

Empowerment of Jambi Malay Tribe Women through Batik Staple Fabric Processing to Improve Economic Welfare

Muazza¹, Mayasari^{2*}, Fachruddiansyah Muslim³, Siti Syuhada⁴, Refnida⁵

^{1,2,3,4,5} Universitas Jambi, Indonesia

* Correspondence e-mail; mayasari@unja.ac.id

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Abstract

This community service program empowers Jambi Malay women by creatively processing Jambi batik patchwork into home décor products and improves economic welfare. The initiative provides women with essential skills to produce valuable home décor items such as decorative cushions, tablecloths, and wall art from batik patchwork, a material traditionally considered textile waste. The program focuses on processing batik scraps into home décor products for wall hangings. By focusing on design, production, and digital marketing skills, the program fosters economic independence and strengthens the role of women in the local economy. The purpose of this service activity is to provide training and skills to Jambi Malay tribe women to produce home decor from batik scraps and transform batik scraps into home decor products with high added value to increase product competitiveness, develop and promote local product culture, and increase economic income. The results of the service showed practical skills, increased income, self-confidence, and social status of the participants. This sustainable approach promotes environmental conservation and supports local economic resilience, proving the long-term positive impact of empowering women in the creative industry on community welfare.

Keywords

Batik Patchwork; Economic Welfare; Home Decor Industry; Women Empowerment



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1. INTRODUCTION

Indonesia is a country famous for the diversity of ethnic groups that spread throughout the archipelago. One of the tribes that inhabit the territory of Indonesia is the Jambi Malay tribe located in Jambi City, Jambi Province. Jambi City is the capital of Jambi Province, which has 11 sub-districts, including Telanaipura, South Jambi, East Jambi, Jambi Market, Teluk Lake, Pelayangan, Jelutung, Kota Baru, Alam Barajo, Paal Merah and Lake Sipin. Where the 11 sub-districts are two separated by the longest river in Sumatra, the Batanghari River, which is about 800 km long. Danau Teluk and Pelayangan Sub-districts are often known as Seberang Kota Jambi. The people of Jambi City and its surroundings give the nickname to the people who live in Seberang Kota Jambi as the original Malay tribe of Jambi.

The people in this area have different characteristics from other communities in Jambi City. Moreover, the culture here prioritizes women as the family's crown. However, the role of Jambi Malay women is so complex with unique, attractive characteristics such as perseverance, patience, flexibility, and skill in carrying out their duties in the distinctiveness of Jambi Malay women. They can utilize globalization as a tool to increase their potential. However, most people consider women incapable of being proactive in interacting with the outside world due to their lack of logic and intuition. This perception causes women's position to be different from men's. Due to unbalanced positioning, the difference becomes a division of the life sector into the domestic and public sectors (Mayasari, 2019). Those who work in the domestic sector are considered women, while those who work in the public sector are only for men. Currently, Jambi Malay women are not inferior to men who work in the public sector. It can be said that Jambi Malay women can work in two sectors, the domestic and public sectors (Karmela dan Yanto, 2023).

The situation analysis on the initial findings for service in empowering Jambi Malay women is seen from the background of the majority of Malay people in Jambi utilizing the natural potential around them to meet their daily needs by farming and melawut (a technique carried out by people who work around the Batanghari river), in addition to utilizing the surrounding nature, Jambi Malay people also pursue batik artisans, trading and so on. However, the results are sometimes not enough to fulfill their daily needs. Most Jambi Malay women are in low or middle-economic conditions, with many working as housewives or day laborers. Women also play an important role in the household economy to help sustain life (Fahmi, 2019). It has motivated Jambi Malay women to play an active role in helping the family economy by doing various jobs inside and outside the home (Maryani, 2021).

Jambi Malay women today are no less than men who work in the public sector, but that does not mean they forget their nature as women. It can be said that Jambi Malay women can work in two sectors, the domestic and public sectors. For this reason, Jambi Malay women support family life by utilizing nature, such as vegetable gardening, batik, embroidery, and others. They can explore their abilities, not only taking care of the household. They can also help the family economy, educate about how to economize and organize the family economy into economic well-being. Some of the activities of Jambi Malay women in helping to sustain family life can be represented in the following figure:



Figure 1. Gold thread embroidery



Figure 2. Making batik

The picture shows that some Jambi Malay women, in supporting their family's economy, carry out embroidery and batik activities. From the results of the embroidery and batik they were given a wage of Rp. 50,000 per piece by the business owner. This is in line with what Mrs. Diana, the owner of "Batik Diana," said: Mrs. Diana employs women or housewives to make batik with a wage of Rp. 50,000 per piece. This wage is very helpful for the family working at "Batik Diana."

Current conditions, a growing business in the entrepreneurial world of the Batik MSME sector, where batik, apart from being a cultural heritage, is also a current fashion trend for fashion activities. The increasingly fierce batik business competition makes artisans must have a business strategy that can attract consumer interest. Artisans must consider how the batik products are not monotonous and only around semi-finished materials into finished goods. Artisans must also have creativity in producing batik from upstream to downstream to maintain the batik business's sustainability.

The problem experienced by partners is that there are many unused batik patchworks, and partners do not know what to do with these unused patchworks into a product that has added value or selling value. Partners have sought alternative solutions from batik patchwork by making batik bags. Still, the products are less attractive to consumers due to limited skills in processing batik patchwork into bags. The design and color selection of batik patchwork are not combined nicely, so the bag model seems old-fashioned and outdated. The partner's problem is quite an interesting concern with the analysis of the situation of Jambi Malay women so that there is an initiative for the PkM team from FKIP Unja to carry out PkM activities by empowering Jambi Malay women through processing batik patchwork into home decor industry products by providing skills training to Jambi Malay women to turn patchwork into value-added products. This can be an effort to empower the local economy. By utilizing unused batik patchwork in the above ways, you can create unique and value-added products and help reduce textile waste.

Solutions and output targets that can be offered to overcome priority problems in community service (PkM) related to empowering Jambi Malay tribe women through processing Jambi batik patchwork into home decor industry products. Technical skills training in batik processing and home decor product production for Jambi Malay tribe women. In this uncertain era, skills are essential for those who are brave and innovative will have a future (Constantine, 2018); (Saputro et.al, 2022). The target output of this skills training can increase technical skills and knowledge about batik processing and the production of home décor products made from batik patchwork.

This training also provided business management training for Jambi Malay women to improve their understanding of production, finance, and marketing management. In improving business management, women must be able to organize and allocate all their resources to generate maximum and sustainable profits to encourage business growth (Marliani et al., 2017); (Rochdiani et al., 2018). The target output of the management improvement solution is to improve managerial skills and knowledge of marketing strategies.

Furthermore, the PkM team helped Jambi Malay tribal women develop effective marketing strategies and improve market access through information and communication technology (ICT). Marketing is a societal process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable goods and services with others (Kotler and Keller, 2014). Market access and marketing are very important for sellers in helping to develop the market

for the products produced (Astrina et al., 2021). Building broader market access will help small and medium enterprises (MSMEs) connect with more people who have the potential to become customers (Suyar et al., 2023); (Wahyuni et al., 2022). The external target can increase market access and home decor product sales.

The training also encourages and facilitates the use of technology in production and marketing. By using technology in production and marketing, it will be able to increase the amount of production and a wide market share (Santosa et al., 2020); (Puspitasari et al., 2019); the use of technology in production, such the use of electric sewing machines in the process of sewing home decore products and marketing using technology such as utilizing technological advances by conducting e-marketing (Wahyuningrum, 2018); (Irawan, 2020). Using e-commerce is very good for marketing and business sustainability (Medah, 2016); (Muazza et al., 2024). Target Outputs increase production and marketing efficiency using technology.

The purpose of this service activity is to provide training and skills to Jambi Malay tribe women to produce home decor from batik patchwork and transform batik patchwork into home decor products with high added value to increase product competitiveness, develop and promote local product culture, and increase economic income.

2. METHODS

The method used in this service is the educative method, namely a socialization, training, and mentoring approach to transfer knowledge and education for community empowerment. So, the training and mentoring can be carried out properly from the method used. The implementation of this activity took place from May 1 to the end of October 2024 and was accompanied by batik business owners, experts/trainers, lecturers, and students. This ensures the activities produce the expected results (Faizal et al., 2020). The following activity plan approach method shows the Solution Step:

Table 1. Approach Method of the Activity Plan - Solution

Implementation of Activity	Plan Activities that Show Solution Steps	Approach Method
May 1 to the end of October 2024	Skills Training Business Management Improvement Market Access and Marketing Encourage and facilitate the use of technology in production and marketing	Educational Model

2.1. Activity Implementation Technique

Technically, the stages of activities that the Team will carry out, the first is the Preparation stage. In this preparatory stage, an inventory of changes in the conditions of Jambi Malay women and partners is carried out so that the design of activities that have been carried out can provide solutions to the problems that occur in Jambi Malay women and partners. In addition, at this initial stage, socialization will also be carried out to find skills to be carried out, market access, and marketing strategy programs that are by the market share and products more broadly to optimize sales potential. The second stage is Activity Implementation. The implementation of activities includes women's empowerment activities through batik patchwork in collaboration with partners as production strengthening starting from making home decore industry products from batik patchwork, determining market share, paving the way for physical and virtual market access, structuring product inventory, providing production support facilities, providing sewing machines and structuring production infrastructure facilities. Training, workshops, and mentoring will be carried out to increase the knowledge and abilities of Jambi Malay women who process batik patchwork into home decor industry products that can develop and be sustainable to create economic value for the products produced. The third stage is Evaluation and Monitoring. PkM activities will be evaluated and monitored periodically with Danau Teluk District's implementation team and community leaders. It will be evaluated as a whole and periodically to determine how successfully the targets have been achieved. The evaluation results every three months will be used as the basis for the next month's implementation. The fourth stage is the Reporting Stage. After the PkM implementation stage is completed, the next stage of PkM activities is reporting the results of this training both progress reports and final reports of Mini Pk activities.

3. FINDINGS AND DISCUSSION

Through direct interviews with the owner, Mrs. Diana Hanafiah, the observation results of Diana Batik Craftsmen show that the industry is still facing challenges due to the decline in the market segment. Therefore, Diana Batik needs a business process strategy redesign to create value from a business process and find opportunities and problems with the sustainable business model currently used. Therefore, strategy development should be analyzed because maintaining customer trust with good service is important. Strategy can be defined as a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on the mission that has been set previously (Rangkuti, 2013).

To realize empowerment in Jambi Malay women, the training process is devoted to mothers who do not work or only become homemakers. In the process, the PkM team followed the flow of activity implementation techniques through several stages. In the preparation stage, the team involved in this service and partners actively gathered Jambi Malay women to participate in the training program for unused Jambi batik patchwork into products with use and economic value. This aims to create a new source of livelihood for trainees, to realize family economic welfare. As a first step, the implementation team and partners identified women with the potential and interest in batik patchwork processing activities. After that, the team worked with the service partner, Batik Diana, who has batik-making experience, to design and prepare training materials, including presenting experts. At this stage, the implementation team made a schedule for implementing the training process, which was held on September 2, 2024. The place of implementation is at the place of this service partner, Batik Diana. The process of gathering tribal women can be seen in the following figure:



Figure 3. Communication process with Jambi women to participate in the Training

After an agreement was made with Jambi Malay women to take part in this training, all the needs for the process of implementing the activities were prepared,

such as the facilities and infrastructure needed, such as procurement of materials and equipment in processing batik patchwork into home decore and bringing in an expert named Mr. Eddy who concocts batik cloth into various forms not only into cloth but into high-value products. Mr. Eddy is an expert famous for his jumputanya batik in Jambi City. He is also an expert in transforming used batik patchwork into high-selling value such as batik patchwork, which is transformed into home decor products (tablecloths, pillowcases, batik frames, wall hangings, and others).

Second is the implementation stage. For the necessary data to be more accurate and right on target in solving partner problems and achieving the objectives of the Jambi Malay tribe women's empowerment program by participating in training activities to utilize unused batik patchwork from partners to be managed into a product that has high selling value and economic value for the artisans so that they can get additional income that can help the family economy and if practiced in the long run it will bring economic prosperity to the family and the region.

At this implementation stage, the PkM team and batik experts gave the training participants directions regarding training in processing batik patchwork into home decore wall hangings, as shown in the following picture.



Figure 4. Briefing from the PkM Team Leader and Batik Expert before the start of the training.

Next was to prepare the materials needed for the training, such as selecting the batik patchwork motifs to be used for the wall hangings, as seen in the following picture:



Figure 5. Empowerment participants choose batik cloth motifs

The picture above shows that the empowerment participants, through this training, select or sort batik cloths with interesting motifs for wall hangings. After choosing batik patchwork, the empowerment participants through this training were given another explanation regarding the tools needed in the process of making batik patchwork into home decor wall hangings, such as canvas wall frames, brushes, adhesive glue, spray paint, pencils and other necessary tools which can be seen in the following picture:



Figure 6. Explanation of tools used by experts/trainers

In the explanation of the picture, the expert or trainer explains the function of the tools needed in making batik patchwork into wall decoration home decor products. Where the function of the wall frame canvas as a base used to design the desired image using a pencil, and the function other tools are glue, paint, *semptot* brushes, and so on, which will later be combined with batik cloth glued based on the pattern that has been made on the wall frame canvas. Next is the process of making batik patchwork into home decor wall hangings.



Figure 7. The process of making home decor wall hangings from batik patchworks batik patchwork

In the implementation process, the first step is to design a pattern on the wall frame canvas using a pencil according to what imagination you want to depict on the pattern made; after the pattern is made, apply adhesive glue to the canvas using a

brush to stick the cloth on the canvas according to the pattern until the pattern is finished according to the design. Spray the dye paint according to the desired color, dry, and wait until it dries and the wall decoration from batik patchwork is finished and ready to be used as a promising business idea, as seen in the picture.



Figure 8. The final product of home decore wall decoration from batik patchworks

The picture is the final product of this PkM activity, where the home decor products have undergone a series of training processes to make them ready-to-use products.

After the trainees receive training, the next step is to conduct an evaluation and monitoring process for the participants after one month of training. The PkM team reviewed all the places where participants who had carried out the training and where participants who had carried out the training tried to do business by making home decor and wall products from batik patchwork. They were given additional assistance on how to sell their products well in the market. Some of them have received orders for these products, although not many. But with perseverance, it is certainly not impossible that the business of batik patchwork made into wall decoration home décor products will positively impact realizing economic welfare for its business actors.

This program helps women develop and enhance their creative skills and knowledge not only limited to production skills, but also cover important aspects of the business world, such as marketing, business management, and product design with high selling value. Women must be able to organize and allocate all their resources to generate profits from their businesses (Soepomo et al., 2018). With skills in making home décor products such as decorative cushions, tablecloths, and bags from Jambi batik patchwork, they can increase their creativity and innovation in designing products that match market trends, as well as strengthen their understanding of how to produce goods with high economic value. This activity has proven to have a positive impact on the income of female participants. They earn significant additional income by selling patchwork home décor products, especially if

digital platforms or local communities support the marketing. They can also take advantage of the role of technology in producing and marketing (Paranata et al., 2021); (Sukmawati et al., 2021). Through ongoing mentoring and evaluation, the trainees are also taught to be more confident in marketing their products and provided with information on ways to develop their businesses to expand.

This empowerment improves economic welfare and increases women's confidence and capacity to contribute more actively to their social environment (Putri & Sari (2021). Skills training and marketing support are key to the success of this initiative. Economic Empowerment and Independence encourage women to become more economically independent, reducing their financial dependence on external parties. In addition, this economic empowerment can strengthen women's position in the household and community. The program helps preserve Jambi's batik culture by creating derivative products from patchwork fabrics that are generally considered waste. Although in cut form, the batik cloth still reflects a valuable cultural heritage (Fitria & Andini, 2023).

This program helps preserve Jambi's batik culture by creating derivative products from patchwork fabrics that are generally considered waste. Although in pieces, the batik cloth still reflects a valuable cultural heritage. Patchwork also helps reduce textile waste and provides a creative solution for preserving the environment. This aligns with the principles of circular economy and green economy that are increasingly relevant in developing creative industries (Nuraini & Fitriani, 2022).

4. CONCLUSION

The program successfully provided skills for participants to produce high-value decoration products and increased the economic independence of Jambi Malay women participants, the women gained additional income that could support the family economy. Involvement in the program encouraged women to be more confident in playing an active role in the economic and social sectors. This skill development strengthens their position in the family and community, enabling them to contribute more. Processing batik rags that are generally considered waste into creative products helps preserve Jambi's batik culture. This program demonstrates that batik, even in patchwork, still has aesthetic and economic value that can be optimized. As a recommendation for further services, it is suggested that there should be ongoing support in the form of further mentoring related to product marketing, business management, and increasing production capacity. This is important to help participants further optimize their business potential. In addition, collaboration with

more partners or raw material suppliers who can provide batik patchwork at affordable prices will support their business continuity.

The post-activity follow-up plan also includes further monitoring the participants' business development after the program. Periodic sales and product quality evaluation and further training in business management and online marketing can help increase their market reach. Through this follow-up, it is hoped that the participants can further develop their businesses, expand their market networks, and create more opportunities for women in the community.

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