



The Role of the Community Service Programme in Enhancing Social Awareness and Community Empowerment in Kalipang Village

Zida Akmalia Safitri¹, Totok Purwanto²

STIT Muhammadiyah Bangil

zidaakmaliasafitri28@gmail.com, ainulhikamdj@gmail.com

Abstract

The Community Service Programme (KKN) is a form of student community service aimed at integrating academic knowledge with social realities. This study aims to describe the implementation of the KKN programme and its impact on enhancing empathy, social awareness and community empowerment in Kalipang Village, Grati Sub-district, Pasuruan Regency. The method used was a qualitative descriptive approach with documentation as the primary source of data. The KKN programme was carried out over one month, focusing on the fields of religion, education, the environment, the economy (SMEs), administration, health, and social affairs. The results of the activities indicate that the KKN programme was able to increase religious awareness, community participation in social activities, and strengthen community capacity in the fields of education and the economy. Furthermore, students also gained practical experience in applying their knowledge and improving their social skills. Thus, KKN serves as an effective means of building synergy between higher education institutions and the community in realising development based on Islamic values and empowerment.

Keyword: *Community Service Programme, community empowerment, social empathy, progressive Islam*

INTRODUCTION

Higher education plays a strategic role in shaping human resources who are not only intellectually outstanding but also possess a strong sense of social responsibility (Norhidayah & Herlina Novita Sari, 2021). In this context, higher education institutions function not only as institutions for the transfer of knowledge but also as agents of social change capable of making a tangible contribution to society (Harahap & Baihaqi, 2022). This is in line with the concept of the Tri Dharma of Higher Education, which encompasses education, research, and community service as an inseparable whole.

Community Service Learning is an implementation of the Tri Dharma of Higher Education, which emphasises community service. This activity serves as a platform for

students to apply the knowledge gained during their studies to real-life situations (Chudzaifah et al., 2021). Not only does it serve as a learning medium, but KKN also acts as a means of empowering the community in addressing various social, economic, and educational issues (Burhanudin, 2022).

Conceptually, Community Service Programmes (KKN) are not only focused on the transfer of knowledge, but also on the process of community empowerment. This empowerment encompasses the enhancement of individual and group capacity to manage their existing potential, thereby enabling them to improve their quality of life independently (Maryadi & Fitria, 2024). Consequently, the success of the KKN programme is not merely measured by the number of activities carried out, but also by the extent to which these activities are able to deliver tangible benefits to the community.

In the context of community development, empathy and social awareness are key factors that need to be fostered, both among students and within the community itself. Empathy is the ability to understand and share in the feelings of others, whilst social awareness is the tangible expression of actions based on that empathy. These two aspects form a vital foundation for creating harmonious social relationships and encouraging active community participation in development (Nasution et al., 2024).

However, in reality, there are still various challenges in fostering empathy and social awareness within the community, particularly in rural areas. These challenges include limited access to education, a lack of understanding regarding the importance of health and the environment, and the underutilisation of local economic potential. Furthermore, rapid technological advancements are often not matched by the community's ability to utilise them productively.

Kalipang Village, Grati Sub-district, Pasuruan Regency is an area with significant potential in various sectors, such as agriculture, micro, small and medium-sized enterprises (MSMEs), and a strong religious community. The villagers are known for their well-preserved religious traditions, such as Yasinan and Tahlilan gatherings, as well as various other religious activities. Furthermore, there is local economic potential to be developed, such as the production of tape (fermented cassava), woven crafts, and the snack food industry.

Nevertheless, based on initial observations, there are still several issues faced by the community of Kalipang Village. These issues include low awareness of the importance of education amongst some members of the community, limited facilities and infrastructure to support learning, sub-optimal management of small and medium-sized enterprises (SMEs), and a continuing lack of awareness regarding hygiene and environmental sustainability.

Furthermore, in terms of administration, improvements are still needed in the governance of public services to make them more effective and efficient.

Given this situation, an approach is required that is not merely technical in nature, but also addresses the values and character of society. In this regard, an approach based on progressive Islam is particularly relevant. The concept of progressive Islam emphasises the integration of Islamic values with scientific and technological progress, whilst fostering the creation of a civilised, self-reliant and competitive society (Muji et al., 2025).

Through the Community Service Programme (KKN), students are expected to act as facilitators, motivators and partners to the community in developing its potential (Munir & Ma'ruf, 2025). The programmes designed do not merely focus on resolving short-term problems, but are also geared towards sustainable empowerment. Consequently, the presence of students within the community is expected to make a tangible contribution to improving the quality of life of the local population.

Based on the above, this study aims to describe the implementation of the Community Service Learning (KKN) programme in Kalipang Village and to analyse its impact on enhancing empathy, social awareness and community empowerment. It is hoped that this study will provide a comprehensive overview of the role of KKN as a strategy for integrating academic knowledge with community service practice.

METHODS

This study employs a qualitative descriptive approach aimed at providing a comprehensive overview of the implementation of the Community Service Learning (KKN) programme in Kalipang Village, Grati Sub-district, Pasuruan Regency. This approach was chosen as it enables an in-depth analysis of social phenomena based on actual conditions in the field, particularly regarding the process, implementation and impact of KKN activities on the community (Sugiyono, 2017).

The data sources for this study consist of secondary data in the form of official reports on Community Service Programme (KKN) activities compiled by students during the implementation period, namely from 13 October to 12 November 2025. The data includes descriptions of work programmes, the background to the activities, objectives, implementation, as well as the outcomes and evaluations of each activity carried out across various fields.

The data collection method involved the analysis of documentation, specifically a systematic review of the contents of the Community Service Programme (KKN) reports, including activity logs, programme outcomes, and other supporting documentation. This

method was chosen because all activities had been fully documented and could provide valid information regarding the implementation of the Community Service Programme.

Next, the data was analysed using qualitative descriptive analysis techniques by organising the data into several categories based on the field of activity, namely religion, education, the environment, the economy, administration, health, and social affairs. Following this, a data reduction process was carried out to select relevant information, which was then presented in the form of a systematic narrative description. The final stage of the analysis involved drawing conclusions based on the relationship between the programme's objectives, the implementation of activities, and the resulting impact on the community.

It is hoped that this method will provide a comprehensive overview of the effectiveness of the Community Service Programme (KKN) and its contribution to fostering empathy, social awareness and community empowerment in Kalipang Village.

RESULTS AND DISCUSSION

Religious Affairs

The implementation of the Community Service Programme (KKN) in the religious sphere has yielded significant results in raising religious awareness amongst the community. Activities such as regular Yasinan gatherings, the Friday Legi Istighosah, and the celebration of Santri Day through communal viewings of sholawat have proved to be effective means of strengthening the community's spiritual values.

Community participation in this event was high, indicating that an approach rooted in local culture and religious traditions remains highly relevant in fostering social cohesion. Furthermore, this event not only encouraged greater religious devotion but also strengthened social bonds among residents through close and ongoing interaction.



Figure. 1 Tahlilan

From the students' perspective, involvement in religious activities provides first-hand experience of the process of da'wah and community empowerment based on Islamic values. This is in line with the concept of progressive Islam, which emphasises a balance between spiritual and social aspects(Sarimanah et al., 2024).

Education Sector

The Community Service Programme in the field of education has made a tangible contribution to improving the quality of learning in Kalipang Village. The anti-bullying awareness campaign has successfully raised pupils' awareness of the importance of mutual respect, as well as creating a safer and more comfortable learning environment.

Furthermore, tutoring sessions for primary school pupils and teaching at Madrasah Diniyah and TPQs have had a positive impact on improving pupils' basic skills, particularly in reading, arithmetic and understanding religious teachings. The pupils' high level of enthusiasm indicates that there is still a significant need for learning support in the village.



Figure. 3 Anti-Bullying Awareness Campaign

However, there are still some challenges, such as limited learning resources and a schedule that has not yet been optimally structured. This highlights the need for the

continuity of the educational programme and support from various parties so that the best possible results can be achieved.

Environmental Sector

In the environmental sphere, community service activities and the planting of ornamental and medicinal plants have had a positive impact on the village's environment. What was previously a rather untidy environment has become cleaner, greener and more pleasant.



Figure. 4 Cultivation of Medicinal Plants

This initiative has also succeeded in raising public awareness of the importance of maintaining cleanliness and environmental sustainability. The community's active participation in the community clean-up demonstrates a growing sense of social responsibility towards the local environment

Furthermore, using used bottles as a planting medium is a simple yet effective way to teach the concepts of recycling and environmental sustainability. This demonstrates that hands-on, hands-on programs are more readily accepted by the community.

Ekonomi Sector (UMKM)

In the economic sphere, support programmes for UMKM have had a significant impact, particularly in terms of product marketing and branding. Digitalisation initiatives for SMEs, such as the creation of banners and the registration of business locations on Google Maps, help to boost the visibility of local products.



Figure. 5 Creating banners and registering business locations on Google Maps

UMKM such as those producing tape, woven bags and puli crackers show great potential for rural economic development. However, there are still challenges in the form of business owners' limited knowledge of how to utilise digital technology and a lack of innovation in product marketing.

This indicates that support for SMEs is not sufficient in the short term, but requires ongoing, sustainable programmes, particularly in the areas of digital marketing training and product development.

Administration Sector

Administrative activities have contributed to improving the quality of public services in Kalipang Village. The reorganisation of the village office space through the installation of room signs has made it easier for the community to access services and has improved the efficiency of the village officials' work.



Figure. 6 Naming of Rooms in Kalipang Sub-district

In addition, support with civil registration procedures helps to raise public awareness of the importance of official documents such as identity cards and family cards. Students also play a role in assisting with administrative processes, thereby ensuring that services are delivered more quickly and efficiently.

The results of this initiative show that strengthening the village administration system is a key factor in supporting good and transparent governance.

The Impact of Community Service Programmes on the Community and Students

Overall, the Community Service Programme in Kalipang Village has had a multifaceted impact on both the local community and the students. For the community, the programme has raised awareness in various aspects of life, ranging from religion and education to the environment and the economy.

Meanwhile, for students, this activity serves as a means of contextual learning that cannot be gained in the classroom. Students not only learn to apply their knowledge, but also develop communication skills, leadership qualities and social empathy.

Thus, the Community Service Programme (KKN) serves not only as an academic activity, but also as a process of character building and the reinforcement of social values centred on community service(Fauzi et al., 2024).

CONCLUSION

The implementation of the Community Service Programme in Kalipang Village went smoothly and had a positive impact on various aspects of community life. The programme succeeded in raising religious awareness, improving the quality of education, fostering environmental awareness, and promoting the economic empowerment of the community.

Furthermore, the KKN programme also plays a role in shaping students' character, fostering empathy, a sense of social responsibility, and problem-solving skills within the community. As such, KKN serves as a strategic means of integrating academic knowledge with practical application, whilst strengthening the relationship between higher education institutions and the community. Moving forward, the programme must be sustained and supported by more intensive mentoring to ensure that its impact is both optimal and sustainable.

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