

Empowerment of Medan Estate Village Communities in Utilizing Waste Fabric as Souvenir Products

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ABSTRACT

This Community Partnership (PKM) program generally aims to assist craft business groups, fashion business activists and PKK mothers in Medan Estate Village, Percut Sei Tuan District in managing and utilizing Fabric waste or cloth waste into souvenirs that have a selling price. In the use of Fabric waste or cloth waste, it can also reduce environmental pollution and reduce waste, especially cloth waste in Medan Estate Village, where the majority of the workers are fashion business activists and businesses related to the use of cloth. The method used in this study is the approach, training, and assistance carried out by researchers to the Medan Estate Village craft business group, fashion business activists, and PKK mothers. Partners of this PKM face various problems from lack of awareness in the need to keep the environment clean, lack of knowledge and initiative to use Fabric waste or cloth waste as souvenirs so that they have a selling value. The output and specific targets of this research are increasing public awareness in managing cloth waste into selling points. The success rate of this service activity will be measured by the results of: 1. Increasing the quality of human resources in awareness of the need to keep the environment clean from cloth waste, utilizing cloth or Fabric waste waste as souvenirs, 2. Souvenir products, 3. Logo creation, 4. Online shops and offline.

KEYWORDS

Training; mentoring; cloth waste; souvenirs.

INTRODUCTION

Garbage is one of the environmental problems that has no end to solve. This is because every day humans produce waste without knowing how to process it again, so the amount of waste every day continues to grow. According to data from the Ministry of the Environment, the amount of waste in Indonesia in 2021 will reach 69.8 million tons. Many things have been done for waste management, both from the lower level to the central level. However, in fact the waste problem is still a life problem that is difficult to solve. The behavior of people who are still less concerned with waste is a determining factor that makes the waste problem not over. Various types of waste are produced by humans which make the surrounding environment polluted. Household waste, is the waste that is generated every day by each house with various types ranging from food waste, plastic waste, vegetables waste and so on which are disposed of every day. Industrial waste, both small-scale and large-scale, contributes to waste and waste to the environment. The amount of waste that continues to grow makes solving the waste problem an unfinished homework.

The fashion industry is also a contributor to waste on this earth. The tendency of people to enjoy fast fashion makes this industry very fast to produce new goods and of course with new waste. The waste generated by this industry is not only during the production process,

but also when the clothes they produce are no longer in demand by the market because the seasons have changed. Small-scale fashion industry waste that is close to daily life is the remaining fabric found in tailors. Generally, tailors throw away the remaining fabric without caring where the rest of the fabric will go. Few tailors think creatively to recycle the remnants of the fabric into items that have economic value.

Medan Estate Village is one of the villages in Percut Sei Tuan District, Deli Serdang City, where the majority of the residents work as tailors. They receive sewing services for individuals and large parties who work together with large outlets to produce clothes. The large number of tailors in this area, of course, is directly proportional to the amount of fabric waste produced. According to one resident, the amount of cloth waste that is produced is up to one sack every week. Only a few residents use cloth waste as doormats. While other tailors are still in the activity of disposing of the waste. This fact is of course the basis that there is a need for socialization or training to utilize leftover fabrics. So hopefully, residents can use leftover fabrics into items of economic value to be resold.

RESEARCH METHODS

This community service activity was carried out in Medan Estate Village, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra Province. This village is not too far from Medan State University with very good road access. The distance from Medan Estate Village, Percut Sei Tuan District, Deli Serdang Regency from the Deli Serdang Regency Center is also very close. The activities of the surrounding community are private employees and freelancers. This activity was attended by approximately 25 people who are housewives, the elderly, and members of the PKK whose age range is 21-63 years. Some partners are already proficient in using sewing machines and sewing. However, partners do not yet have the ability to process Fabric waste or waste as a promising business opportunity. This community service activity uses the mentoring method, namely assistance to partners with the mechanism for implementing this community service activity, including:

1. Field Observation
2. Discussion of the service team
3. Discussion of implementation time, activity material, resource persons for the main theme material are the implementing team consisting of the chairman and team members, each of whom becomes a presenter according to their expertise and duties in this service activity. Mentoring materials consist of:
 - a. Socialization of activities starting from the title, objectives, benefits and timeline of activities.
 - b. Socialization of the use of cloth waste becomes a business opportunity such as souvenirs.
 - c. Training on making souvenir products starts from how to make bags, wallets, tissue boxes, flowers, and so on.
 - d. Technical training on starting a business, marketing, and product packaging, starting from logo design and packaging products to make them worthy of sale.
 - e. Entrepreneurship training.

RESULTS AND DISCUSSION

In accordance with the contract for the implementation of the Community Partnership Program regarding the implementation of community service, the results achieved in the Medan Estate Village Community Empowerment activity in Utilizing Fabric waste or Fabric Waste as Souvenirs are as follows:

Socialization of Community Empowerment Activities (Utilization Fabric waste)

The socialization of the activities was carried out in the Medan Estate Village Office Hall, Percut Sei Tuan District, Deli Serdang Regency. This is done to introduce about the activities to be carried out. This is also done to build closeness and trust between partners in the activities to be carried out and of course this socialization will provide an initial picture of this PKM activity. There some activities had ben already implemented;

Tool Delivery

Delivery of cooking utensils in the form of 1 sewing machine unit to assist community empowerment activities in Medan Estate Village in utilizing Fabric waste or cloth waste as souvenirs in Percut Sei Tuan District, Deli Serdang Regency.



Figure 1. Submission of 1 Unit of Sewing Machine to PKK Chair

Training and Practice Making Souvenirs from fabric waste



Figure 2. Practice Making Souvenirs

Training on making souvenirs from Fabric waste led by a lecturer from the Faculty of Engineering, Unimed, majoring in fashion. The training starts from the types of souvenirs that will be made according to the availability of existing Fabric waste. Various kinds of souvenirs that can be made are bags, wallets, hijab brooches, hair ties, and flowers. And then explain the steps in making various types of souvenirs. Finally, the souvenir making training ended with independent practice activities carried out by each group. The steps for making souvenirs are as follows;

1. Steps to Make a Tote Bag

- a. First prepare the materials and tools to make a tote bag, the materials and tools used are:
 - Main fabric
 - Upholstery
 - Thread
 - Fabric scissors
 - Paper
 - Meter
 - pencil
 - Sewing machine
 - Iron
 - Straight pin
- b. Determine the size of the bag to be made and then make a bag pattern and bag strap on the paper that has been provided. As a size reference, you can try with a size of 35 cm x 40 cm and a bag strap size of 50 cm x 6 cm for shopping bags.
- c. Cut the main fabric and the lining and bag straps to the size according to the pattern that has been made. Extra fabric with a size of 1-2 cm for the seam
- d. Combine and sew the side of the bag strap first, then turn it over to see the good part of the fabric.
- e. Iron after sewing each part of the seam.
- f. The finished bag strap is then sewn onto the main fabric of the top of the bag with the end of the bag strap facing up.
- g. Sew the top of the bag by combining the main piece of fabric with the lining. The main fabric of the good part is opposite the good part of the lining. Leave the top center of the bag unstitched.
- h. Sew the sides of the bag with the position of the main fabric with the main fabric and the lining with the lining.
- i. Then turn the bag through the remaining stitches on the top of the bag.
- j. Tidy up every corner at the bottom of the bag
- k. Finally, sew the top edge of the bag neatly.

2. Steps to Make Pouch

- a. Prepare the materials and tools to make the pouch, the materials and tools used are:
 - Main fabric
 - Upholstery
 - Thread
 - Zipper
 - Fabric scissors
 - Meter
 - Sewing Chalk
 - Ruler
 - Sewing machine
 - Iron
 - Straight pin
- b. Determine the size of the pouch that will be made as needed, then make a pattern first to make it easier to make pouches. As a size reference, you can try with a size of 20 cm x 30 cm.

- c. Cut the main fabric and upholstery using the pattern that has been made. Extra fabric with a size of 1-2 cm for the seam
- d. Sew the zipper on the main fabric of the good part using a pin. Join the layered fabric with the already sewn zipper on the main fabric.
- e. Continue sewing to the right and left sides of the pouch. Use a pin so that the fabric to be sewn is neater.
- f. Then, make the bottom detail on the pouch by joining the end of the pouch with a needle and then sewing.
- g. After all the inside of the pouch is sewn, turn the motif cloth to the outside and trim it.
- h. Pouch is complete.

3. Steps to Make a Mini Tissue Holder

- a. Prepare materials and tools to make a mini tissue holder, the materials and tools used are:
 - Cloth
 - foam
 - Thread
 - Fabric scissors
 - Meter
 - Sewing Chalk
 - Ruler
 - Sewing machine
 - Straight pin
- b. Make a pattern first to make it easier to make a tissue holder with a size of 14 cm x 14 cm and a cloth for buses using a 2 cm x 60 cm oblique cloth.
- c. Cut the fabric and foam using the pattern that has been made. for cloth scissors into 2 pieces of cloth. Increase the size of 1-2 cm for the seam.
- d. Combine the fabric and foam by sewing each side of the fabric.
- e. After the foam has fused to the fabric, cover the fabric lint by sewing using a cloth for the bus.
- f. Combine the top left and right of the bus, sewing using a hand needle.
- g. Then combine the left and right sides of the bus, sewing using a hand needle.
- h. Mini tissue holder is complete.



Figure 3. Mendes Products

Training on Logo Design and Souvenir Packaging

This souvenir packaging design training provides important information about the role of packaging in a product. Packaging is the packaging or boxing of products to be safe from damage during transportation and storage. It makes the product safe and marketable and helps in identifying, describing and promoting the product. Supported by an attractive packaging design (Business Dictionary).

In addition, the function of packaging design is a more effective identity, by itself preventing exchange by competing products, because packaging is the only way companies differentiate products (Mukhtar, 2015).

Therefore, from this souvenir packaging design training activity, participants have discussed and decided to make their own souvenir shop brand design, as shown below.



Figure 4. Design of Partner's Online Store Brand



Figure 5. Product packaging

Training on making an online store in Digital Marketing and in one of E-Commerce

The rapid development that seems to never stop in the field of Information Technology (IT) which also directly supports the development of the internet, makes it easy for users (users) in this case business people to run and develop business and business activities.

Meanwhile, according to Rahmati (2009), e-commerce is an abbreviation of Electronic Commerce which means a marketing system in or with electronic media. E-commerce includes the distribution, sale, purchase, marketing and service of a product that is carried out in an electronic system such as the internet or other forms of computer networks.

The importance of online stores to expand the network and reach of consumers to help economic development and growth. Online stores also do not require a lot of funds to open store buildings and other supporting tools as physical stores are often seen in various places in the market. Therefore, training on making an online store for marketing and selling souvenirs has been carried out on Thursday, August 4, 2022. The training is not only taught

how to open an online store in one of E-commerce or in Digital Marketing. However, this training also provided material on how to start a good business. Tips and tricks are also given to partners in order to increase the knowledge and confidence of partners to start a business.

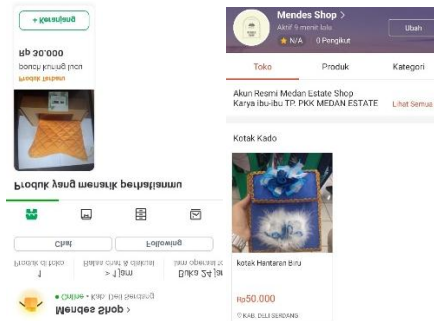


Figure 6. Partner Online Stores in E-Commerce (Shopee and Tokopedia Applications)

The creation of the online store above is carried out by the partners themselves after the training. The product contents in the two applications above are designed by the partners themselves.

The results of the evaluation of community empowerment activities in utilizing the fabric waste

Table 1. The Result Awareness, Education, and Skill of Community Empowerment Activities before and After in Utilizing the Fabric Waste

No	Indicators	Before (%)	After (%)
1	Education		
	• Utilizing the Fabric Waste	35,51	95,51
	• Marketing Online	9,00	96,00
	• Design Logo and Packaging	00,00	89,00
	• Design Product	12,00	98,00
2	Skill		
	• Sewing	45,00	75,00
	• Making Online Shop in some E-Commerce (shopee, Tokopedia, Buka Lapak)	15,00	63,38
	• Design Logo and Packaging	34,28	71,34
	• Design Product	56,00	98,35
2	Awareness		
	• Utilizing the Fabric Waste	37,53	85,33
	• Environment Awareness	25,35	100,00
	• Economy of Utilizing the Fabric Waste	25,00	95,00
	• Marketing Online	10,00	75,53

Source: Data Primer, 2022

According to table 1. This empowerment to Medan Estate Village gave the three indicators that gave good impact and improvement to the Community Empowerment Activities and Empowerment and Family Welfare or we called as Ibu PKK Medan Estate. The fist Indicator is Education has significant improvement from before and after

enforcement. They are such as education about Utilizing the Fabric Waste from 35, 51% to be 95,51% respondents can answer right, marketing online is from 9,00% to 96,00% , Design Logo and packaging are from zero until they could be understand well until 89,00% and design product is 12,00% until 98,00%. In Design product some respondent knew how to make products how make them before they followed the utilization fabric waste through empowerment activities. It also happened the other two indicators namely skill and awareness, their each others have the significant improvement.

The series of activities have been carried out well and from the beginning the participation of community groups and PKK (Women of Empowerment and Family Welfare) who are very active and enthusiastic in carrying out all series of activities starting from the opening of socialization activities, training on patchwork sewing, training on logo design and packaging via Android, and marketing products through e-commerce. This can be seen from the awareness of the people who are literate towards the use of waste. The community groups that have been assisted by them have been able to create several souvenir products from cloth waste, which can be seen in Figure 3 which is the result of souvenir products produced during the activity and after the activity. They can also produce their own logo and packaging and the results are very good. This can also be proven in Figure 4 which is the logo design that they agreed on as the shop logo and the name of the souvenir product and also in Figure 5 as the result of the design for the souvenir product that they will market or sell later. After marketing training and how to start marketing products in the online market or E-commerce, they were able to create their online shop on various online shop platforms and also until now they are able to market their souvenir products in their own online shop as shown in Figure 6.

CONCLUSION

Based on the results of community empowerment activities in the Medan Estate Village in utilizing Fabric waste or cloth waste as souvenirs in Percut Sei Tuan District, Deli Serdang Regency which have been carried out, it can be concluded as follows:

- a. Participants already know about what activities have been carried out starting from the activity title, activity objectives, and activity components, both activities that have been carried out and subsequent activities and are ready to carry out activities until they are sustainable.
- b. Participants already know about how to make souvenirs.
- c. Participants already have the skills to make/produce souvenirs by independently utilizing waste cloth or Fabric waste.
- d. Participants have learned the basic knowledge about starting a business, marketing techniques, and managing their own business.
- e. Participants already know how to open a shop in one of the online stores or in e-commerce.
- f. The partner group has received assistance in the form of 1 unit sewing machine and a set of sewing support tools (thread, needles, knick-knacks, and Fabric waste).

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