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Exploring Independent Economic Potential Through Digital Screen Printing as a Business Identity of Tanjung Harapan Village Community, Labuhanbatu Regency

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ABSTRACT

An independent economy for a village aims to improve the quality of life. One way is by entrepreneurship, namely running your own economic business, creating new business units, and creating innovations that generate profits for the village, by the village, and for the village. Products produced by BUMDes often do not have the identity of the products they produce. The lack of awareness of the village community about their business brand image will make it difficult for buyers to buy the same product in the future. Therefore, through activities and creativity produced by digital screen printing techniques, the products produced by BUMDes finally have a business identity that is easy for buyers to find again, and can even order BUMDes products repeatedly. This service will be carried out in Tanjung Harapan Village, Pangkatan District, Labuhanbatu Regency. The method used in this service is community empowerment in the form of education on the importance of creating local economic independence, as well as the implementation of digital packaging screen printing designs for products produced by BUMDes in the food, beverage, and handicraft sectors.

Keyword: Independent Economics, Digital Screen Printing, Business Identity



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1. Introduction

Villages as a strong unit of analysis, both in material and metaphorical sense. The various potentials of villages as an attraction for development sources should be utilized properly by stakeholders to advance equitable development. Special efforts that are structured and organized are needed to improve the standard of living of people in rural areas. Poverty is one of the obstacles to realizing a progressive life. In 2011 the poverty rate in Indonesia reached 12.49% and in 2018 it became 9.82%. This shows a decrease in the poverty rate, but quantitatively the number of pre-prosperous people is still large. One of the efforts made by the village government, especially in improving the welfare and economy of pre-prosperous people, is establishing a Village-Owned Enterprise (BUMDes). BUMDes is technically an institution that encourages an increase in Village Original Income (PADes). Village-owned enterprises (BUMDes) are also village business institutions managed by the community and village government, as an institution formed to strengthen the village economy and formed based on the needs and potential of the village. Through the activities produced based on BUMDes, it is expected to be able to create economic independence in the community. Independence in the economy is defined as an attitude and mentality that allows a person or group of people to act freely, correctly, and usefully,

namely trying to do everything honestly and correctly based on their motivation and self-management ability, by their rights and obligations, so that they can solve problems that develop, and can be responsible for all risks that occur. Financial independence is being able to finance all your own needs and no longer depend on others. This requires a transition process, time, and effort to always be persistent without giving up [1].

An independent village economy aims to improve the quality of life. One way is by entrepreneurship, namely running your own economic business, creating new business units, and creating innovations that generate profits for the village, by the village, and for the village. The spirit of independence (self-help) and self-reliance need to be fostered to create a situation where we can become a better party that is ready to compete well through independent efforts that are sustainable. The spirit of independence does not always depend on other parties. The results of the implementation of good economic management then can be achieved. The realization of the development of an independent economy certainly needs to be accompanied by an entrepreneurial spirit that must be characterized as an opportunity founder, must dare to take risks, have an independent soul and attitude in carrying out a business or breakthrough, always be confident with everything that is planned and what will happen, have the courage to be a successful party who will reap the benefits, and have the will to help others [2].



Figure 1. Focus Group Discussion at Tanjung Harapan Village

Products produced by BUMDes often do not have the identity of the products they produce. The lack of awareness of village communities about their business brand imaging will make it difficult for buyers to buy the same product in the future. Therefore, through the activities and creativity produced by digital screen printing techniques, the products produced by BUMDes finally have a business identity that is easy for buyers to find again and can even order BUMDes products repeatedly. Offers made through the context of digital screen printing are expected to be able to create a trademark that is known to the wider community. The word screen printing itself comes from Dutch, namely *schablon* which is a technique for printing a graphic design using gauze commonly called a screen. Screen printing in its application can be applied to various fields, provided that the surface of the field is flat. Screen printing is part of applied graphic science that is practical. If described verbally, screen printing can be interpreted as the activity of printing graphics using gauze, commonly called a screen, on the target area of printing [3]. Tanjung Harapan Village, Pangkatan District, Labuhan Batu Regency as an object or target audience for community service by partnering with Ide Oke Desain and Sablon to solve the problems faced by Tanjung Harapan Village. Tanjung Harapan Village is located in Pangkatan District and is led by a village head named Rustam Effendi Ritonga. Tanjung Harapan Village is one of the villages that has a BUMDes that is quite good in terms of production in the food, beverage, and handicraft sectors, but not good enough in terms of branding and trademarks produced so that marketing that has been distributed to regions and provinces has not been optimized properly. Therefore, this community service program is a solution to the problems faced by the Tanjung Harapan Village community. Through digital screen printing activities and training that are educated to the Tanjung Harapan Village community, it is hoped that they will be able to create a business identity for BUMDes to create independent economic potential that has not been organized so well.

The concept of Sustainable Development Goals (SDGs) was born at the conference on Sustainable Development held by the United Nations in Rio de Janeiro in 2012. The goal to be achieved at the meeting was to obtain universal common goals that can maintain the balance of the three dimensions of sustainable development, namely the environment, social, and economic. In maintaining the balance of the three dimensions of development, the SDGs have five main foundations, namely people, planet, welfare, peace, and partnerships that want to achieve three noble goals in 2030 in the form of ending poverty, achieving equality, and overcoming climate change. The issue of decent work is still important in the objectives of the Sustainable Development Goals (SDGs). To achieve these goals, 17 Global Goals were compiled [4].

One of the SDGs targeted in this service is SDG goal number eight, which is the most important goal for trade unions. This goal seeks to encourage the creation of sustainable, inclusive economic growth followed by productive employment and decent work for all. On the other hand, this goal also links efforts to achieve independent economic growth and decent work for all. Based on the situation analysis above, the problem experienced by partners is the lack of knowledge of the Tanjung Harapan Village community about how important a trademark is in the business activities produced by them. Therefore, through digital screen printing activities provided to the Tanjung Harapan Village community, it is hoped that they will be able to create a business identity that they have to create economic independence for the community. So, with the creation of the brand image, the consumption sector will be balanced with what the community has produced. This is an effort that can be made during community service. Determining priority issues that are the focus of this problem will of course refer to community empowerment in Tanjung Harapan Village. The presence of community service in the economic and social sectors is a necessity required by Tanjung Harapan Village to create local economic independence and shared prosperity.

2. Methods

The implementation of this community service will empower the village community in Tanjung Harapan village through training and education activities on the importance of digital screen printing as a branding of the products produced to create an independent local economy. The application of this screen printing method requires the use of several tools and raw materials, such as a printing machine (printer) along with ink (cartridge), compressor, hot gun, Teflon paper, cleaning fluid (head cleaner), press machine, laptop or computer and objects used as screen printing targets, such as t-shirts, tote bags, bottles, plastic, and so on. All of these tools and materials are interdependent and support each other between factors[5]. There are the methods and step by step of this community service;

1. The digital screen printing process cannot be done without a printer to print images and write onto the screen printing media.
2. The compressor is used before the screen printing media is placed on the machine to be printed. The compressor functions so that the transfer of screen printing media from the computer to the material will stick well and not easily come off.
3. Hotgun, which is a screen printing dryer. This tool is used to make the screen printing process faster by heating it.
4. Teflon paper, which is a layer of the screen printing media area will be continued to the press machine.
5. Ink and head cleaners function as screen printing media colouring.
6. The press machine functions as a screen printing tool.

3. Result and Discussion

3.1. Digital Screen Printing Training as a Business Identity for the Tanjung Harapan Village Community to Explore Independent Economic Potential

Tanjung Harapan Village, a village located on the outskirts of the city, has great economic potential but still needs a touch of innovation to explore this potential. As an effort to empower the community and encourage them towards economic independence, digital screen printing training was introduced as one solution. This training not only aims to improve community skills but also to introduce a unique business identity for the village. Tanjung Harapan is known for its natural beauty and local cultural diversity. However, like many other villages, most of its people still rely on traditional agricultural work that has limited market potential. For this reason, there needs to be an initiative to create new jobs, develop new skills, and create products that can compete in a wider market. One relevant effort is through the creative industry, especially digital screen printing. Digital screen printing is a printing method that uses digital technology to print designs directly onto the desired media without using a screen or stencil. By using a special printer and quality ink, digital screen

printing allows the production of designs with high detail and a variety of colours without the need for complicated setups. The advantages of digital screen printing are time efficiency, lower production costs for small print runs, and the ability to print very detailed and complex designs.

This digital screen printing training is carried out with an inclusive and participatory approach, involving people of various ages and backgrounds. The training materials cover basic digital screen printing techniques, screen printing machine operation, and simple and effective graphic design.



Figure 2. Digital Screen Printing Training

In addition, participants are also allowed to practice the digital screen printing process directly on their products. As a next step, the formation of a cooperative or business group that will help market and distribute digital screen printing products from the Tanjung Harapan community is a very strategic step. Digital screen printing products produced by the Tanjung Harapan community have broad market opportunities, both in the local, national, and international markets. Products with distinctive designs that reflect regional culture can be an attractive choice for consumers looking for unique and authentic products. To ensure the sustainability of this business, the community needs to continue to innovate and expand their marketing network. Utilizing e-commerce platforms and social media can be an effective way to introduce their products to a wider market. In addition, with the increasing interest in environmentally friendly and handicraft-based products, digital screen printing is becoming an increasingly popular alternative.

3.2. Increase the Competitiveness of Local Products

With digital screen printing skills, the people of Tanjung Harapan can print products with unique designs that reflect the richness of their local culture. These products can be clothing, bags, posters, or other promotional products that can be sold not only in the local market but also online, increasing the competitiveness of their products. Digital screen printing training also aims to create a business identity for Tanjung Harapan village. With unique digital screen printing products, such as clothing with traditional motifs or designs inspired by local culture, this village can build an image as a village with creative businesses based on local cultural values[6]. This is not only economically beneficial but also introduces the potential of village culture to the outside world. This training is designed to open up new business opportunities for the community



Figure 3. Product Results

With the skills they gain, they can start a digital screen printing business independently or join a small business group. This is expected to create new jobs, increase family income, and reduce dependence on the agricultural sector which is often affected by seasons and weather conditions.



Figure 4. Keripik Sehati as Tanjung Harapan Products

4. Conclusion

Digital screen printing on plastic packaging is a modern solution that allows manufacturers to print high-quality designs with better time and cost efficiency than traditional screen printing methods. Its advantages in terms of design flexibility, production speed, and print quality make it a very attractive option for products with various variants or limited editions. Although some challenges need to be considered, such as limitations of plastic materials and ink drying, digital screen printing remains a promising option in the packaging industry, especially for brands that want to highlight creative and unique designs on their product packaging.

Products produced by BUMDes often do not have the identity of the products they produce. The lack of awareness of village communities about their business brand image will make it difficult for buyers to buy the same product in the future. Therefore, through the activities and creativity produced by digital screen printing techniques, the products produced by BUMDes finally have a business identity that is easy for buyers to find again and can even order BUMDes products repeatedly. Offers made through the context of digital screen printing are expected to be able to create a trademark that is known to the wider community.

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