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Jurnal Pengabdian Cendekia, 1(1), 2025 | 1 Volume 1 Issue 1 (2025) Pages 1-8 Jurnal Pengabdian Cendekia Licence Creative Commons Attribution-ShareAlike 4.0 (CC BY-SA 4.0) Optimizing the Potential of Wangkelang Village Through Community Participation-Based Mentorship and Socialization Hendri Hermawan Adinugraha1□, Mufti Lathif2, Masruroh3, M. Jauhar Ali4, Ayatullah Sadali5 1,2,3,5 Sharia Economics Study Program, UIN K.H. Abdurrahman Wahid Pekalongan 4 Arabic Language Education Study Program, UIN K.H. Abdurrahman Wahid Pekalongan Abstrak Program pengabdian kepada masyarakat ini bertujuan untuk mengembangkan potensi lokal yang dimiliki oleh Desa Wangkelang, antara lain sektor pendidikan, ekonomi, dan pariwisata. Potensi desa yang meliputi sumber daya alam seperti Curug Cilawet dan sektor UMKM seperti produksi kopi lokal belum dimanfaatkan secara optimal karena kurangnya partisipasi masyarakat, literasi teknologi, dan akses pemasaran digital. Melalui pendekatan Asset-Based Community Development, program ini secara aktif melibatkan masyarakat dalam perencanaan dan evaluasi. Program ini mencakup pelatihan manajemen usaha bagi pelaku UMKM, sertifikasi halal dan Nomor Induk Berusaha, pengembangan pariwisata berbasis digital, serta kegiatan edukasi seperti sosialisasi pencegahan pernikahan dini dan pelatihan motorik kasar anak. Hasilnya menunjukkan adanya 17 peningkatan kesadaran masyarakat akan pentingnya edukasi, branding produk, dan digitalisasi. Dukungan dari pemerintah desa, akademisi, dan masyarakat setempat menjadi kunci keberhasilan program ini. Partisipasi aktif masyarakat memungkinkan pengembangan potensi desa secara berkelanjutan, menciptakan dampak positif melalui peningkatan ekonomi, penciptaan lapangan kerja, dan memperkuat identitas lokal Desa Wangkelang. Kata Kunci: Desa Wangkelang; partisipasi masyarakat; pengembangan UMKM; pengabdian masyarakat. Abstract This community service aims to develop the local potential of Wangkelang Village, including the education, economy, and tourism sectors. The village's potential, which includes natural resources such as Curug Cilawet and the MSME sector, such as local coffee production, has not been optimally utilized due to a lack of community participation, technological literacy, and access to digital marketing. Through the Asset-

Based Community Development approach, this program actively involves the community in planning and evaluation. The program includes business management training for MSME players, halal certification and Business Identification Numbers, digital-based tourism development, and educational activities such as early marriage prevention socialization and children's gross motor training. The results show increased community awareness of the importance of education, product branding, and digitalization. Support from the village government, academics, and local communities is key to the success of this program. Active community participation enables sustainable development of village potential, creating positive impacts through economic improvement, job creation, and strengthening the local identity of Wangkelang Village.

Optimizing the Potential of Wangkelang Village Through Community Participation-Based Mentorship and Socialization Adi Nugraha dkk Jurnal Pengabdian Cendekia, 1(1), 2025 | 2 Keywords: Wangkelang village; community participation; MSME development; community service. Copyright (c) 2025 Adinugraha, Lathif, Masruroh, Ali, and Sadali Corresponding author : Email Address: hendri.hermawan@uingusdur.ac.id Received 27 January 2025, Accepted 28 January 2025, Published 28 January 2025 Introduction Community service 14 is one of the concrete manifestations of implementing the Tri Dharma of Higher Education, which bridges science with its application in social life. (Zainuri & Huda, 2023). This service phenomenon is increasingly relevant in facing the challenges of village development, which is often hampered by the lack of optimal capacity of human resources (HR) and natural resources. (Yang & Wang, 2023). Wangkelang Village, Moga District, Pemalang Regency, is one example of a village with tremendous potential in the agriculture, plantation, and tourism sectors. However, this potential has not been fully utilized to its full potential. Data shows that this area has natural resources such as Curug Cilawet, plantation areas, and micro, small, and medium enterprises (MSMEs) such as local coffee production. Unfortunately, managing this potential is still constrained by lacking community participation and low access to

technology and digital marketing. (Widiastuti et al., 2024). Community service often faces challenges in the form of gaps between programs designed by academics and the community's actual needs. This phenomenon creates a significant gap in community service, where initiatives to develop village potential are often top-down and pay little attention to local aspirations. (Hidayat et al., 2024). For example, although several training programs, such as socialization on saving money and education on preventing early marriage, have been conducted, the impact has not yet reached the root of the problem holistically. These programs are often incidental and not integrated into a strategic plan for participation-based village development. More specific problems in Wangkelang Village involve the lack of support in improving the competitiveness of local products, limited access to education, and the lack of technical training for MSME players. The assistance lecturers and students provide through community service programs is an essential initial effort but requires continuity for the impact to be felt. In addition, public awareness of the importance of product branding, halal certification, and business legality, such as the Business Identification Number (NIB), is minimal. This hampers the village's efforts to compete in the broader market, both locally and nationally. This community service uses a participatory approach as a theoretical foundation, utilizing the Asset-Based Community Development (ABCD) theory. (Adinugraha et al., 2024). This theory emphasizes identifying potential in the community and mobilizing local resources as the principal capital for development. The ABCD approach is relevant to addressing the challenges faced by Wangkelang Village, as it focuses on collective community empowerment through developing local assets. This approach also supports sustainable and inclusive village development, which is in line with the objectives of the community service program. (Appau et al., 2024). Several previous studies have shown the success of participation-based approaches in developing village potential. For example, a community empowerment program in tourism in Tanjung Village, Banyumas Regency, increased the number of tourists by 30% after involving local communities in managing tourist destinations. (Harto et al., 2021). Another study on MSME development in Karanganyar Village, Central Java,

showed that digital marketing training that directly involved the community could double the turnover of MSME players. (Maryani et al., 2022). However, in Wangkelang Village, despite the great potential of MSMEs and tourism, similar programs have not been fully implemented strategically and sustainably.

Optimizing the Potential of Wangkelang Village Through Community Participation-Based Mentorship and Socialization Adi Nugraha dkk Jurnal Pengabdian Cendekia, 1(1), 2025 | 3 The urgency of this community service lies in the need to create a program that not only addresses short-term problems but also builds the community's capacity to be independent in managing its village potential. (Dahlan et al., 2024). This participation-based approach is essential to encourage community ownership and responsibility for the program. In addition, optimizing village potential that involves the community directly can open up employment opportunities, increase income, and strengthen local identity. (Safitri, 2024). The community service team is committed to implementing a holistic and participation-based mentoring program, focusing on three main aspects: developing tourism potential, empowering MSMEs, and increasing community literacy through education and training. Through synergy between the community, academics, and local government, Wangkelang Village can become an example of a village that can optimally utilize its potential. This program will catalyze the village's social and economic transformation and contribute to inclusive and sustainable national development. Method Community service aims to holistically encourage local potential development through a participatory approach involving all elements of society. (Pabendon & Apriyono, 2023). Wangkelang Village, located in Moga District, Pemalang Regency, has various natural, economic, and social resource potentials that can be optimized to improve the welfare of its community. Based on the initial identification, this service is focused on a mentoring and socialization program that focuses on collaboration between academics, village government, and local communities. Figure 1. The Potential of Wangkelang Village The program began by identifying village potential through in-depth observations and interviews with the

community, village officials, and local leaders. The identification results showed that Wangkelang Village has a wealth of natural resources, such as plantation areas, the tourism potential of Curug Cilawet, and local products, such as coffee and handicrafts, that have not been optimally utilized. In addition, the potential for substantial human resources in self-employment is a strategic foundation for further development. Assistance is provided by forming a working group as a partner in the development process. These groups consist of villagers with specific interests and skills in their fields. For example, the program focuses on training to promote tourist destinations using digital technology. Making a video profile of Wangkelang Village 5 is one of the steps to increase the village's attractiveness to outside tourists. In addition, business management training activities are provided to MSME players to strengthen local product brands and increase

 competitiveness through halal certification and the creation of a Business Identification Number (NIB). On the social aspect, a socialization program was held to raise community 3 awareness of the importance of active participation in village development. The socialization included financial management education through the early savings movement, early marriage prevention campaigns for teenagers, and children's motor skills training through educational games. These activities are designed to strengthen the capacity of communities of all ages, from children to adults. The program's implementation is done inclusively with the "Asset-Based Community Development" (ABCD) approach. This approach emphasizes utilizing existing local assets and resources so the community can be more independent in managing and developing village potential. Each activity is designed based on dialogue with the community to ensure the program's suitability for local needs. Regular evaluations are conducted every two weeks to ensure the program's success and sustainability. (Chen et al., 2024). The success of this program is measured through specific indicators, such as an increase in the number of tourists visiting, the

number of MSME players who have successfully obtained halal certification and NIB, and the level of community participation in development activities. In addition, the program's influence on increasing community awareness of the importance of education, financial management, and preservation of local culture is also a significant benchmark. Through a collaborative and participatory approach, this service is expected to become a model for developing villages based on local potential in a sustainable manner. Optimizing Wangkelang Village's potential provides economic benefits and strengthens the community's identity as the leading independent and highly competitive development actor. Results and Discussion Wangkelang Village, located in Moga Sub-district, Pemalang Regency, has various potential natural resources (SDA) and human resources (HR) that have not been fully utilized. These potentials include agriculture, plantations, MSMEs, and tourism. However, the obstacles faced are the lack of technology utilization, the low level of education, and the lack of access to organized marketing. Through mentoring and socialization programs based on community participation, community service activities carried out by lecturers and students of UIN K.H. Abdurrahman Wahid Pekalongan aim to empower the community and optimize the local potential. Learning assistance activities in PAUD, kindergarten, elementary school, and TPQ in Wangkelang Village are carried out to increase public 3 awareness of the importance of education. The community service team implements interactive learning methods like gamebased learning to improve early childhood gross motor skills and training in reading the Qur'an at TPQ. This program supports early education as the first step in creating an innovative and moral generation. As a result, community participation, especially children and teachers, increased significantly in learning activities.

  Figure 2. Human resource empowerment program Social activities are also a significant focus. For example, creative media, such as piggy banks made from used

materials, were used to socialize the importance of saving money from an early age. In addition, early marriage prevention seminars involving village teenagers were held to raise awareness of the importance of education and mental readiness before marriage. The community enthusiastically welcomed these programs, significantly improving the community's understanding and awareness of social issues. The development of a village website was conducted to improve the accessibility of information about Wangkelang Village. The community can quickly obtain information and attract investors and tourists by publicizing village activities and local potential through the official website. This website is a strategic platform for disseminating information widely. Wangkelang Village has considerable MSME potential, especially in the snack, convection, and handicraft sectors. However, the low quality of branding and lack of legality are obstacles. Through the brand and label-making program, as well as assistance in making a Business Identification Number (NIB) and halal certification, the community service team helps MSME players understand the importance of business legality and product branding. For example, assistance to Mr. Sodirin's chips business resulted in a more attractive logo and product sticker design, increasing product competitiveness in local and regional markets. Figure 3. Economic development programs through MSMEs The tourism sector in Wangkelang Village has excellent potential with destinations such as Curug Silawet, Jamban Coffee, and the grave of Mbah Katsir. Through digital promotion through village profile videos and social media campaigns, the community service team seeks to introduce these tourist destinations to the outside community. This campaign is expected to increase tourist visits and support the village economy. One significant effort is creating a promotional video for Jamban Coffee, which introduces the location and encourages tourism-based economic activities.

 Figure 4. Local tourism management program The results of the activities show that

the community participation-based approach effectively optimizes village potential. The community began actively participating in various programs, such as training activities and MSME development. However, to maintain the program's sustainability, further support from the local government is needed, both in the form of funding and additional training. This service activity proves that optimizing village potential can be done through an integrated approach involving education, economy, society, and technology. Thus, this program has a long-term impact on the people of Wangkelang Village. Conclusion The results of community service concluded that the Wangkelang Village Potential Optimization Program, through Community Participation-Based Mentoring and Socialization, had been successfully implemented by prioritizing participatory community empowerment. This program explores and develops local potentials, including natural resources, human resources, economy, and socio-culture. Wangkelang Village, which has various potentials such as crops, nature tourism, MSMEs, and socio-religious traditions, was chosen as the implementation location for community-based mentoring activities. The assistance includes strengthening the education sector through tutoring at various age levels, ranging from PAUD to TPQ. This activity aims to 5 improve the quality of human resources while providing an understanding of the importance of early education. In addition, innovative socialization, such as education on preventing early marriage and saving money, is part of the strategy to instil collective awareness in the community. In the economic sector, the program focuses on developing MSMEs through assistance in making labels, NIB, and halal certification. This strategy positively impacts the legality and competitiveness of local products while opening up wider market opportunities. The existence of businesses such as "Jamban Kopi" is also developed through digital promotion by making profile videos, expanding the tourism potential and economic income of the village. The program 8 pays special attention to village digital infrastructure and development by optimizing village websites to disseminate information and promote local potential. This is supported by a hands-on approach through discussions, training, and community empowerment that encourages active community involvement in program management and sustainability. The

success of this program is inseparable from participatory methods that involve residents in every stage, from planning to evaluation. In-depth observations and interviews became the primary approach to understanding the community's needs. The results show that community involvement is the primary key to successful village development based on local potential. This program proves that optimizing village potential

 can be done effectively through collaboration between lecturers, students, village government, and the community. The individual and collective capacity building achieved in this program is expected to be the first step towards the sustainable independence and prosperity of Wangkelang Village. The natural, human, and economic resources that have been explored need to continue to be developed with innovation and cross-sector support to ensure the sustainability of the benefits that have been felt.. Acknowledgements The community service team would like to thank the Institute for Research and Community Service (LP2M) UIN K.H. Abdurrahman Wahid Pekalongan for their direction and support during this activity. The community service team also thanks the Field Supervisors who have provided valuable guidance and input for the smooth running of this program. The community service team's deep appreciation goes to the Wangkelang Village Government, village officials, and the entire community for their warm welcome, cooperation, and active participation in every stage of program implementation. The involvement of community leaders, village organizations, and local communities was beneficial in the success of every activity we carried out. Last but not least, we would like to thank our colleagues from the community service team who have worked with dedication and high spirit during the program. The community service team hopes that this small contribution can provide tangible benefits to Wangkelang Village and be a good start for further development in the future. Hopefully, the synergy that has been established can continue and have a positive impact on the community. References

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