

Build a Better Personal Abilities for a Sustainable Motivation: a Community Services in Penang, Malaysia

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ABSTRACT

The aim of this community service is to empower informal workers and learning sector facilitators by strengthening the individual potential of the Indonesian Community Association (PERMAI) Pulau Pinang with a differentiated learning approach that favors the informal sector workers themselves, as well as an effort to adapt the adjustment process to the work community which exists. With minimal levels of education and skills, these job seekers have to compete with each other. To alleviate poverty, the government implemented a program to place Indonesian Migrant Workers (TKI) abroad. The government's role in this program is focused on aspects of training, protection and providing various conveniences to related parties, especially TKI and Indonesian Migrant Worker Placement Services Companies (PJTKI). Stage 1: Map and collect data on initial partner conditions; Stage 2, Socialization through discussions with partners regarding implementation preparations, implementation time, members involved and service topics at Partners; Stage 3: Training and empowerment of differentiated learning and learning pattern approaches that focus on increasing productivity levels; Stage 4: Assistance in implementing learning approaches to learning patterns that favor increasing productivity levels; Stage 5: monitor and evaluate all partner activities; Stage 6: Follow-up on program implementation

INTRODUCTION

BNP2TKI was born. In 2004 Law Number 39 of 2004 concerning the Placement and Protection of Indonesian Workers Abroad, which in article 94 paragraphs (1) and (2) mandated the formation of the National Agency for the Placement and Protection of Indonesian Workers (BNP2TKI). This was followed by the issuance of Presidential Regulation (Perpres) Number 81 of 2006 concerning the Establishment of BNP2TKI, whose operational structure involves elements of central government agencies related to TKI services, including the Ministry of Foreign Affairs, Ministry of Transportation, Ministry of Transportation and Ministry of Foreign Affairs. Labor and Transmigration, Police, Ministry of Social Affairs, Ministry of National Education, Ministry of Health, Immigration (Kemenhukam).), Secretary of State, and others. In 2006 the government began implementing a TKI placement program in South Korea (G to G) or between governments through the Directorate of Placement and Protection of Overseas Workers (PPTKLN) under the Directorate General of PPTKLN of the Ministry of Manpower and Transmigration. In 2007, Moh Jumhur Hidayat was appointed Head of BNP2TKI through Presidential Decree Number 02 of 2007, whose authority is under and responsible to the president. Not long after the Presidential Decree was ratified, which was followed by the inauguration of Moh Jumhur Hidayat as Head of BNP2TKI, Head of BNP2TKI Regulation No. 01 of 2007 concerning the Organizational Structure of BNP2TKI was issued which includes elements of central government agencies related to TKI. service. The basic regulation is Presidential Instruction (Inpres) No. 6 of 2006 concerning Reform Policy for the Placement and Protection System for Indonesian Workers.

BNP2TKI Changed to BP2MI. In 2017, Law Number 18 of 2017 concerning the Protection of Indonesian Migrant Workers was issued and this was followed by Presidential Regulation Number 90 of 2019 concerning the Indonesian Migrant Worker Protection Agency which appointed BNP2TKI to transform into the Indonesian Migrant Worker Protection Agency (BP2MI).) as an institution tasked with implementing policies in the field of service and protection of Indonesian Migrant Workers in an integrated manner. In the new BP2MI era, BP2MI's policy direction has a big theme of PMI protection, namely the eradication of non-procedural PMI distribution syndications. With strategic targets: increasing the protection and welfare of PMI and their families, as well as improving good governance. With the aim of: Realizing the protection of PMI through the placement of skilled and professional PMI to improve the welfare of PMI and their families as national assets, as well as improving organizational governance that is efficient, effective and accountable.

There are several reasons why migrant workers migrate, namely: a. The job opportunities available in Indonesia are very minimal. This is the biggest reason why people choose to become migrant workers abroad. B. Increasing demands on the cost of living. For example, to send children to school, improve family life, and buy other life necessities. C. The salary received when becoming a migrant worker is quite large compared to the salary when working domestically. Let's just say the salary of being a housemaid. Salaries in

Indonesia range from 500 thousand to 750 thousand rupiah. Even though abroad they are paid twice as much, maybe even more. D. Invite family members who have become migrant workers first. The family can be a liaison and person who can be trusted to look after other family members who intend to migrate abroad. e. A residential environment where people have been migrant workers for several generations. (<http://id.scribd.com>) The problems of migrant workers abroad never stop. Some of the problems often faced by migrant workers in Malaysia include the large number of illegal immigrants, sexual openness, torture by employers, not getting salaries according to the agreement, and not getting a decent life, some even die. This is due to the government's lack of role in controlling Indonesian workers. Even though the contribution of TKI is very large, their fate has not improved. Most migrant workers are recruited by individuals or brokers who promise jobs with high salaries. The fact is that currently there are still many illegal immigrants. This can trigger problems that will be experienced by migrant workers, because the increasing number of illegal migrant workers working in Malaysia will cause various kinds of problems, including the deportation of illegal migrant workers by the Malaysian government. Apart from that, it will also cause migrant workers to become targets of human trafficking carried out by several individuals. TKI have handed over the largest amount of foreign exchange to the country, but the problem of legal protection for TKI from before leaving, working, until returning to their homeland is that criminal occurs.

Through increasing this understanding and skills, we can help create an environment that supports optimal growth and development for them. As an educational institution, Mercu Buana University organizes service activities for the international community, especially for Indonesian citizens who work in Malaysia on Penang through the Permai NGO, which is one of the applications of the Tridharma of Higher Education activities. Target Partners Permai Pulau Pinang, a non-governmental organization (NGO) that engages in social education and culture, is the target partner of this activity. Partner have worked with Mercu Buana University to improve quality activities, skills, and unique skills for Indonesians working abroad, especially in Malaysia. It is hoped that with the collaboration of Universitas Mercu Buana and PERMAI, they will be able to synergize and share knowledge in the areas of e-Commerce, fintech, and digital technology, among other special skills that are necessary for establishing socio-cultural cooperation relations between Indonesian and Malaysian people. Expanding is a communication intervention that is organized to cause voluntary behavior changes for the welfare of the community.

Conformity with MBKM, Higher Education IKU, and UMB Community Service RIP, namely:

1. The proposed activities are in accordance with one of the activities recommended in the Independent Campus Learning Program (MBKM), namely Building Villages/Thematic Real Work Lectures [4]
2. The proposed activities support the Main Performance Indicators (IKU) of Higher Education based on the Decree of the Minister of Education and Culture, Research, and Technology of the Republic of Indonesia, Number

210/M/2023, concerning the Main Performance Indicators of Higher Education and Higher Education Service Institutions in the Ministry of Education, Culture, Research, and Technology [5], namely:

- a. IKU 3: Students Do Activities Outside the Study Program, Through Activities: Where implemented at UMB, student participation in lecturer PkM is counted as Student Activity Unit (SKP) points, which will later be included in the Diploma Companion Certificate (SKPI).
- b. IKU 2: Lecturers carry out activities outside campus until returning to their homeland is that criminal acts often occur.
3. The proposed activities are in accordance with the UMB RIPkM [6], namely supporting the superior theme of namely training.

The Indonesian Community Association (PERMAI) Pulau Pinang represents the target partner in this activity. The role of BNP2TKI is to act as an advocate for TKI in Malaysia, providing support and representation. Meanwhile, the Ministry of Health, the Ministry of Manpower of the Republic of Indonesia and PMI are in a position to act as supporters and vanguard. Subsequently, Joko Widodo's leadership provided the foundation for subsequent actions. To date, international advocacy efforts to achieve justice for these low-wage workers have focused primarily on destination countries and the actors involved in those countries. It is often the case that temporary workers experience direct and significant human rights violations perpetrated by their employer. Such violations are frequently immoral in the country where they work. Nevertheless, this has led to a lack of attention from policymakers, human rights activists and donors at the international level to the significant role that countries of origin can play in enabling migrant workers to access justice. (2013) (Migrant Workers' Access to Justice in their Country of Origin: Indonesian Case Study, 2013) Leadership plays an important role in advocating for TKI dispersed across various countries globally, particularly in Malaysia. This means that Indonesia, as a modern country, actually has complete policy-making instruments and processes, including legislative, executive and judicial. However, leadership can certainly provide good moral support to implementing actors/institutions so that they can build effective, sustainable and synergistic advocacy steps. Protection Concept The concept of protecting citizens abroad has an important role when social entities that position themselves as expatriates are seen as part of an asset to support national interests. Historically, citizen protection existed long before World War II, when there were Polish migrants seeking profits in England, which was then experiencing a rapid industrial revolution. When conflict occurred, a group of migrant workers then asked for moral support and freedom so they could return to Poland. Then this becomes the context of international citizen protection. (Schumpeter, 2002).

METHOD

The Community Partnership Program uses the approaches to different facets of problem-solving in dealing with challenges identified within partner communities. It will provide counseling and training for all participants who are ensured both foundational learning as well specific understandings to deal with existing issues, an official stated. This event was held in an offline setting with engaging and communicative discourse at Dewan Perahan Rakyat Kampung Tuk Subuh, Bukit Minyak Pulau Penang Malaysia on 28th January of the year 2024. The activity started from 9:00 and ended in the afternoon at around 14:00. More than 70 people attended the event. This shows the high level interest of participants to have knowledge on how product innovation growth would be achieved for MSME groups. It is clearly communicated whatever the resource person has shared which enhances good learning of topic. The clear, coherent nature of the material seen here is a result all leader-scholars would achieve if they could present in such an organized and articulate manner. The approach was rigorous and helped understanding. As a result of this training activity, the participants are satisfied with their outcome. As a result, most participants were pleased with the event.

Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation and monitoring stages. Following are the details of each stage that will be carried out: The preparation stage, which is conducted prior to the commencement of the activity and conveyed to the partner group, comprises the following elements:

- a. The preparation of extension and training work programmes
- b. The preparation of outreach programmes and training work programmes, with a view to ensuring greater organisation and focus in the activities to be carried out. The programme encompasses all technical, managerial and scheduling matters.
- c. Preparation of training modules
- d. The management module includes ongoing assistance, treatment and counselling techniques.
- e. Preparation of training facilities and infrastructure. These preparations include providing training and counseling facilities and infrastructure.
- f. Field coordination. The Team will assume responsibility for field coordination. The socialisation of the implementation programme to the community is conducted at the activity location, in accordance with the area to be agreed upon. The socialisation activity will be conducted on two occasions to ensure that all parties involved have a clear understanding of the purpose of this implementation activity. The initial socialisation session was conducted in an informal setting and involved officials from Permai.

Implementation Phase

- a. Entrepreneurial Mental Readiness Gathering; The upcoming socialization session is geared towards offering an understanding of the objectives and advantages of entrepreneurship well as an overview of the training content to cultivate a strong entrepreneurial mindset. The instructional materials

will be handed out during this meeting. Participants will consist of Mr. Khoseini bin Rahmat, who serves as the Chairman of Permai NGO representatives, from the migrant association community, in Pulau Pinang members of Mercu Buana Universitys Community Service Team and students taking part in the program.

- b. The objective of this training is to provide an introduction to the project, building upon the socialisation activities that have been conducted previously. The training employs direct, practical methodologies in a field setting. Those who have received theoretical instruction in the module are then required to apply their knowledge through practical entrepreneurship. The activity will be conducted by instructors who have undergone training in the delivery of training. It is hoped that this training will be carried out comprehensively and continuously, with the objective of ensuring that the partner communities truly understand and master the training independently. This group will then serve as the parent/core group, responsible for carrying out cadre formation in their respective areas.

Evaluation Phase

The material delivered by the resource person is effectively conveyed, facilitating a clear understanding of the subject matter. The structured and articulate delivery style contributes to the material's clarity and coherence. The methodology is systematic, facilitating comprehension. The results of the implementation of this training activity demonstrate that it meets the expectations and needs of the participants. Accordingly, the majority of participants expressed satisfaction with the event.

RESULTS AND RECOMENDATION

The community service event was held on 28 January 2024 at Dewan Perahan Rakyat Kampung Tuk Subuh, Bukit Minyak, Pulau Penang, Malaysia. It involved 70 participants from the NGO Permai. The activity employed the material exposition method, featuring presentations by lecturers from the Faculty of Economics and Business, Management programme at Mercu Buana University. Each lecturer presented material pertinent to their respective areas of expertise. The socialisation process included active interaction with participants through questions, answers and discussions, which is crucial for the development of a focused professional attitude within the community. This approach serves to emphasise the significance of extension assistance in ensuring the long-term viability of business operations. The team was mindful of varying education levels among participants, explaining concepts in simple language and fostering emotional closeness to ensure effective communication. Anticipating this, the team provided counseling with a high percentage of practical application, demonstrating harmonious implementation during the lectures.

The output of this service activity is in the form of videos uploaded on YouTube and other online media. It will also take part in international community service seminars held annually by the ICCD institution and will be disseminated in the form of publications. The final result will be a community

service journal with the content recorded in HAKI. Further information on the activity, including links to online media and videos, can be found below.

<https://hukumbisnis.net/read/8492/Kolabs-Dosen-Universitas-Mercu-Buana-PERMAI-Lakukan-Pengabdian-Masyarakat-di-Penang> ;
https://drive.google.com/drive/folders/1dM0ydquh9Bk_Eqb9QfLsVQ9hfrcklxKH

Collaboration with PERMAI was carried out starting from discussions to find the problems faced by MSME entrepreneurs in Pulau Pinang and under the guidance of PEMAI. PERMAI also helps register PKM participants related to the field of Management science. PERMAI also helped prepare the activity location to bring together participants with material presenters from UMB.

PKM activities require funds. Mercu Buana University funds this PKM activity. PERMAI as a partner also contributes funding so that activities can be carried out smoothly.



Figure 1. Activities Documentation, 2023

During the implementation of the community service activity, the execution proceeded smoothly and punctually in accordance with the predetermined schedule. The presenters successfully delivered their presentations, and the participants showed great enthusiasm in following them, resulting in a highly dynamic activity



Figure 3. Activities Documentation, 2023



Figure 4. Activities Documentation, 2023

Implementation Video Highlights Masukin dari PKM Masukkan juga LINK PUBLIKASI KE MEDIA MASSA

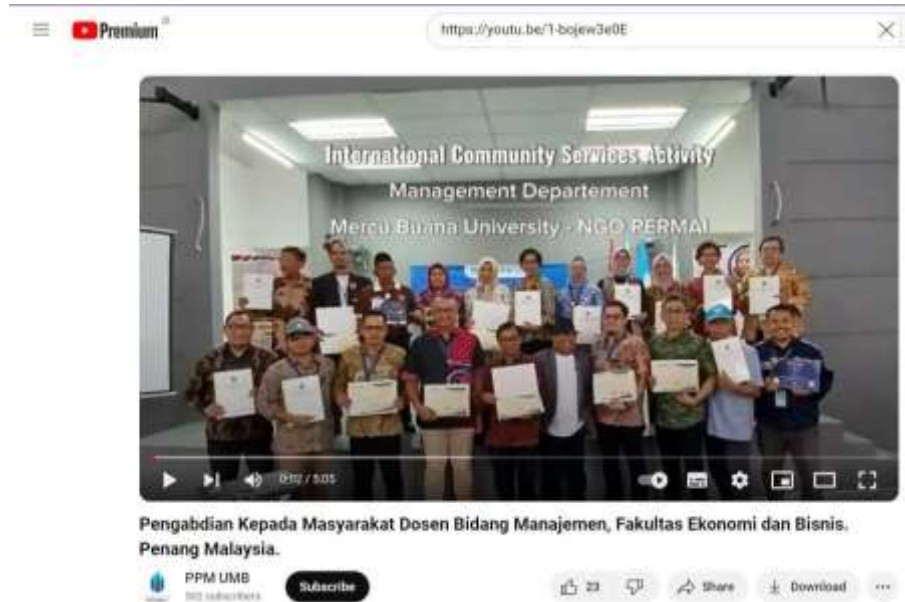


Figure 5. Channel Youtube PPM
Source: <https://youtu.be/1-bojew3e0E>

(Reporting of activities published in newspapers, magazines, or the internet)



Figure 6. Community Service in Penang
Source: <https://hukumbisnis.net/read/8492/Kolabs-Dosen-Universitas-Mercu-Buana-PERMAI-Lakukan-Pengabdian-Masyarakat-di-Penang>



Figure 7. Indonesian Consul General with UMB Chancellor
Source: <https://www.instagram.com/reel/C2uiPRoBe51/?igsh=MWdnd3gxeTBhZGxpYg==>
<https://sumateraekspres.bacakorran.co/read/33777/patut-dicontoh-mercubuana-peduli-negeri-berikan-edukasi-pemanfaatan-teknologi-ke-tki>

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions of the PKM can be summarized as follows: It has the ability to boost participants' mental fortitude and resilience, consequently improving their skills in MSME entrepreneurial business planning. It has the ability to improve communal values, notably the skills and capacities of participants. It has the ability to positively impact the MSMEs of the Permai NGO community by improving the mindset, motivation, and excitement of MSME actors, as well as offering understanding and skills for developing mental strength and emotional management in business.

Recommendation

Further training is required in order to enhance medium-scale MSME entrepreneurial business planning, with the objective of increasing MSME business at NGO Permai in Pulau, Pinang, Malaysia. It would be beneficial to collaborate with private companies or MSMEs that are interested in business planning, with the aim of establishing a forum for the formation of MSMEs.

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