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INCREASE COMMUNITY MOTIVATION FOR MUTUAL COOPERATION AWARENESS IN BUILDING THE VILLAGE BARUSJAHE TO BE BETTER

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ABSTRACT

This community service aims to increase the motivation of residents to work together in building a better Barusjahe village. The location for this dedication is in Barusjahe village, Barusjahe sub-district, Karo district. To achieve the desired goal in implementing this community service, several methods or methods have been carried out, namely including the core program and additional programs such as making an appeal to the residents of Barusjahe Village regarding the importance of working together to improve the facilities and infrastructure of the surrounding environment. This is very important to do so that Barusjahe Village residents have awareness in maintaining the cleanliness of the environment.

Keywords: Motivation, Cooperation

ABSTRAK

Pengabdian kepada masyarakat ini bertujuan untuk meningkatkan motivasi warga bergotong royong dalam membangun desa Barusjahe yang lebih baik. Lokasi yang menjadi tempat pengabdian ini yaitu di desa Barusjahe kecamatan Barusjahe kabupaten Karo. Untuk mencapai tujuan yang diinginkan dalam pelaksanaan pengabdian ini beberapa metode atau cara telah dilakukan yaitu mencakup program inti dan program tambahan seperti melakukan himbauan kepada warga Desa Barusjahe sehubungan dengan pentingnya bergotong royong dalam rangka memperbaiki sarana dan prasarana lingkungan sekitar. Hal ini sangat penting dilakukan agar warga Desa Barusjahe memiliki kesadaran dalam menjaga kebersihan lingkungan khususnya. Hasil nyata dari pelaksanaan kegiatan pengabdian ini lebih peduli terhadap lingkungan dan dapat beradaptasi lebih lanjut terhadap kebiasaan rutin menjaga lingkungan guna membantu pengembangan desa yang lebih baik.

Kata Kunci : Motivasi, Gotong Royong

1. INTRODUCTION

Community Service Activities (PKM) are a part of the Tri Dharma of Higher Education besides teaching and

research which are the duties and responsibilities of lecturers and students in tertiary institutions. Through the interaction process by providing learning



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experiences for students to interact and communicate directly with the community aimed at identifying various problems faced by the local community and playing a role in helping to deal with the problems faced with the hope of being able to apply the knowledge gained through the education process on campus. As an effort to maximize involvement in educating the life of the nation, UHN has established PkM as one of the courses in the curriculum that applies to various faculties managed by UHN. This course is expected to be a means of realizing the involvement of universities, lecturers and students to serve the interests of the wider community. Through these activities, UHN's involvement in changing the paradigm of community thinking to become more advanced, innovative and creative, especially rural communities will be optimized. Optimization in question is to make things better to achieve in the implementation of the management of educational facilities and infrastructure in accordance with the expectations and goals that have been planned especially rural communities will be optimized. Optimization in question is to make things better to achieve in the implementation of the management of educational facilities

and infrastructure in accordance with the expectations and goals that have been planned especially rural communities will be optimized. Optimization in question is to make things better to achieve in the implementation of the management of educational facilities and infrastructure in accordance with the expectations and goals that have been planned (Huda, 2018). The activities of the students in this service are aimed at increasing motivation to increase the motivation of residents for mutual cooperation awareness in building a better Barusjahe village.

Motivation is an important element in a person who plays a role in the success of one's business and work. The basis for implementing motivation comes from leaders who manifest themselves as attention to the behavior of the people they lead. One of the motivations that plays a role in the success of work is cooperation. The word gotong royong comes from the Javanese language, namely Gotong and Royong which means to carry or lift. Royong means together (Fahriani, S., S 2018). So simple gotong royong means lifting something together (Fahriani, S., S 2018). Mutual cooperation in social life in Barusjahe village must be encouraged and



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improved. This needs to be encouraged because the culture of gotong royong is fading. one of the causes is the use of money or funds as an adequate benchmark for participation in community activities (Karinawati, T., R 2017). And there is an attitude of ignorance and indifference, especially now in the era of globalization that sometimes makes people think practically. The aim of this mutual cooperation is to build and strengthen brotherly relations so that good cooperation is established. Examples of gotong royong are doing voluntary work, cooperation helping neighbors who are having a party, cooperation during planting and harvesting periods, cooperation helping posyandu, mutual cooperation educating children or students in the village. especially now in the era of globalization which makes people sometimes think practically. The aim of this mutual cooperation is to build and strengthen brotherly relations so that good cooperation is established. Examples of gotong royong are doing voluntary work, cooperation helping neighbors who are having a party, cooperation during planting and harvesting periods, cooperation helping posyandu, cooperation educating children or students in the

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2. METHOD

The method used in this service is the field method. The field method is direct research into the field to obtain information. This research was conducted by interviews and observations, the type of research conducted was descriptive qualitative research. Where students visit each individual or group of Barusjahe village communities, then the community provides answers to questions posed by students whether there has been an increase in community motivation to work together in building a better Barusjahe village.

The stages of this activity are divided into 3, namely:



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1. Preparation, at this stage the community service activities begin with technical preparations that support the implementation and smooth operation of activities related to mutual cooperation so that the goals are successful, namely coordination with the Barusjahe village community, arranging permits, studying potential, and preparing materials.
2. Implementation or you can call it Capacity building at the individual level leads to the development of (1) knowledge, (2) skills, (3) behavior, (4) job classification, and (5) motivation. Based on this, the capacity building activities carried out include: (a) awareness of the target group regarding the role of the activity, (b) identification and analysis of potential, problems and opportunities, (c) implementation of capacity building activities through 4C's skills in an effort to increase community motivation Barusjahe, and (d) strengthening.
3. Evaluation, carried out to review or assess the implementation of activities with the aim of improving or perfecting activities.

At the evaluation stage it is carried out while it is still ongoing (formative) and when this activity has ended (summative).

The success indicators of capacity building as stated are:

- a) Raised awareness of the target group to take advantage of their potential and skills,
- b) Awareness of the target group is awakened to internalize the abilities gained from activities,
- c) There is an increase in the independence and personality aspects of the target group.

3. RESULTS AND DISCUSSION

The implementation of this community service activity begins with conducting an initial survey by looking at field conditions. The initial survey was carried out in Barusjahe Village, Barusjahe District, Karo District. After the survey was carried out, it was followed by a process of discussion and coordination with representatives of student groups, then the service team selected the appropriate people to be involved and prepared the necessary materials. The implementation of Community Service



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activities will be carried out from 6-25 February 2023. It begins with sending students to the PkM campus on the campus. Welcomed by the people of Barusjahe village and village officials and

attended by the village head, Mr. Jiwa Barus. The activities carried out by the community service team are cleaning together in the Barusjahe village environment.

Figure 1. Delivery of students to the PkM location



Before the Community Service activities were held in Barusajahe Village, Barusjahe District, Karo District, the entire community service team had conducted a pre-survey and found several people who were less concerned about mutual cooperation activities. It is not uncommon for residents to be indifferent when they are asked to carry out mutual cooperation activities. This is due to the lack of understanding and motivation of the community on the importance of mutual cooperation activities to help village development.

Gotong royong as social solidarity contains two meanings, namely gotong royong in the form of mutual help and mutual cooperation in the form of community service. Both of them lighten the burden but differ in terms of interests. Helping is done for the benefit of individuals in times of trouble or needing assistance in completing their work so that the parties concerned benefit from this assistance, while community service is carried out for the common good so that the benefits are felt equally well. For the residents concerned and other people even

though they do not participate in community service.

Of course it is not an easy thing to move so many Barusjahe village residents to carry out a positive activity together, it requires processes and stages that must be

prepared by Barusjahe village officials to schedule any things that can be used as a basis for residents to changing the views of the local community so that they understand more about the importance of mutual cooperation.

Figure 2. Working together to help clean the environment, posyandu, administration, tutoring assistant and cleanliness of Barusjahe village



After the implementation of Community Service activities in the form

of counseling above the community so they know more about the importance of



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mutual cooperation to help develop a better village and care for the environment, the community can further adapt to routine habits of protecting the environment.

4. CONCLUSION

From the results of our observations, many residents or the surrounding community do not care about mutual cooperation activities. It is not uncommon for residents to be indifferent if they are invited to carry out mutual cooperation activities to become a community that cares more about the environment and the community can further adapt to the routine habit of protecting the environment. This is due to a lack of community understanding and motivation for the importance of mutual cooperation activities to help village development.

Suggestion

After the implementation of this community service, village officials must increase awareness and carry out independent supervision in carrying out mutual cooperation for village development so that it is more advanced and can increase awareness and the role of

the people of Barusjahe Village in working together. Community participation will greatly assist the running of an activity. Therefore, as a society, let's be more active in the activities that will be carried out in the future.

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