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Samudra Cerdas: Implementation of an Integrated Empowerment Model for Capacity Building in Cikunir Village

Ghaida Al Magfira[1*], Naila Chofia Salsabila[2], Alfina Lutfiah Azzahra[3], Taopik Rahman[4], Trya Ardiani[5], Siti Nuramita[6]
Universitas Pendidikan Indonesia
Corresponding Author: Ghaida Al Magfira gaidaalmagfira@gmail.com

A R T I C L E I N F O

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A B S T R A K

Samudra Cerdas is an integrated community empowerment model developed in Cikunir Village through four empowerment units: Gema Lentera, Penting, Prima, and Arutala. This community service aimed to strengthen village capacity in literacy, family development, micro-enterprises, and agriculture. The program was implemented through participatory needs assessment, program planning, training, mentoring, monitoring, and evaluation. The results showed that Gema Lentera achieved 100%, Penting 100%, Prima 100%, and Arutala 100% based on their respective program indicators. The program also produced learning modules, literacy facilities, digital marketing support, agricultural processing equipment, and local partnership networks. These findings indicate that integrated empowerment based on local potential can strengthen village capacity across multiple sectors and provide a foundation for sustainable community-managed programs

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INTRODUCTION

Rural development is increasingly understood not only as an effort to improve physical infrastructure and economic productivity but also as a process of strengthening community capacity to identify, manage, and utilize local resources. Community empowerment is therefore important because it positions local communities as active actors in development rather than merely as beneficiaries of external programs. A systematic literature review by Rachman et al. (2022) shows that community empowerment based on local potential emphasizes the utilization of local resources, community participation, and the development of community capacity. Similarly, community capacity building requires active participation, knowledge development, skills enhancement, and institutional strengthening so that communities are able to manage their own local potential more independently (Wahyuhana et al., 2021). These perspectives indicate that sustainable village development requires an empowerment process that is participatory, locally grounded, and oriented toward long-term capacity development.

The need for such an approach is particularly relevant in rural communities where social, educational, economic, and agricultural issues are often interconnected. Educational limitations may influence the quality of human resources, while family capacity, economic opportunities, and agricultural productivity are closely related to household and community welfare. Consequently, empowerment programs that address only one sector may produce limited and fragmented impacts. Recent community-based programs have demonstrated the value of integrating several development dimensions within a single empowerment framework. For example, Zikran et al. (2026) implemented an integrated community empowerment program combining education, health, environmental awareness, and local economic activities and found that multidisciplinary interventions could strengthen community capacity while supporting sustainable village development. This suggests that village empowerment can benefit from a model that connects different sectors according to local needs and potentials.

Participation is another important component of community empowerment. Participatory learning enables communities to identify their own assets and develop solutions based on their existing social, natural, physical, financial, and human resources. Sucipto and Fatihin (2024) emphasize that community involvement in identifying and assessing local assets can support the development of sustainable strategies, while non-formal and participatory learning can strengthen community knowledge and skills. In addition, evidence from rural communities indicates that community capacity is associated with participation, particularly when residents possess problem-identification skills and social networks that support collective action (Asfaw et al., 2022). Therefore, empowerment programs should not be limited to delivering training but should provide continuous opportunities for participation, practice, mentoring, reflection, and local management.

These considerations are relevant to Desa Cikunir, Kecamatan Singaparna, Kabupaten Tasikmalaya, which has diverse human, social, agricultural, and

economic resources. The village has agricultural potential in rice, hybrid corn, and horticultural commodities, as well as local micro, small, and medium enterprises (MSMEs) and community institutions. However, the utilization of these potentials remains accompanied by several capacity-related challenges, including the need to strengthen literacy and learning support, family capacity related to parenting and nutrition, MSME branding and digital marketing, and the utilization of agricultural resources and by-products. Similar community empowerment studies show that training combined with mentoring can strengthen MSME knowledge and digital marketing capabilities (Afandi et al., 2023), while local-potential-based empowerment can strengthen human, institutional, and economic capacities when programs are designed according to community conditions (Wahyuhana et al., 2021; Rachman et al., 2022).

In response to these conditions, the SAMUDRA CERDAS program (Sinergi Literasi dan Agribisnis Desa) was developed as an integrated community empowerment model consisting of four thematic empowerment units: GEMA LENTERA, PENTING, PRIMA, and ARUTALA. GEMA LENTERA focuses on literacy and learning stimulation; PENTING strengthens family capacity through parenting, nutrition, and child development education; PRIMA develops MSME capacity through branding and digital marketing; and ARUTALA strengthens agricultural capacity through corn cultivation and the utilization of agricultural by-products. The model combines education, training, practical activities, mentoring, monitoring, and cross-sector collaboration rather than implementing the four programs as independent activities. This integrated orientation is consistent with recent evidence that community empowerment programs become more meaningful when local potential, participatory learning, institutional collaboration, and capacity building are connected within a broader development framework (Sucipto & Fatihin, 2024; Zikran et al., 2026).

Although previous studies have examined community empowerment based on local potential, participatory learning, village capacity building, and sector-specific interventions, there is still a need for practical empowerment models that integrate educational, family, economic, and agricultural capacity within a single village-level framework. The novelty of this study therefore lies not in the individual activities of each empowerment unit, but in the integration of the four units into one locally grounded empowerment model. SAMUDRA CERDAS is designed to connect different community groups, local institutions, universities, government agencies, and sectoral partners through a shared village empowerment framework. This approach is expected to reduce program fragmentation and strengthen the continuity of community capacity development.

Based on this background, this study aims to describe the implementation of the SAMUDRA CERDAS integrated empowerment model in Cikunir Village and to analyze its contribution to strengthening village capacity in four interconnected areas: education, family development, local economic development, and agriculture. The study specifically examines how the four empowerment units operate, how community participation and cross-sector collaboration support implementation, and how the integrated model

contributes to the development of a more independent, productive, and sustainable village.

IMPLEMENTATION AND METHODS

The community service program was conducted in Cikunir Village, Singaparna District, Tasikmalaya Regency, in 2026 through the PPK Ormawa program of HIMA PGPAUD, Universitas Pendidikan Indonesia. The target groups were determined according to the characteristics of each empowerment unit. GEMA LENTERA targeted children and adolescents, PENTING targeted pregnant women and mothers with young children, PRIMA targeted MSME actors and community members interested in starting a business, while ARUTALA targeted community groups engaged in agriculture.

The implementation method employed a participatory empowerment approach consisting of five stages: (1) mapping community needs and potential, (2) planning and establishing the empowerment units, (3) conducting training and mentoring, (4) monitoring and evaluation, and (5) developing a program sustainability plan.

During the mapping stage, the team identified community problems and potential. The mapping results were then used to determine the focus of each empowerment unit. The next stage involved developing materials, media, and non-formal learning modules. The activities were implemented through education, training, practical activities, mentoring, and activities based on the needs of the target groups.

Evaluation was conducted using initial and daily assessments, performance assessments, reflection sheets, attendance lists, and sustainability evaluations. These instruments were used to assess the achievement of the indicators for each program.

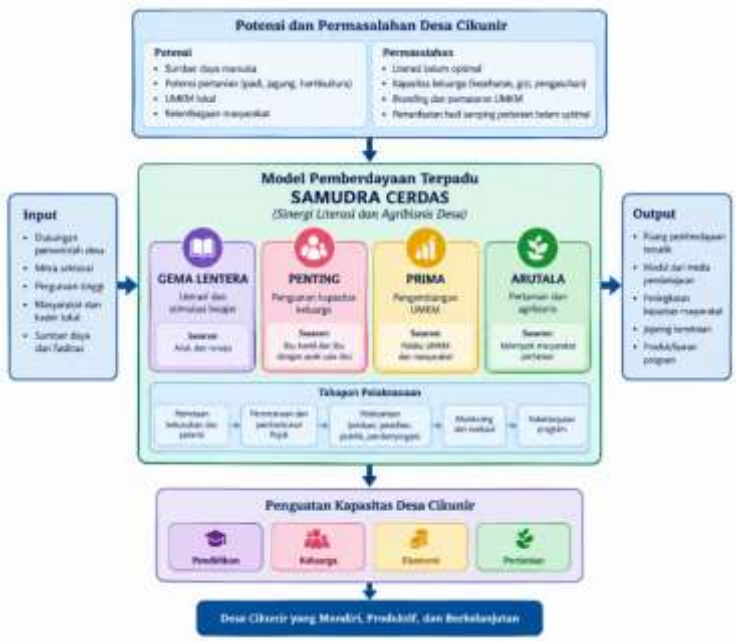


Figure 1. Framework of The Samudra Cerdas Integrated Empowerment Model

RESULTS AND DISCUSSION

Implementation of the Samudra Cerdas Integrated Empowerment Model in Cikunir Village

The implementation of Samudra Cerdas began with a mapping of community needs. The mapping results revealed four main issues that have different characteristics but are interconnected, namely suboptimal literacy, the need to strengthen family capacity, limitations in MSME branding, and the suboptimal utilization of agricultural by-products. On the other hand, Cikunir Village has human resources, community institutions, MSMEs, and an agricultural sector that can be further developed.

These conditions became the basis for establishing four empowerment Pojok. The establishment of the Pojok was not merely intended to divide activities according to different fields, but rather to create empowerment spaces with clearly defined targets and objectives.

Table 1. Implementation of Samudra Cerdas

Corner	Focus	Objectives	Form of Activity
Gema Lentera	Literacy and learning stimulation	Children and adolescents	Literacy, reading, learning media
Penting	Parenting, nutrition and growth and development	Pregnant women and mothers with early childhood	Education and mentoring
Prima	MSME branding and marketing	MSME Actors	Product identity, packaging, product photos, marketing
Arutala	Agriculture and agribusiness	Agricultural community groups	Corn cultivation and corn stalk processing

The program results demonstrate that four Pojok have been successfully established as an integrated empowerment model, with each Pojok equipped with a non-formal learning module.

These findings are significant as they indicate a shift from temporary empowerment activities toward more structured learning spaces. Each Pojok has a distinct focus, yet all are directed toward the same objective, namely enhancing community capacity by utilizing local potential.

Therefore, SAMUDRA CERDAS can be positioned as an integrated sector-based empowerment model rather than merely a collection of four independent activities. This integration is reflected in the similarity of program mechanisms, the use of a mentoring approach, the involvement of partners, and a shared direction toward sustainability.

Strengthening Literacy and Learning Stimulation through the Gema Lentera Corner

Gema Lentera was developed in response to the suboptimal literacy conditions among children and adolescents. A total of 30 children and adolescents were targeted for literacy strengthening, and 27 of them demonstrated increased participation based on the program indicators. The activities were conducted through 10 sessions.

The intervention did not solely involve reading activities but also included the provision of literacy spaces and media, such as reading tables, bookshelves, reading materials, educational posters, and the Bermain Aksara application.

Table 2. Results of the GEMA LENTERA Corner

Indicators	Result
Target children and adolescents	30 participants
Children/adolescents demonstrating increased participation	27 participants
Literacy sessions	10 sessions
Program indicator achievement	100%

The 100% achievement rate indicates that the majority of the target participants demonstrated progress in accordance with the program indicators. This finding shows that the provision of a literacy space accompanied by regular activities can serve as a stimulus for children's engagement in learning activities.

A key strength of Gema Lentera lies in the combination of space, reading materials, activities, and digital media. This means that the program does not merely provide facilities but also creates an environment that enables literacy activities to take place more regularly.

Thus, Gema Lentera's contribution to Cikunir Village is primarily reflected in the initial establishment of a community-based non-formal learning space that can be sustained and continued by local managers.

Strengthening Family Capacity through the Penting Corner

The Penting Corner was developed based on the need to strengthen family capacity in the areas of parenting, health, nutrition, the First 1,000 Days of Life (1,000 HPK), and child growth and development. The primary target groups of the program were pregnant women and mothers with young children.

The program not only provided educational activities but also connected families with existing community-based service institutions. Collaboration was established with Posyandu and Puskesmas, enabling the educational materials provided to be supported by professionals with expertise in health and nutrition.

For example, the Singaparna District Community Health Center (Puskesmas Kecamatan Singaparna) delegated a nutritionist as a resource person for a balanced nutrition seminar.

The evaluation results showed an achievement rate of 100%. In the context of the program, this result indicates an improvement in the participants' understanding of the aspects addressed through Penting activities.

Aspect	Result
Focus	Parenting, nutrition, health, and child growth and development
Target participants	Pregnant women and mothers with young children
Partners	Community Health Center (Puskesmas), Posyandu, and Nutritionist
Indicator achievement	100%

The main strength of Penting lies in its collaborative approach. Family education is not implemented separately from the village health service system but is instead connected with Posyandu and Puskesmas. This approach increases the potential for sustainability, as the community already has institutions capable of continuing the educational activities after the student program has ended.

Thus, Penting's contribution extends beyond improving participants' knowledge; it also strengthens the relationships among families, community health cadres, and health service providers as an integral part of the village's social capacity.

MSME Capacity Development through the Prima Corner

The PRIMA Corner was developed in response to the condition of some MSMEs that had not yet established clear product identities, branding, packaging, business social media presence, and structured digital marketing strategies.

The program was subsequently directed toward strengthening product identity, brand naming, packaging, product photography, and digital marketing. This approach demonstrates that MSME empowerment is directed not only toward strengthening the ability to produce goods but also toward enhancing the capacity to communicate and market products effectively to consumers.

Table 4. Results of the Prima Corner

Aspect	Result
Product identity	Brand name development
Packaging	Strengthening of design and packaging
Promotion	Improvement of product photography
Marketing	Introduction to digital marketing
Institutional development	Establishment of a Village Digital Marketing Team
Indicator achievement	100%

The 100% achievement rate indicates that most of the indicators for MSME capacity strengthening have been successfully achieved. One of the significant outcomes is the establishment of a Village Digital Marketing Team from the Karang Taruna youth organization.

The establishment of this team is strategically significant because the capacity-building process does not stop at individual MSME actors. Instead, it includes efforts to develop local actors who can serve as a bridge between MSMEs and digital marketing channels.

Strengthening Agricultural Capacity through the Arutala Corner

The Arutala Corner was developed based on the main agricultural potential of Cikunir Village, particularly in corn production. The identified challenges included the limited utilization of corn and the suboptimal use of corn stalks after harvest.

The program focused on strengthening corn cultivation practices and utilizing corn stalks as livestock feed. This approach demonstrates an effort to create added value from resources that had previously not been utilized optimally.

Table 5. Results of the Arutala Corner

Aspect	Result
Potential	Corn
Challenges	Post-harvest corn stalks are not yet optimally utilized
Intervention	Corn cultivation and corn stalk processing
Product/Output	Livestock feed
Indicator achievement	100%

The 100% achievement rate indicates that the indicators for strengthening agricultural capacity were successfully achieved. The activities were also supported by the Agricultural Extension Officer (PPL) of Singaparna District and the Tasikmalaya Regency Agriculture Office.

An important aspect of ARUTALA is the integration of agriculture and livestock. Corn stalks are no longer viewed merely as post-harvest residues but as materials that can be further developed into livestock feed. Thus, the program introduces a perspective that agricultural products have the potential to generate added value when managed appropriately.

Cross-Sectoral Synergy in Supporting the Sustainability of the Samudra Cerdas Program

The success of the Samudra Cerdas model is determined not only by the activities of each Corner but also by cross-sectoral support. The Cikunir Village Government provided support in the form of coordination, permits, venue facilities, transportation, cadre coordination, equipment, and administrative support through official decrees (SK) for each Corner.

The higher education institution contributed through mentoring, coaching clinics, technical guidance, monitoring, facilities, and activity support. Faculty mentors also provided guidance, monitoring, field visits, and support for the development of the Bermain Aksara application.

At the sectoral level, each Corner established partnerships with relevant stakeholders. The Gema Lentera Corner collaborated with the Office of the Library and the UPI Library; the Penting Corner with Puskesmas and Posyandu; the Prima Corner with Kopdes and local MSMEs; and the Arutala Corner with Agricultural Extension Officers (PPL) and the Agriculture Office.

This pattern demonstrates that program sustainability is not built upon a single actor. Students serve as the initial drivers, while the village government,

community members, and sectoral partners play important roles in continuing the program.

This commitment is further strengthened through the 2026–2028 sustainability plan, which includes the establishment of Corner coordinators, community-based management, monitoring and evaluation, the development of Standard Operating Procedures (SOPs), strengthening partnerships, and the integration of the program into village planning and budgeting.

From an empowerment perspective, this aspect represents one of the key strengths of SAMUDRA CERDAS, as sustainability has been considered from the implementation stage rather than only after the program has ended.

Contribution of Samudra Cerdas to Strengthening the Capacity of Cikunir Village

When the four Corners are analyzed as a whole, the contribution of Samudra Cerdas can be categorized into four dimensions of village capacity.

Table 6. Contribution of Samudra Cerdas to Village Capacity

Dimension	Corner	Contribution	Achievment
Education	GEMA LENTERA	Non-formal literacy spaces and activities	100%
Familiy	PENTING	Parenting, nutrition, and child growth and development	100%
Economy	PRIMA	UMKM branding and marketing	100%
Agriculture	ARUTALA	Corn cultivation and utilization of corn stalks	100%

The four programs demonstrate that strengthening village capacity can be achieved through different sectors while being directed toward a common goal. The Gema Lentera Corner strengthens human resource capacity, the Penting Corner strengthens family capacity, the Prima Corner strengthens economic capacity, while the Arutala Corner strengthens the capacity to utilize agricultural resources.

These contributions are further reinforced by the provision of tangible and intangible outputs, including modules for the four Corners, literacy media, the Bermain Aksara application, educational media for the Penting Corner, product identities and packaging for MSMEs, and equipment for processing corn stalks.

Thus, the novelty of Samudra Cerdas does not lie in each individual activity. Literacy, parenting, MSMEs, and agriculture have all been widely addressed in various community empowerment programs. The novelty that should be emphasized in the article is the integration of these four sectors into a single village empowerment model based on local potential and needs.

This model has generated three main changes. First, the establishment of thematic empowerment spaces that can serve as centers for community activities. Second, increased community capacity according to the sectors in which they

receive assistance. Third, the formation of networks among community members, the village government, higher education institutions, and sectoral partners.

Therefore, Samudra Cerdas does not merely produce a set of activities but has begun to build a village empowerment ecosystem. The future sustainability of this model will depend largely on the capacity of local managers to conduct activities regularly, manage resources, carry out evaluations, and maintain partnerships.

CONCLUSION AND RECOMENDATION

The implementation of Samudra Cerdas demonstrates that an integrated empowerment model can be utilized to strengthen the capacity of Cikunir Village through four key sectors: education, family, economy, and agriculture. The model was implemented through the Gema Lentera Corner, Penting Corner, Prima Corner, and Arutala Corner, each of which was developed based on the needs and potential of the community.

The achievement of the indicators for each Corner showed positive results, with 100% achievement in the Gema Lentera Corner, 100% in the Penting Corner, 100% in the Prima Corner, and 100% in the Arutala Corner. In addition to activity-based achievements, the program generated empowerment spaces, modules, educational media, MSME marketing support, utilization of agricultural by-products, and partnership networks.

The main contribution of Samudra Cerdas lies in the integration of four sectors within a single empowerment model. The sustainability of the program needs to be strengthened through management by community cadres and village residents, the establishment of a management structure, the development of Standard Operating Procedures (SOPs), regular monitoring, strengthening of partnerships, and the integration of the program into village development planning.

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