



## Youth Economic Development Through the Production of Screen Printing at Karang Taruna, Medan Johor Sub-district

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**Abstract.** Karang Taruna, Medan Johor sub-district is one of the youth groups that are active in organizing social activities to build the community. This they do so that youth as a support for the future can understand its role and function as part of a community group so as to avoid deviant behavior such as narcotics abuse. Narcotics abuse is a common problem in community groups, so when there is a youth group that has the goal of embracing youth for social activities is something that should be supported. One of the things that Karang Taruna, Medan Johor district has not done is the economic empowerment of youth in the form of sustainable efforts. This devotion seeks to facilitate youth by providing training such as clothing screen-printing production training, business management and product marketing so that they can have economic activities, both individually and in groups. The results of the training showed a significant increase in skills and an increasing interest in youth to open up screen printing entrepreneurial opportunities as an effort to form economic independence for Karang Taruna, Medan Johor Sub-district. This community service is an effort and the real role of the university of North Sumatra to provide benefits for the community.

**Keyword:** Empowerment, Youth, Screen printing

**Abstrak.** Karang Taruna, Kecamatan Medan Johor merupakan salah satu kelompok pemuda yang aktif menyelenggarakan kegiatan sosial untuk membangun masyarakat. Hal ini mereka lakukan agar pemuda sebagai penopang masa depan dapat memahami peran dan fungsinya sebagai bagian dari kelompok masyarakat sehingga terhindar dari perilaku menyimpang seperti penyalahgunaan narkoba. Penyalahgunaan narkoba merupakan masalah umum dalam kelompok masyarakat, sehingga ketika ada kelompok pemuda yang memiliki tujuan merangkul pemuda untuk kegiatan sosial adalah hal yang harus didukung. Salah satu hal yang belum dilakukan Karang Taruna, Medan Kabupaten Johor adalah pemberdayaan ekonomi pemuda dalam bentuk upaya berkelanjutan. Pengabdian ini berupaya memfasilitasi kaum muda dengan memberikan pelatihan seperti pelatihan produksi sablon pakaian, manajemen bisnis dan pemasaran produk sehingga mereka dapat memiliki kegiatan ekonomi, baik secara individu maupun kelompok. Hasil pelatihan menunjukkan peningkatan keterampilan yang signifikan dan meningkatnya minat generasi muda untuk membuka peluang wirausaha sablon sebagai upaya membentuk kemandirian ekonomi bagi Karang

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*Taruna, Kecamatan Medan Johor. Pengabdian masyarakat ini merupakan ikhtiar dan peran nyata universitas Sumatera Utara untuk memberikan manfaat bagi masyarakat.*

**Kata Kunci:** *Pemberdayaan, Pemuda, Sablon*

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## 1 Introduction

The history of the Indonesian nation proves that the role of young people is very significant in advancing the Indonesian nation, as recorded in several historical relays of national renewal, including the series of youth movements in 1908, 1928, 1945, 1966, and 1996. It proves that the nation's future is in the hands of the next generation of young people. This is because youth is the hope of the nation, where in the future they will lead this nation [1].

The younger generation determines the future of the Indonesian nation; therefore, every young Indonesian generation, whether still a student, student, or who has completed their education, is an essential factor that is very reliable by the Indonesian nation in realizing the nation's ideals and also defending the nation's sovereignty. [2].

Youth at this time must be able to play an active role, especially to carry out productive activities. Youth have an essential role in contributing to development. [3] assumes development as an effort to achieve prosperity. The contribution of youth in bringing positive change to the nation is a success in printing the next generation of quality [4].

Youth becomes one of the elements of society in Medan Johor Sub-District that can advance the economy, culture, society, and others. However, on the way, the youth of Medan Johor Sub-district still many who do not have regular activities to trigger to behave defiantly like narcotics misuses.

Medan Johor sub-district is one of the areas in the city of Medan that is prone to narcotics misuses. The dangers of drug and drug abuse among adolescents, especially in Medan Johor sub-district are social symptoms in the community. The government has provided hospitals or institutions that provide treatment and rehabilitation to people with drug and drug dependency as a treatment effort, but it is considered not enough because it needs special prevention and anticipation efforts through the empowerment of existing youth groups for more productive activities [5-6].

One of the youth groups in Medan Johor Sub-district is Karang Taruna, Medan Johor Sub-district which still has concern, awareness and social responsibility to advance the community. So far Karang Taruna Medan Johor sub-district has only focused on social activities such as cleaning the environment, providing groceries assistance, and socialization related to the community such as healthy living movements and the dangers of the covid-19 pandemic [7-8].

Youth who are members of Karang Taruna Medan Johor Sub-district have the potential to advance if developed better. Developing the potential and role of youth of course requires effort to develop the talent and spirit they have. In order for youth to develop their potential and role, empowerment needs to be done as an effort to produce productive youth to avoid the dangers of narcotics. One aspect that must be developed by youth is knowledge and skills in an effort to maximize their potential. The goal of maximizing potential is for youth to understand the power it has to become capital in developing the economy of individuals and groups [9].

Based on this, it is appropriate to do devotion to the youth group Karang Taruna, Medan Johor sub-district as an effort to anticipate narcotics misuses through the production of screen-printing clothes for the prevention of narcotics abuse and as an effort to grow the entrepreneurial spirit of the youth through the production of clothing screen printing. This devotion is carried out to provide skills for youth to be able to move sustainably. Later, the youth will get training in producing clothes screen printing, business entities' institutional management, and marketing. The training will be able to be the initial capital for youth to work and be creative in building Medan Johor sub-district [10].

## **2 Methods**

The training activity was executed in two-phase. The first stage for screen-printing training was held at Minum Kopi located at Jl. Eka Rasmi, Medan Johor. For the second stage, production and marketing training is in the backyard of Medan Johor Sub-District Office. The implementation time in this training is July-October 2021. Based on the problems that have been explained earlier, the stages in the implementation of the planned solution in this program are adjusted to the problem areas that have been described earlier, namely [11]:

- a). The Meeting of the Service Team Coordination with the Partner Group.

This activity is expected to produce an agreement on a joint work plan accompanied by full details of activities and needs on each activity. Furthermore, periodically, this activity can be a means of evaluation and monitoring related to developments and problems during this service.

- b). Business Management Education.

In an effort to improve the ability of partner business management, Business Management Education is carried out by focus group discussion (FGD) method to be able to achieve competence in mapping problems, resources, and business opportunities that partners can run. The implementation of FGD begins with the delivery of material by the source to become the reference material of FGD participants, which is continued with interactive

discussions. The discussion is focused in terms of running a business, especially concerning clothing screen printing.

c). Shirt Screen printing training.

Training is carried out by the practice of cloning clothes directly carried out by experts. Training begins with preparing all materials and equipment, followed by an explanation of the function of each piece of equipment used. Furthermore, experts practice step by step in the process of screen-printing clothes. The achievement plan of this activity is the ability of partners in screen printing clothes with good quality.

d). Marketing Strategy Training.

Marketing education is carried out by a class method that begins with delivering material by the source, followed by interactive and participatory discussions by all participants. In this final stage of education, RTL (Follow-up Plan) is produced, focusing on product marketing practices carried out by partner groups.

e). Monitoring Business Unit.

The Team will carry out this activity at least once a month to monitor the suitability of the schedule with achievements, constraints, and learning obtained from the program.

### **3 Result and Discussion**

Results and discussions contain the process before training and result in the field during training. In the early stages, coordination of training activities is carried out, and the implementation of the service was held by conducting a meeting between the implementation of the service with Karang Taruna, Medan Johor Sub-District on June 4, 2021, by discussing the preparation of training and providing assistance, as well as conducting an assessment of the needs of partners. As for the results of the assessment of partner needs that have an impact on the provision of rocks, namely the provision of Screen, Rakel, Ink, Karkil Paper, Afdruk, Plain T-shirt, Afdruk Table agreed to be given to group members.

Coordination discussing the time, place, and principle of implementing training and assistance was on July 6, 2021. Agreement in coordination: the time of training and assistance was carried out on August 28, 2021 which was held at the Medan Johor Camat Office, Jalan Karya Cipta No.16, Pangkalan Masyhur. The implementation principle is that training is carried out in open spaces and implementing health protocols. As well as the installation of devotion plang on July 6, 2021 at Medan Johor Camat Office, Jalan Karya Cipta No.16, Pangkalan Masyhur.

The next stage is training. Before the training began, there was exposure and socialization of the Principles of Sanitation of the Working Environment. The event was held on August 16, 2021, attended by 20 participants, including Karang Taruna members and the community who lived in the service location. This activity was carried out in a cooperative screen-printing room and Medan Johor Camat Office using tents, chairs, and loudspeakers. As the beginning of the training activity, this activity begins with an opening ceremonial: the moderator's opening; greetings from the chief executive; greetings from members of the implementing team; A speech from the group leader. Then the activity is directly carried out with the delivery of material by the speaker. After the speaker delivers the material, the activity continues with a question answer session until the activity is completed. During the implementation of the activity, follow health protocols.



**Figure 1.** Implementation of Screen-printing Training

Sablon Clothing Making Training was on August 16, 2021, attended by 20 participants consisting of Karang Taruna Medan Johor Sub-district. This activity is held in room Screen printing Cooperatives and Medan Johor's sub-district office. Training facilitators (experts) start by practicing the making of clothes witnessed by trainees and presenting some difficulties and techniques to overcome difficulties in making clothes. Once the facilitator makes the finished shirt, the Q&A session begins until the training is complete.

After the shirt screen-printing training process is completed, the next stage is Production and Marketing Training. Production and Marketing activities were held on August 28, 2021, after the Clothing Screen printing training. This activity was carried out in the backyard of Medan Johor's Sub-district Office and cooperatives room. This activity was carried out by the FGD (Focus Group Discussion) method, which began with the excavation of marketing and institutional problems of Karang Taruna, who became FGD participants. After the depiction of the problem, then encourage the participants to formulate their solution to the problem.



**Figure 2.** Implementation of Business Management Training

After various activities are completed, the following activities are the Provision of Screen-printing Tools and Screen-printing shirts. The event was held on September 1, 2021. The activities of giving screen printing tools and screen-printing shirts are carried out ceremonially to representatives of partner groups by the chairman of the service. The purpose of giving is to increase the understanding power and skills of devotion partners.

Based on the implementation carried out in this devotional practice, it is known that the picture obtained related to the achievements and constraints of devotion partners in running a business is still requiring the readiness of business management strategies. Therefore, the agreed plan is before ventured to run a business, and it is necessary for the readiness of partners to do measurable business planning. This was agreed as a form of sustainability of youth empowerment program even the program had been completed in implementation time scheme. The sustainability of the desired program has illustrated that empowerment efforts in Karang Taruna's members can be categorized as successful. The success of the spirit of empowerment in this program is based on the program's sustainability carried out by partners without any more support from the implementation of devotion. As [12-13] explained, the community's power after the program is completed can be seen from the sustainability of the program run by the beneficiaries of the program itself. Therefore, as a form of intervention, this program still needs to be continued by beneficiaries to continue the empowerment process.

#### **4 Conclusion**

This Training to The Community has completed most of the activities with good acceptance from Karang Taruna, Medan Johor sub-district. The training shows a significant increase in skills and increased spirit and interest of youth to open screen-printing businesses to carry out productive activities and form economic independence for the youth of Medan Johor sub-district cadets. This Community Service activity is the first step to encourage youth empowerment. Although it still requires the readiness of business management strategies, partners have committed to keep

running the business to empower youth. Because of the sustainability of the program carried out by partners without any more support from the implementation of devotion, it can be concluded that empowerment in partners can be categorized as successful.

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