





Empowering the Community in Building a Culture of Character, Awareness Love History and Innovation Entrepreneurship in students of Madrasah Aliyah State School 1 Deli Serdang

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ABSTRACT

Empowering the community in building a culture of character, awareness love history and innovation entrepreneurship in students of Madrasah Aliyah State School 1 Deli Serdang is to develop the potential of students in terms of culture of character, historical knowledge and entrepreneurial skills. Some of the specific goals that can be achieved include increasing students' awareness of the importance of building a culture of good character, such as integrity, discipline, responsibility and honesty. Enhance students' knowledge of history, both national and local history, as well as increasing their love for the cultural heritage and history of the nation. The methods used in achieving the goals are character education through extracurricular pursuits, academic instruction, and self-improvement initialisms. Entrepreneurship training, organizing training and entrepreneurial workshops involving business practitioners and successful entrepreneurs as guest speakers. In addition, students may be given the opportunity to develop their own business ideas through entrepreneurship competitions or incubation program. The use of technology, using information and communication technology in the learning process to enhance students' interest in studying history and developing entrepreneurial skills. The dedication of this community service can raise public awareness of love of history and develop the skills of entrepreneurs at Madrasah Aliyah State School 1 Deli Serdang.

Keyword: empowerment of society, love of history, entrepreneurship, man 1 deli serdang

ABSTRAK

Memberdayakan masyarakat dalam membangun budaya karakter, kesadaran cinta sejarah, dan inovasi kewirausahaan pada siswa Madrasah Aliyah Negeri 1 Deli Serdang, bertujuan untuk mengembangkan potensi siswa dalam hal budaya karakter, pengetahuan sejarah, dan keterampilan kewirausahaan. Beberapa tujuan spesifik yang dapat dicapai antara lain meningkatkan kesadaran siswa akan pentingnya membangun budaya karakter yang baik, seperti integritas, disiplin, tanggung jawab, dan kejujuran. Meningkatkan pengetahuan siswa tentang sejarah, baik sejarah nasional maupun lokal, serta meningkatkan kecintaan mereka terhadap warisan budaya dan sejarah bangsa. Metode yang digunakan dalam mencapai tujuan ini adalah pendidikan karakter melalui kegiatan ekstrakurikuler, pengajaran akademik, dan program pengembangan diri. Pelatihan kewirausahaan dilakukan dengan menyelenggarakan pelatihan dan lokakarya kewirausahaan yang melibatkan praktisi bisnis dan pengusaha sukses sebagai pembicara tamu. Selain itu, siswa diberikan kesempatan untuk mengembangkan ide bisnis mereka sendiri melalui kompetisi kewirausahaan atau program inkubasi. Penggunaan teknologi, dengan memanfaatkan teknologi informasi dan komunikasi dalam proses pembelajaran untuk meningkatkan minat siswa dalam mempelajari sejarah dan mengembangkan keterampilan kewirausahaan. Pengabdian pada Masyarakat



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ini dapat meningkatkan kesadaran akan kecintaan terhadap sejarah dan mengembangkan keterampilan kewirausahaan di sekolah Madrasah Aliyah Negeri 1 Deli Serdang.

Keyword: pemberdayaan masyarakat, kecintaan terhadap sejarah, kewirausahaan, man 1 deli serdang

1. Introduction

Education is an important aspect in the formation of the character and development of a nation's society. In the context of Indonesia, the Act No. 5 of 2017 on the Promotion of Culture has become the legal basis that affirms the importance of enhancing cultural resilience in empowering the people. The Act emphasizes the need to protect, develop, exploit and build Indonesian culture in order to grow strong. The benefits of this Act to society are investments in building a nation's civilization through the understanding and preservation of a rich culture [1]. One branch of science that has a strategic role in shaping the character and civilization of a nation is the science of history. History studies are not only about national history, but also about local history which is part of national and local events. Through history learning, students are invited to understand and approach the real situation in their immediate surroundings. History learning also provides an opportunity for students to explore the historical figures who have played a role in shaping the current situation [2].

In addition to providing an understanding of history, historical learning also has a strong educational value. Through history learning, students can develop character, patriotism, and a reflective awareness of their past. They realize that they have a rich past and characters who have played a role in shaping the present situation. Awareness of their historical, social, and cultural identity can be a supply to show their identity in society [3]. Patriotism is the attitude that drives a person to sacrifice everything for the prosperity and prosperity of his country. With a patriotic attitude, it is hoped that the Indonesian people can make this country strong and unbeatable by other states [4]. The primary purpose of historical learning is to make individuals wise. History learning provides insight into the evolution of human culture and civilization, which ultimately creates a historical consciousness or historical conscience. This awareness is important because it shapes an understanding of our cultural roots and history [5]. However, learning history is not just about understanding history. The ideal learning is that which facilitates students to their learning goals optimally. Teachers have an important role to play in creating effective learning situations and motivating students to study history. Effective history learning will produce students who have a strong historical, social, and cultural identity [5].

Besides, it is also important to instill a sense of nationalism in the younger generation. Nationalism is an attitude of love and loyalty to the homeland and nation. It can be done through character education that promotes the values of nationalism and through discussions and debates that enable students to develop social attitudes that are consistent with Pancasila values [6]. In addition to character values, learning history can also play a role in building national war awareness. An anti-state is the willingness of a person to sacrifice everything for the prosperity and security of his country. Besides, it is also important to increase the interest and motivation of the young generation in studying history. Learning that is interesting and relevant to their lives will help increase the interest and motivation of students in understanding history. Character education and patriotism are important aspects of history learning. Good history learning can help shape the character of students and enhance the love of the homeland.

The significant influence between entrepreneurship education and entrepreneurial interest and motivation, causing the higher the effectiveness of entrepreneurship education, the higher the student's interest in entrepreneurship. By developing and providing students if they graduate in the future, they will not only rely on finding work, but they can also open up employment opportunities so that another entrepreneurial spirit can also develop in all students [7].

The development of entrepreneurship education for students needs to place more emphasis on the formation of superior entrepreneurial character. Thus, if a mindset of wanting to be an entrepreneur has been formed then the process of being able to become an entrepreneur will be easy to carry out. Therefore, the Service Team designed a Community Partnership Program (PKM) in partnership with vocational schools in Sidenreng Rappang Regency. On this occasion, the Service Team will provide understanding through entrepreneurship training with the theme "Developing the Entrepreneurial Character of Vocational School Students in Sidenreng

Rapping Regency. The output of this activity is that students at vocational level schools have an entrepreneurial character as a provision to start entering the world of business or entrepreneurship [8].

The objective of this study is to identify the principles of the development of historical learning curricula that can shape the character of students, to analyze the approaches of historic learning that are effective in enhancing student patriotism, to evaluate the use of technology and digital resources in history learning to enhance student interest and motivation, to identify the main challenges in developing historical teaching relevant to younger generations, to analyze the role of teachers in creating effective history learning situations, as well as to assess the integration of history learning with character education and national awareness.

2. Methods

The research method used in this community service consists of three main stages, specifically the stages of planning, carrying out, and providing direction (Figure 1). During the planning stage, the community service team conducted observations to the school to identify problems related to awareness of love for history and creativity as well as innovation in entrepreneurship. They also plan to set up a task force with partners to form a community that moves in related fields. Then, the team analyzes the problem, formulates the work steps, and submits a commitment proposal to the community.

2.1. Identify the problem

The team starts with identifying partners' problems by using the interview method with a questionnaire. In identifying problems at the target location, the community service team gave several direct questions to the Giat Maju farmer group in Parbuluan VI Dairi Village regarding introducing and understanding halal certification for the products they produce. From the interview results, information about various approaches can be carried out further, including partner assistance in obtaining halal certification.

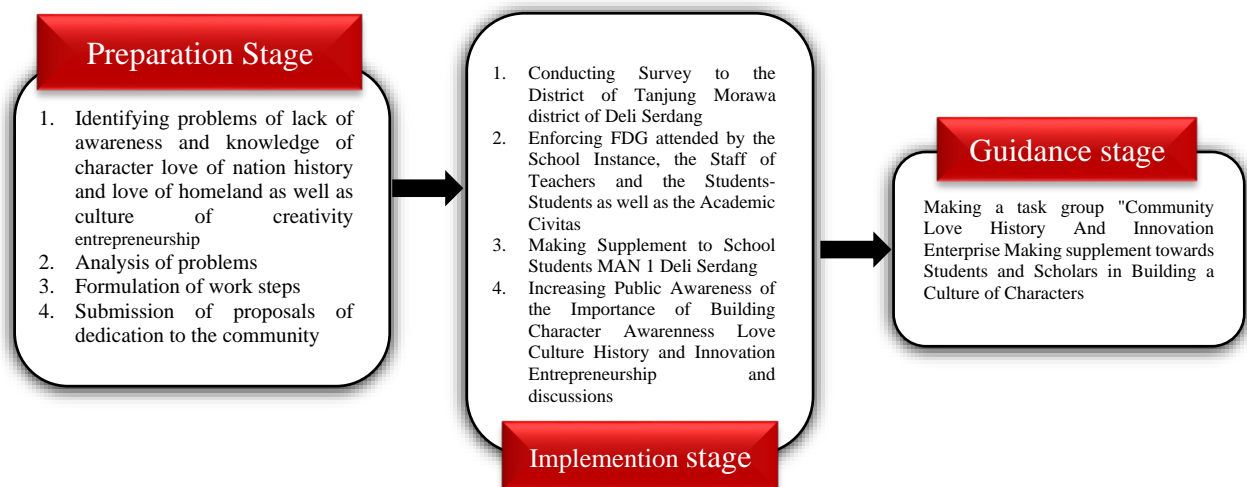


Figure 1. Stages of community service activities at MAN 1 Deli Serdang.

In the implementation and mentoring phase, the team conducted a survey to Madrasah Aliyah State School 1 Deli Serdang and organized seminars or talkshows targeted at students to participate in the program. Furthermore, they enhance knowledge, awareness, and skills in entrepreneurship that can shape a creative and innovative character. The team also provides support to the partner community, involving lecturers and several students as a support team. Problems for students at MAN 1 Deli Serdang related to love of history and entrepreneurship issue are a lack of awareness and appreciation of history can lead to a loss of cultural identity and a lack of appreciation for historical heritage, minimum information or things related to learning and knowledge, minimum knowledge of economic improvement through entrepreneurship, business marketing is still amateur, and not yet understood the innovation of entrepreneurship and not yet formed the entrepreneurial community.

The solutions provided to overcome this problems are: give the education about history's love consciousness through lectures and group discussions, give insight scientific and historical knowledge that can

generate positive behavior through education, give education about the urgency of entrepreneurship in growing interest and motivation in developing enterprises, provide both manual and digital marketing training by the community service team, give knowledge about economic improvement through entrepreneurship, and educate about the forms of entrepreneurial innovation and to form a business community in the field of computer and fashion systems.

The methods used in this dedication program include providing education, lectures, discussions, questions, and support. Through this method, the dedication team seeks to the goal of developing a history-loving awareness and entrepreneurial innovation in students

3. Results and Discussion

The community dedication activity entitled Empowerment of the Society in Building a Culture of Character Awareness Love History and Innovation of Entrepreneurship in Students of Madrasah Aliyah State School 1 Deli Serdang. First, provide training aimed at enhancing knowledge in the development of a holistic curriculum. Design a curriculum that includes integrated learning of character, history, and entrepreneurship cultures, developing a learning plan that includes knowledge, skills, and attitudes that are appropriate for empowerment purposes.

Second, guiding partners to pursue creative and innovative entrepreneurial attitude development programmes as well as idealistic attitudes to create awareness in love of history. Third, forming a joint task force of tools and managers by providing training to teachers on innovative and relevant learning approaches in building character culture, historical love consciousness, and entrepreneurship skills. Teachers need to have a deep understanding of these concepts and effective teaching methods.

Fourthly, enhance the skills of partners by inviting entrepreneurship experts and practitioners as guest speakers at seminars or workshops and also partnering with local entrepreneur to provide students with insights and guidance on entrepreneuriality. In addition, holding entrepreneurship competitions that encourage students to develop innovative ideas, the contribution and participation of partners is meaningful. They can donate or provide resources required by the school, such as history books and school equipment. The partners also provide training and professional development to teachers, organize mentoring and counselling programmes for students, as well as assist in the establishment of diverse extracurricular programmes.

Success indicators include changing students' cultural mindsets in love of history and motivation for entrepreneurship, increasing knowledge and cultural awareness, innovation in science and technology development, and support for education and student development.

This community's dedication has received a positive response and needs to be enhanced in the future. Students are still facing a variety of problems related to knowledge and awareness of love of history as well as entrepreneurship. Therefore, the motivation to raise awareness of the love of history and interests as well as innovation of entrepreneurship must be continuously enhanced. The method of implementation of community service is carried out in three stages, namely preparation, implementation, and guidance. The result has achieved good success with a high interest of the participants. Indicators of success include scientific dissemination through journal publications, online media, and YouTube links, as well as active participation of participants in training, quality of resources, and good coordination with partner schools. As a suggestion, it is important to continue the community service cooperation with other schools in the district of Deli Serdang, given that there are still many students who do not know the history of the nation. The spirit of developing entrepreneurship in the field of computers and tattoos must also continue to be implanted in the future.

One of the many expressions of a patriotic attitude that the country's future generations, especially students, need to cultivate is love for the homeland and nation. because the younger generation's sense of patriotism is currently beginning to wane. One way to try to live up to the ideals of patriotism is to inculcate a love for the country and motherland. A person who is a patriot is one who has a love for their country and is prepared to give up all for the success and glory of their native country. It is believed that Indonesians' sense of patriotism will make their nation strong and difficult for other nations to conquer [4].

Learning from history is primarily meant to make one wise. Learning from past events and extracting insight from them can be facilitated by studying history. Learning about the past teaches us about humanity as a whole. The understanding of the nature of the evolution of human culture and civilization that arises from studying

history is referred to as historical consciousness. Developing historical consciousness is hence one of the objectives of learning history. As a result, it is important to support the historical awareness-building activities that are part of the school history curriculum.

Indonesians, particularly those living near borders, are always taught a sense of nationalism in their daily lives so that all communities recognize that a nation has both political and geographical boundaries and that citizens' actions and knowledge support the preservation of both the Republic of Indonesia and its border regions. Initiatives aimed at fostering a sense of nationalism in students who would eventually take over as the country's future leaders [6].

To achieve the objectives of the Indonesian state, citizens must be conscious of their responsibility to defend their nation. Raising national security consciousness is essential as a starting point for accepting the 1945 Constitution and Pancasila as tools for ensuring the country's continued existence. Educating students about national defense from elementary school through high school is essential. Being conscious of the need to defend the nation can lead to citizens taking part in its educational initiatives, resulting in a strong and resilient nation. The spectrum of national defense includes awareness of national defense. There are two categories in the state defense spectrum: soft and hard. The Republic of Indonesia's Directorate General of Defense Ministry of Defense.

4. Conclusions

The community service cooperation between USU and MAN 1 Deli Serdang is very important in building a historical love consciousness in the students of the millennial generation. This community service activity plays an important role in changing the way students think about economic potential through entrepreneurial activities, both at school and in the workplace. MAN 1 School has two areas of entrepreneurship development, namely the field of computers and tattoos. Through innovation in entrepreneurship, students' interests and talents can thrive in school and later in the world of work. Training has an important role to play in changing the mindset of entrepreneurs to love the history of their people, the love of the nation and the country of Indonesia, as well as developing entrepreneurial spirit through innovation and more human service to be more attractive to the millennial generation.

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