

Entrepreneur Diffable (Entredif) Training to Support the Economy and Welfare of the Disability Community

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Abstract

Sustainable Development Goals (SDGs) are sustainable development through entrepreneurial activities by the disability community to enhance community welfare. The LPPM USU Partnership Service Team identified social issues in the disability community, where individuals possess talent (productive mentality). However, the community does not recognize their creative endeavours, such as dim sum and barbershop. LPPM USU employed the Participatory Action Research (PAR) approach in conjunction with Rumah Difabel Sharaswaty (RDS), Khadijah Sharaswaty Indonesia (KSI), and Education Foundation (Edu-F) to conduct community service. PAR is a research methodology that actively engages the community in program assessment, planning, implementation, and evaluation. This is achieved through various stages, including entrepreneurship socialization, dim sum making training, and a male barbershop for 20 disabled entrepreneurs. The activities took place on June 20, 2024. Additionally, the LPPM USU team conducted monitoring and evaluation. Dim sum products and barber services are the objectives of the creative expression of individuals with moderate and severe disabilities. The foundation for empowering collaborators in the entrepreneurship field is identifying the challenges encountered by the disabled community through Talent Mapping, referred to as "Entrepreneurship Diffable" (Entredif). KSI, RDS, and Edu-F are partners providing human resources, production sites, and locations for training, monitoring, and evaluation. The Partnership Service, which is currently being implemented in dim sum product processing and barbering, is anticipated to enhance the economy and welfare of diffable families by fostering self-confidence and enhancing the entrepreneurship skills of diffable.

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INTRODUCTION

SDGs are global initiatives spearheaded by the United Nations to enhance society's well-being ([Hidayat,2022](#)). Millennium Development Goals (MDGs) have also been implemented to enhance society's well-being. Economic development commences with entrepreneurial endeavours and is one source of community welfare ([Komairah, 2022](#)).

Entrepreneurship is the capacity to identify opportunities and remain receptive to any positive changes or input that will facilitate business development and address social issues ([Saragih, 2017](#)). Nevertheless, families do not prioritize this activity in their social lives.

The Talent Partnership 2024 LPPM USU Service Team identified the social issues in the disability community. Entrepreneurial groups that accommodate the diverse creative expressions of individuals with mild or severe disabilities and strive to produce goods, culinary products, or services are "disabilities who have talent" (productive mentality).

The LPPM USU Talent 2024 Partnership Service Team forged a partnership with Rumah Difabel Sharaswaty (RDS), Khadijah Sharaswaty Indonesia (KSI), and the Education Foundation (Edu-F) to prepare 20 disabled entrepreneurs on June 20, 2024, at Rumah Difabel Sharaswaty, Jl.Pembangunan 2 No 81 Medan. The LPPM USU Partnership Service Team visited partners and communicated directly with them, including Mrs. Sri Dewi F. Natadiningrat.

The culinary group and barber shop are the primary focus of the Talenta 2024 LPPM USU Partnership Service activities. Partners in the culinary group have produced several varieties of snacks, including dim sum, on a home scale, and processed snacks. Tool modifications are necessary to ensure that production activities are conducted optimally. This is because some association members, as well as partners who are individuals with disabilities, require tool assistance during their production activities.

Furthermore, partners' marketing activities have not been executed to the best of their ability. Currently, partners rely solely on a mouth-to-mouth strategy involving marketing activities based on extant customer recommendations. Today, most business actors have effectively utilized mass media, such as e-commerce or social media, to market their products and attract consumers.

Identifying the challenges encountered by the disabled community is the basis of The Talent Partnership 2024 LPPM USU team's strategic thinking to develop activities that would empower partners through Talent Mapping in entrepreneurship (Distrib). This community service activity is anticipated to enhance the entrepreneurial capabilities of the disabled and the disability community, thereby ensuring the well-being of the partner's family.

METHODS

Service Implementation Methodology

Participatory Action Research (PAR) was implemented as the methodology. PAR is a research methodology that actively engages the community in program assessment, planning, implementation, and evaluation. The HWD Entredif Medan City activities are divided into the following stages: (1) a location survey of the HWD Entredif Medan City. This stage involves identifying issues, inventorying the number of entrepreneurs, preparing tools and materials to support the USU Talent Partnership PKM program in 2024, and determining the location. (2) Disseminating information to HWD entrepreneurs about talent mapping to identify the potential (interests and talents) of persons with disabilities. This activity is structured to provide exposure and presentation of material regarding convection products produced by individuals with disabilities in the city of Medan, with a focus on the use of material exposure tools and marketing; (3) Conducting

training on culinary food processing (dim sum of various colors and flavors), management training, and marketing training using social media. Equipment assistance will be provided through stoves, meat grinding machines, and dumpling makers, as well as developing marketing strategies for Entredif products, establishing cooperative relationships, and implementing partnership activities.

Problem Analysis and Partner Requirements

People with disabilities continue to encounter numerous social challenges in North Sumatra, particularly in the city of Medan. The community presumes that individuals with disabilities are unable to fulfill their requirements because they are unable to perform their activities. It is our aspiration that this activity enables us to address and resolve the information and education gaps that individuals with disabilities encounter and to grant human resources the ability to independently meet their daily requirements with minimal effort.

The needs of partners were identified through the socialization of entrepreneurial information, training (food, culinary processing, management, and marketing training), and equipment assistance (stoves, meat grinding machines, dumplings, crock pots, and choppers) to produce processed dim sum products that vary in color and flavor. Distrip employed promotional media, including e-commerce and social media, to optimize the sale of its products through product marketing.

Steps in the Activity Strategy

The Partnership Service team, in collaboration with Entre Distrip's disabled partners, executed the subsequent strategic initiatives: (1) The team thoroughly identified the partner community's problems and requirements, (2) The team conducted an initial survey with participants (individuals with disabilities) to gather information about the production and marketing activities, (3) The team allocated time and resources to prepare and execute training and mentoring activities that were essential for advancing human resources for individuals with disabilities, (4) The team was responsible for marketing and motivating the production of products tailored to the information technology society 5.0 era, (5) In order to enhance productivity, the team acquired customized tools specifically designed for individuals with disabilities, and (6) The team performed monitoring and evaluation, particularly in relation to the outcomes of production and marketing.

Activities Evaluation

The Partnership Service team conducted an evaluation that is divided into three stages: (1) Planning, which is conducted to develop the concept and Partnership Service program, will be implemented, (2) The Partnership Service is implemented according to the designated schedule and allocation and distributed to HWD Distrip partners, and (3) Finalize the activity, capitalize on the feedback received, and address any suggestions for further improvement in pursuing the Partnership Service planning objectives.

Objectives to be accomplished

The Partnership Service objectives that must be accomplished include: (1) Eliminating the stigma and discrimination that surrounds the disabled individuals of Medan City, who are unable to function independently and are unproductive, (2) Developing the entrepreneurial mentality of individuals with disabilities in Medan City by creating job opportunities, (3) Expanding the production and distribution of products manufactured by individuals with disabilities in Medan City, (4) Utilizing social media and e-commerce

platforms to promote and market, and (5) Developing videos and articles for journals regarding HWD Distrip in Medan City.

Contributions from Partners and Participants

HWD Distrip partners are responsible for providing human resources, production sites, and locations for training, monitoring, and evaluation. The PKM-PM team subsequently facilitated, assisted, and cultivated HWD Distrip partners throughout the program. Other activities included implementing socialization, training, and the procurement of tools that have been modified to meet the requirements of individuals with disabilities to increase production.

RESULTS AND DISCUSSION

The Partnership Service activity was conducted at Shraswaty Difabel House, Jl. Helvetia Medan, Beringin 2, No. 81. The event commenced with an introduction session, followed by a dim sum-making and hair-trimming training. Starting with preparing ingredients, processing, and developing appealing presentation techniques, the participants were instructed in the detailed process of preparing dim sum. Additionally, product design assistance was rendered. Figure 1 depicts a joint photo of the LPPM USU Partnership service team with partners Sharaswaty Disabled House, Chef, and Dirga Surya Hotel, and the Disabled community.

The brochure for dim sum incubation for the diffable partner from the Sharaswaty Disabled Home Community is depicted in Figure 1b. Then, Figure 1c is a donation of tools in the form of a gas stove, dim sum steaming pot, chopper, dim sum skin printing tool, small gas cylinder, bamboo container/clakat and dim sum chopsticks, apron, two sets of barber scissors, two sets of clipper machines, and barbaric cloth, as detailed in the description of Figure 1a-c.



Figure 1 (a) Location of rumah difabel shraswaty, (b) Community service activity, (c) Tools donation

Ingredient preparation includes the following: tapioca flour, wheat flour, ground shrimp, ground chicken, ground crab, eggs, green onions, garlic, shallots, ground pepper, dim sum skin, sesame oil, salt, and ice crystals. Dim sum sauce combines red chile, tomato, oyster sauce, soy sauce, sugar, and salt. Following the kneading of the flour dough until it is uniform, the dim sum filling is combined with ground chicken, ground shrimp, ground crab, or a combination thereof, as instructed and demonstrated by the Dirga Surya Hotel Chef to the Diffable entrepreneur in Figure 2.

In Bandung, 13 participants, including 10 ODGJ survivors, two institutional officers, and one social worker, enthusiastically participated in the training on the preparation of a variety of chicken, shrimp, seaweed, and crab dim sum, as per [Wahjudin et al. \(2023\)](#). [Kristanto et al \(2022\)](#) investigated whether it is possible to train children with Down Syndrome to prepare processed dim sum using the principles of Effective Interpersonal Communication (EKI), which include openness, positivity, support, equality, and empathy ([Saputra, 2020](#)).

The community service followed the training with a communal meal, allowing the participants to sample their work. The entertainment sessions further heightened the participants' enthusiasm for participating in the series of activities and enlivened the ambiance. Figure 2 shows preparation for making dim sum.



Figure 2 Prepafor making ring dim sum

Additionally, speeches were delivered by representatives of numerous organizations that were involved in this event. Mr. Prof. Ir., Ms. Sri Dewi Fitryani Natadinengrat from Rumah Difabel & Khadijah Sharaswah Indonesia, and Ms. Ms. Silvey Tangkilisan from Arya Duta and Zulkifli Nasution, M.Sc., Ph.D., the Head of the University of North Sumatra Service Team, conveyed their gratitude and optimism that this activity will be beneficial to the participants in the development of entrepreneurial skills. The Chairperson, Prof.Ir.Zulkifli Nasution, M.Sc, Ph.D, received the gifts and joint photographs from Arya Duta to the service team, as illustrated in Figures 4a and b.

In Figures 3, Professor Zulkifli participates in a photo session with collaborators Rumah Difabel Sharaswaty, Education Foundation, and Diffable Entrepreneur. He expresses optimism that this partnership service activity will contribute to the economic and welfare of our society by enhancing the knowledge, skills, and entrepreneurial spirit of special children with hearing and speech impairments.



Figure 3 The transfer of gifts and photo taking from Arya Duta to the community service team

[Fiati and Diah \(2023\)](#) and [Triano et al \(2023\)](#) conducted dim sum-making training activities for individuals with disabilities, thereby promoting the development of dim sum entrepreneurs at SLB Purwosari, Kudus. [Suranta \(2024\)](#)'s service revealed that the disability community favors selling food and beverages, including dim sum, barbecued sausages, grilled rice, and liwet rice.

The community service concluded with the distribution of dim sum and gifts to all participants, which was followed by a group photo session that officially concluded this inspiring series of activities.

On July 10, 2024, the second session of activities will be conducted to enhance the knowledge, skills, and economic welfare of Diffable Men through barber training. It is anticipated that this activity will serve as a promising initial step in promoting economic independence among individuals with disabilities in North Sumatra, and it will also serve as an incentive for other organizations to continue to provide support for comparable initiatives in the future.

According to the Partnership Service Activities conducted at Shraswaty Difabel House, Jl. Helvetia Medan, Beringin 2, No. 81. The process of this service activity is identical to that of [Austin \(2023\)](#), who conducted training activities for individuals with disabilities in the production of Frozen Food: Pempek Gluten Free and Sausage in Palembang City. In addition to bolstering independent entrepreneurship, their activities' objectives were to enhance public comprehension of nutritional content and to provide instruction on the proper and hygienic packaging of products. Their critical thinking abilities can be enhanced through this process of reflection. The second session activity is barber training for Diffable Men to enhance their economic welfare, knowledge, and abilities. The process of this service activity is identical to that of [Wardani \(2022\)](#), who conducted activities to enhance the welfare of individuals with disabilities in Jagabaya Village, Warunggunung District, Lebak Regency.

CONCLUSION

The LPPM USU Partnership Service Team, in partnership with RDS, KSI, and Edu-F, trained and prepared 20 diffable entrepreneurs in dim sum processing and male barber services. The LPPM USU Partnership Service Team can enhance the economy and welfare of partner families through Talent Mapping diffable. On an ongoing basis, the LPPM USU Partnership Service Team will facilitate, assist, and nurture Entredif partners.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

The service community, well done. The manuscript preparation of the original draft and revision by conceptualization, AZS and ZN; methodology, MS; formal analysis, M and SFS; making a video and newspaper publication. AZS and ZN both contributed substantially to the reported work.

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