

Home industry entrepreneurship empowerment: LINSU production to support the economy of families around campus

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ABSTRACT

This Community Service Program (PKM) was conducted around the campus of Universitas Satya Terra Bhinneka with the aim of enhancing community skills in producing and marketing dishwashing liquid as a home industry. The activity began with a pre-test to assess participants' initial understanding of the production process, packaging, and marketing strategies. The pre-test results showed that most participants had no prior experience in soap making and limited knowledge of packaging and product marketing. The training included a live demonstration of the soap-making process, followed by sessions on product packaging and marketing strategies, particularly through the use of social media. Post-training evaluation showed significant improvements: 90.32 percent of participants understood the soap-making process, 100 percent grasped proper packaging techniques, and 74.19 percent understood how to utilize digital marketing strategies. Interest in starting a dishwashing liquid business increased from 29.03 percent to 77.42 percent after the training. This program effectively provided practical and applicable skills, promoted economic self-reliance, and strengthened the synergy between the university and the community in developing local potential. The training is expected to stimulate the emergence of new, sustainable, and competitive household-based business units in the local market.

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1. INTRODUCTION

Soap as one of the main needs to obtain good hygiene standards in everyday life is included in basic needs, but soap is not included in the group of primary needs. Fulfillment of soap is often considered a secondary need, because primary needs (clothing, food, shelter) are needs that must be met every day. Continuous consumption of soap every day causes the need for soap procurement which requires a lot of money. In running a simple snack-making business, the soap that has been used for washing dishes is dishwashing soap at a price of IDR 2,500 per sachet per day. Providing sachet soap for 1 month costs IDR 50,000. This shows that the community must provide a minimum fund of IDR 50,000 per month to procure the soap needed to clean cooking utensils (Amalia et al., 2018; Ramadhan et al., 2022). Therefore, training is needed for the community regarding the independent manufacture of

dishwashing soap to help the community reduce the cost of daily needs and is expected to improve the community's skills in producing and marketing dishwashing soap as a home industry business.

The economic sector is a very important component in achieving the progress of a country. A nation that has the ability to grow and develop its economic sector, both formally and informally, to ensure equal distribution of income for its citizens is considered a great nation. More and more small sectors are emerging, including home industries, as a result of this increased global competitiveness. They also want to develop to become part of the business and employment market (Irdamurni et al., 2024; Ramadhan et al., 2022). Community empowerment is an effort to enable and make the community independent, which can be done in various ways, namely by enabling, which is an effort to create community motivation so that they have developing potential (Munawwaroh et al., 2024; Setyawan et al., 2025).

LINSU product is a dishwashing soap product designed by the author which is a daily necessity and has high demand. In addition to household needs, this product is also needed in various eateries and campus canteens. With a large market, this home industry has good sales prospects, both to meet local needs and wider distribution opportunities. The environment around the Satya Terra Bhinneka University campus, namely Medan Sunggal District, Medan City, generally consists of people with diverse human resources and economic levels, and many of them do not have permanent jobs. The LINSU dishwashing soap home industry offers new economic opportunities for them, especially for housewives who want to earn extra income without having to work outside the home (Atika & Zuliana, 2024; Sitorus et al., 2024). The importance of this community service activity is expected to foster a creative entrepreneurial spirit on a home industry scale and to encourage activities to improve the family economy of the community.

The Satya Terra Bhinneka University Community Service Team initiated a dishwashing soap production program under the LINSU brand as a home industry venture. This product was chosen because it has a broad market, both for household needs and small businesses such as food stalls and campus canteens. By involving the local community, especially housewives, this program is expected to address the challenges of economic limitations while also providing a means to develop production, packaging, and marketing skills (Annisa, 2023; Singh, 2024). Thus, the flow of basic needs that were previously an economic burden can be transformed into a business opportunity that contributes directly to community empowerment and strengthening the local economy.

The Community Service Program (PKM) in the community around the Satya Terra Bhinneka University campus, is not only to support the family economy, but can also improve the skills of the community around the campus. This service is a form of training in the manufacture, marketing, and management of dishwashing soap businesses that will open insights and create an economically independent community. With additional income from the production of LINSU dishwashing soap, families are expected to be more independent in meeting their daily needs without relying on formal employment. This is expected to foster family economic stability and create financial resilience at the household level. As an educational institution, the campus has a strategic role in empowering the surrounding community. Through this community service activity, it is hoped that synergy will be established between the campus and the community in developing local potential, so that the campus does not only function as a center of education, but also as an agent of socio-economic change. The objectives of this community service are: (1) To improve community skills in producing, packaging, and marketing dishwashing soap as a home industry business; (2) To encourage the formation of family economic independence through the development of household businesses based on dishwashing soap; (3) To strengthen the synergy between Satya Terra Bhinneka University and the surrounding community in developing local potential.

2. METHODS

Location and Target of the Activity

The training was conducted on November 19 and 21, 2024, from 1:00 PM to 4:00 PM WIB, in Gang Sejahtera, Medan Sunggal Subdistrict, Medan City, North Sumatra Province. This location was chosen because it is directly adjacent to Universitas Satya Terra Bhinneka, where many residents particularly housewives have unstable incomes and are highly dependent on informal work. The program targeted 20 participants, selected through recommendations from local leaders and based on their expressed interest in participating. The limited number was intentionally set to ensure intensive mentoring and hands-on practice, as well as to create a pilot group that could later become role models for other community members.

Tools and Materials

The tools and materials used in this community service activity to produce LINSU dishwashing liquid included basic household equipment and easily accessible ingredients. The tools consisted of mixing containers, measuring cups, stirring rods, funnels, bottles for packaging, and labels for branding. Meanwhile, the main ingredients for the soap formulation included water, sodium lauryl sulfate (SLS), Texapon, glycerin, sodium chloride (salt), citric acid, fragrance, dye, and antibacterial agents. The selection of materials in this training was based on three main considerations they are affordability, accessibility, and suitability for community-based businesses. All ingredients were chosen because they can be purchased at low cost in local markets (affordability), are readily available in traditional shops and chemical stores around Medan (accessibility), and allow small-scale production that remains competitive in the local market (suitability). Since some of the chemicals used, such as sodium lauryl sulfate (SLS) and texapon, are not commonly familiar to laypeople, the training also emphasized safety procedures, including accurate measuring, the use of protective equipment such as gloves and masks, and proper storage practices. These measures ensured that participants not only gained technical skills in soap production but also developed awareness of health and safety standards essential for sustainable home industry practices.

This community service activity was carried out through training and mentoring methods for the local community. The materials delivered included training on the production, packaging, and marketing strategies of LINSU dishwashing liquid, including the use of social media as a promotional tool. On the first day, the community service team provided theoretical material on these three topics, followed by a hands-on practice session on making LINSU dishwashing liquid. On the second day, the focus shifted to mentoring participants in the packaging process and designing marketing strategies using social media platforms.

Partner Involvement

Community involvement was central to the success of this program. Local leaders played an active role in mobilizing participants and ensuring that those who joined were truly motivated to benefit from the training. During the sessions, residents did not only act as passive recipients but also actively engaged in discussions, hands-on practice, and peer-to-peer feedback, which fostered mutual learning among participants. This participatory approach was designed to build a sense of ownership, increase confidence in applying the new skills, and encourage collaboration within the community. Furthermore, by directly involving community members in every stage of the activity, the program aimed to cultivate long-term commitment and motivation so that participants could sustain and even expand the soap-making initiative beyond the training period.

Activity Evaluation Design

The activity was carried out by combining training, demonstration, and mentoring methods. On the first day, participants received theoretical material covering soap formulation, cost calculation, basic packaging, and marketing strategies, followed by hands-on practice in producing dishwashing liquid. On the second day, the focus shifted to mentoring on packaging techniques, including labeling, branding, and selecting appropriate packaging types, as well as designing marketing strategies through the use of social media platforms (Andrian et al., 2024). Throughout the sessions, participants were encouraged to practice independently under the guidance of the implementation team to ensure mastery of each stage of the process.

3. RESULTS AND DISCUSSION

Results

This community service activity (PKM) was carried out for 2 days, namely Tuesday and Thursday, November 19 and 21, 2024 by providing training and mentoring to the community around the Satya Terra Bhinneka University campus located in Gang Sejahtera, Medan Sunggal District, Medan City, North Sumatra Province. The training and mentoring provided were related to dishwashing soap production skills training, packaging, product labeling, and appropriate product marketing strategies. On the first day, November 19, 2024, a pre-test was carried out which was used to measure the community's abilities related to the topic that would be given before being mentored. The following are the results of the pre-test which are grouped into several categories presented in Table 1.

Table 1. PKM pre-test scores

List of Questions	Pre-Test	
	Yes (%)	No (%)
Have you ever used homemade or locally produced dishwashing soap?	0	100
Do you know the main ingredients for making dishwashing soap?	6.45	93.55
Have you ever attended home industry product manufacturing training before?	0	100
Do you know the basic steps for making dishwashing soap?	0	100
Do you know how to calculate the production costs and selling price of dishwashing soap?	19.35	80.65
Do you understand how to package dishwashing soap to make it attractive for sale?	16.13	88.87
Do you know how to maintain the quality of dishwashing soap during storage?	0	100
Do you understand online marketing strategies for dishwashing soap products?	12.90	87.10
Do you know how to use social media to promote products?	29.03	70.97
Do you know how to create a brand for your dishwashing soap product?	6.45	93.55
Are you interested in starting a home industry dishwashing soap business?	29.03	70.97
Do you believe that home industry businesses can improve family finances?	45.16	54.84
Are you sure this dishwashing soap product can compete in the local market?	16.13	83.87
Do you feel this program can help people understand the importance of entrepreneurship?	64.52	35.48
Do you feel that this program is in line with the economic needs of the community around the campus?	29.03	70.97



Figure 1. Demonstration activity of making dishwashing soap

After the pretest was given, an introduction was made to the tools and materials that would be used in making dishwashing soap and then a demonstration of the dishwashing soap making technique was presented in Figure 1. After the demonstration of making dishwashing soap from start to finish, on the second day, November 21, 2024, the community service participants were given further material related to attractive and correct packaging techniques. In this session, participants were given information about the basic principles of packaging, including the selection of appropriate packaging materials, attractive label designs, and information that must be included on the product. Participants were introduced to various types of packaging, from plastic bottles to more practical and economical refill pouches. The results of the dishwashing soap product packaging that had been carried out by the community service team are presented in Figure 2.



Figure 2. Packaging of LINSU dishwashing soap

After participants have participated in a series of activities that include a demonstration of making dishwashing soap and materials related to interesting and correct packaging techniques, the final stage of this community service activity is the implementation of a post-test. The post-test is conducted to evaluate the extent to which participants' understanding and skills have increased after participating in this training and mentoring. The results of the post-test are presented in Table 2.

Discussion

On the first day, a pre-test was conducted to measure the community's ability related to the topic that would be given before being mentored. The pre-test results showed that all participants involved in this community service activity did not have experience in using homemade or locally produced dishwashing soap (100 percent answered no). In addition, 93.55 percent of participants did not know the main ingredients in making dishwashing soap, and none (0 percent) understood the basic steps

in making their own dishwashing soap. This confirms that this training is very necessary to improve participants' skills in producing dishwashing soap as part of economic empowerment efforts. The training program is very important to provide practical skills in dishwashing soap production. Participants learn about raw materials, manufacturing processes, and cost calculations, which are important for producing dishwashing soap independently (Januarti & Rahmawati, 2024; Muhtasanah et al., 2022).

Table 2. PKM post-test scores

List of Questions	Post-Test	
	Yes (%)	No (%)
Have you ever used homemade or locally produced dishwashing soap?	100	0
Do you know the main ingredients for making dishwashing soap?	77.42	22.58
Have you ever attended home industry product manufacturing training before?	100	0
Do you know the basic steps for making dishwashing soap?	90.32	9.68
Do you know how to calculate the production costs and selling price of dishwashing soap?	87.10	12.90
Do you understand how to package dishwashing soap to make it attractive for sale?	100	0
Do you know how to maintain the quality of dishwashing soap during storage?	100	0
Do you understand online marketing strategies for dishwashing soap products?	87.10	12.9
Do you know how to use social media to promote products?	74.19	25.81
Do you know how to create a brand for your dishwashing soap product?	100	0
Are you interested in starting a home industry dishwashing soap business?	77.42	22.58
Do you believe that home industry businesses can improve family finances?	100	0
Are you sure this dishwashing soap product can compete in the local market?	87.10	12.90
Do you feel this program can help people understand the importance of entrepreneurship?	100	0
Do you feel that this program is in line with the economic needs of the community around the campus?	100	0

From the entrepreneurial aspect, most participants do not understand the calculation of production costs and determining selling prices (only 19.35 percent know), as well as product marketing techniques (87.10 percent do not understand marketing strategies). Understanding of attractive packaging design is also still low, where only 16,13 percent of participants understand the importance of packaging design in increasing the attractiveness or competitiveness of a product. However, there are positive indications that participants are beginning to realize the importance of utilizing social media for promotion, with 29.03 percent stating that they understand the concept. By learning to produce dishwashing soap, participants can reduce expenses and have the potential to increase their household income by selling the dishwashing soap (Munawwaroh et al., 2024). The training and mentoring programs implemented are expected to provide concrete solutions for the community around the Satya Terra Bhinneka University campus in improving production, marketing, and business management skills so that they can compete in the local market and support the family economy sustainably.

The pre-test results in Table 1 show that most PKM participants still have limited knowledge about making dish soap. Almost all participants did not know the main ingredients used in making dish soap (93.55 percent) and the steps to make it (100 percent). In addition, participants also did not have knowledge related to how to maintain product quality during storage (100 percent). This indicates that the participants' knowledge of the technical aspects of making dish soap is very limited and the participants need assistance in the production process. From the technical aspect, some participants also did not understand cost calculation, packaging, marketing strategies, and branding which showed weaknesses in the entrepreneurial aspect shown with only 19.35 percent of participants knowing how to calculate production costs and product selling prices, 16.13 percent understanding attractive packaging, 12.90 percent knowing online marketing strategies, and only 6.45 percent of participants having considered the importance of product branding. This indicates that the entrepreneurial skills of PKM participants are still far from adequate. However, there are positive signals that can be the starting point for development, namely 64.52 percent of participants believe that this program can increase understanding of entrepreneurship, and 45.16 percent believe that household businesses can contribute to improving the family economy. Although the interest of participants to start a business is still relatively low (29.03 percent), the belief that this program is relevant to the needs of the community is an important capital for the success of this training. Overall, the pre-test results show that there is a gap between the skill needs and the current condition of the participants. This means that the PKM program must not only teach technical aspects of production, but also strengthen motivation and understanding of entrepreneurship so that participants are better prepared to start a real business.

After the pretest was given, an introduction to the tools and materials that would be used in making dishwashing soap was carried out and then a demonstration of the dishwashing soap making technique was carried out. This demonstration activity went well, because the community service participants paid attention to every process in the dishwashing soap making activity and actively asked questions if there was anything that confused them. After the demonstration of making dishwashing soap from start to finish, on the second day the community service participants were given further material related to attractive and correct packaging techniques. Based on the pretest results, only 16.13 percent of participants understood the importance of packaging design, so this material is expected to increase their insight and skills in making more attractive and professional packaging. Packaging design, including elements such as color, shape, and typography significantly impacts consumer perception and purchase intention. Attractive packaging can differentiate a product from products produced by competitors and increase the value of the product (Noor et al., 2024). Good packaging not only functions as a product protector, but also as a means of promotion that can increase consumer interest. Attractive packaging can increase sales by making the product more attractive, trustworthy, and looking more professional. Attractive packaging acts as a silent salesperson, influencing consumer behavior and driving purchasing decisions (Ramadhan et al., 2022).

The final stage of this community service activity is the implementation of a post-test. The results of the post-test showed an increase in the understanding of community service participants regarding various aspects related to the manufacture and marketing of home industry-based dishwashing soap. When compared to the pre-test results, there was a significant increase in almost all indicators, indicating that this training and mentoring activity has had a positive impact on the community around the campus. One of the most striking improvements was the participants' understanding of the raw materials for making dishwashing soap. Before the training and mentoring, only 6.45 percent of participants knew the main ingredients, while after the training this figure increased to 77.42 percent. Likewise, the understanding of the basic steps for making dishwashing soap increased from 0 percent to 90.32 percent.

This shows that the practical or demonstration sessions and the delivery of materials have succeeded in enriching the participants' insights in terms of producing dishwashing soap. The training program has been proven to significantly increase the knowledge and skills of participants in the production of dishwashing soap. This is in line with the training conducted in Gajahmungkur Regency which increased participants' knowledge by 100 percent, indicating the effectiveness of structured educational activities in acquiring skills (Saniyah et al., 2024).

In addition to the technical aspects of production, understanding of marketing and branding has also increased. Before the training, only 12.90 percent of participants understood online marketing strategies, but after the training, the majority of participants (87.10 percent of participants) had a better understanding of how to sell their products through social media. Likewise, understanding of the use of social media for promotion increased from 29.03 percent to 74.19 percent. This shows that participants are beginning to realize the importance of digital marketing strategies in increasing the competitiveness of their products. Online media training has been effective in improving digital marketing competencies, leading to increased competitiveness and business growth for SMEs. This training emphasizes the importance of social media, search engine optimization, and online brand management (Andrian et al., 2024; Muhtasanah et al., 2024).

Another significant increase is related to the interest and confidence of participants in starting a home industry-based dishwashing soap business. Before the training, only 29.03 percent of participants were interested in starting this business, but after the training, this figure increased to 77.42 percent. In addition, the level of participant confidence in home industry businesses as a solution to improve family economy also increased to 100 percent, which was previously only 45.16 percent. This shows that participants not only understand the technical aspects of production and marketing but also have the motivation to apply the knowledge they have gained from this training and mentoring activity. This is in line with the results of the training activities carried out in Binjai Baru Village, where the training involved socialization, practical trials, and discussions, which helped participants master the materials and techniques for making dishwashing soap. This approach encourages creativity and provides knowledge that can save expenses and open up new business opportunities (Azizi et al., 2022). In addition, in Pidodowetan Village, training was also carried out aimed at empowering the community and encouraging economic independence by utilizing local materials to produce affordable and quality dishwashing soap. This initiative not only saves expenses but also strengthens community solidarity (Sitorus et al., 2024).

These findings indicate that the Community Service Program (PKM) activity successfully addressed the participants' concerns identified in the pre-test. This activity not only improved technical knowledge but also fostered participants' motivation and confidence in entrepreneurship. Furthermore, the results of this post-test trial indicate that the Home Industry-Based Entrepreneurship Empowerment program has provided significant benefits to the community surrounding the Satya Terra Bhinneka University campus. In addition to the increased knowledge evident in the post-test results, participants also gained practical skills. During the practical session, all participants were able to independently produce dish soap by following the explained manufacturing steps. The resulting soap product possessed a quality suitable for everyday household use. Furthermore, participants also designed simple packaging suitable for small-scale marketing. This demonstrates that the training not only improves cognitive aspects but also provides practical skills that can be immediately applied. With the participants' improved skills and understanding, it is hoped they will be able to develop their own dishwashing soap business sustainably, thus positively impacting the local community's economic well-being.

4. CONCLUSION AND RECOMMENDATIONS

This Community Service Program successfully improved the skills of the community around the Satya Terra Bhinneka University Campus in producing, packaging, and marketing dishwashing soap as a home industry. Pre-test and post-test results showed a significant increase in participants' understanding of raw materials, production techniques, packaging strategies, and marketing, including the use of social media. Furthermore, community interest in starting a dishwashing soap business increased from 29.03 percent to 77.42 percent. Thus, this activity significantly contributed to encouraging family economic independence and strengthening the synergy between the university and the community in developing local potential sustainably.

Based on the results of the implementation of community service activities, it is recommended that home industry-based entrepreneurship empowerment programs such as LINSU dishwashing soap production can be continued with intensive mentoring activities. This mentoring is very important to guide the community in aspects of business management, product innovation, financial management and marketing strategies, especially through digital platforms. Access to business capital also needs to be facilitated through cooperation with financial institutions or CSR programs. In addition, strengthening the branding and promotion of LINSU products must be improved to be more competitive in the market. Periodic monitoring and evaluation are also important to ensure that participants' businesses develop sustainably and have a real impact on improving the family economy. Further service is recommended to strengthen training in aspects of business management and digital marketing, build partnerships for capital access, and conduct periodic mentoring and evaluation to ensure the sustainability of community businesses.

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