stage. Programs and activities include 1) coordination of activities; 2) Implementation of training, in the form of socialization of tools and materials as well as the manufacturing process; then Shirt Screen Printing Training As well as cover; 3) providing assistance in the form of operational and installation of Palng

This Community Service activity is at the initiation stage. In the future, it is hoped that sustainable and more comprehensive programs and activities, both in terms of facilities and infrastructure, understanding, marketing, and community capacity building are expected. In addition, it is necessary to follow up on the management and marketing process, in order to strengthen the economic capacity of productive age youth in Talunkenas Village, Stm Hilir District, Deli Serdang Regency.

ACKNOWLEDGMENT

Thank you to the LEMBAGA PENGABDIAN MASYARAKAT UNIVERSITAS SUMATERA UTARA who has provided the community service funding in the scheme of REGULAR MONO TAHUN 2021 so that this community service can be conducted and published.

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