

Healthy Noodle Product Training and Digital Marketing to Increase the Income of The Community in Lengau Seprang Village Tanjung Morawa District

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Abstract

This study aims to analyze job satisfaction in mediating the influence of work discipline on employee performance at the National Narcotics Agency (BNN) of Langkat Regency. The type of research used is quantitative with a census method, where the entire population of 39 ASN employees was sampled. Primary data was collected through questionnaires and analyzed using Partial Least Square (PLS) with SmartPLS 4.0. The results of the study indicate that work discipline has a positive and significant effect on employee performance, as well as a positive and significant effect on job satisfaction. Job satisfaction is also proven to have a positive and significant effect on employee performance. In addition, work discipline has a positive and significant effect on employee performance through job satisfaction as a mediating variable. The R-square value shows that the work discipline variable is able to explain the variation in job satisfaction by 76.7%, while employee performance is influenced by work discipline and job satisfaction by 85%. Thus, job satisfaction has an important role as a mediator in strengthening the influence of work discipline on employee performance. The results of this study provide theoretical implications in the development of human resource management science as well as practical implications for the BNN of Langkat Regency in improving employee performance by strengthening work discipline and job satisfaction.

Keywords: *Training, Healthy Noodles, MSMEs, Digital Marketing, Income*

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Introduction

Lengau Seprang Village, located in the Tanjung Morawa District, Deli Serdang Regency, is one of the villages with promising human and natural resources. The village community consists mainly of farming families, farm workers, livestock farmers, and micro-businesses in the food and small trade sectors. With a population structure that is mostly of productive age, this village has considerable social capital and labour to support income and social empowerment programmes.

Given the community's increasingly complex information needs, social media can be used as a marketing medium to support business activities and facilitate and strengthen communication with the public. The benefits of marketing through social media for companies and business actors include easy online connection with consumers, higher sales conversion for targeted consumers, more economical marketing costs, real-time customer service, and potential sales growth for business actors. Marketing through social media that utilises the community's knowledge of technology is expected to increase the market share of product sales. One indicator of increased community welfare is an increase in sales turnover, which can be achieved by maximising social media marketing strategies. More creative product marketing methods using technological media are expected to increase sales access and higher income for micro-businesses in general, and especially for micro-businesses in Lengau Seprang Village.

With increased understanding and awareness among businesses about marketing through social media, sales can be increased through sales methods that are responsive to consumer needs. In the future, business actors can independently use social media marketing methods to support product sales so that they can increase market share and income for the community, thereby enabling them to become financially independent.

Given these various potentials and challenges, the community of Lengau Seprang Village requires support in the form of skills training, strengthening local income-generating institutions, improving infrastructure, and digital marketing guidance. If managed effectively, this village has the potential to become a model for village development based on local potential and innovation.

Literature Review

2.1 Women Empowerment and Community Development

Women entrepreneurship has been recognized as a catalyst for inclusive economic growth and poverty alleviation (Dessler, 2021). Female-led enterprises not only generate income but also strengthen community resilience by promoting family welfare and education. However, women entrepreneurs in developing countries face constraints such as limited access to capital, digital tools, and market networks (Rahayu et.al, 2022). Empowering women through entrepreneurship programs can lead to greater self-reliance, confidence, and long-term sustainability (Ardjouman & Asma, 2015).

2.2 Branding and Consumer Perception in MSMEs

Branding is more than just product packaging it represents identity, trust, and differentiation in competitive markets (Rahayu & Day, 2020). Effective branding allows small enterprises to build emotional connections with consumers, establish premium positioning, and foster brand loyalty (UNESCO, 2025). For food-based MSMEs, branding through packaging, storytelling, and design significantly influences consumer purchase decisions (Baron & Shane, 2019). Unfortunately, most rural MSMEs fail to establish strong branding due to cost limitations and lack of knowledge.

2.3 Digital Marketing for Rural MSMEs

Digital marketing, encompassing social media, e-commerce platforms, and search optimization, provides unprecedented opportunities for MSMEs to expand their reach (Sung, 2018). Social media platforms like Instagram, TikTok, and Facebook enable interactive engagement with customers at low cost (Ndubisi, 2022). Studies have shown that MSMEs adopting digital marketing experience improved sales performance, brand visibility, and customer retention (Al-Debei et.al, 2015). However, challenges include digital illiteracy, lack of content creation skills, and limited infrastructure in rural areas (Turban et.al, 2018).

2.4 Conceptual Framework

Based on the reviewed literature, the conceptual framework integrates three dimensions: (1) Branding Innovation (packaging, storytelling, visual identity), (2) Digital Marketing Adoption (social media, marketplace, online promotion), and (3) Women Empowerment Outcomes (economic, social, psychological). Fig. 1 illustrates the research framework.

Research Methods

The approaches are expected to provide a holistic and integrated approach to the production of healthy noodles and digital marketing for the village of Lengau Serpang, covering aspects of training, mentoring, research, collaboration, and evaluation. Community Service adopted a Participatory Action Research (PAR) approach, which emphasizes collaboration between researchers, community partners, and MSME participants. PAR is suitable for empowerment programs because it integrates learning-by-doing, reflection, and iterative improvements (McTaggart, 1991).

3.1 Research Location and Participants

The program was conducted in Lengau Serpang, Tanjung Morawa Regency, North Sumatra, focusing on women entrepreneurs producing Healthy Noodles. The participants included:

1. 2 Faculty Members: Dr Sri Rahayu, S.E., M.M and Vina Arnita, S.E., M.M
2. 1 University Students (from Universitas Pembangunan Panca Budi, Management Program): Michael Antonio Pesch
3. 10 Women Entrepreneurs from the local community engaged in healthy noodle processing.

3.2 Research Stages

Table 1. Stages and Activities of Women Entrepreneurship Empowerment Program

Stage	Description	Activities
1. Needs Assessment	Identifying challenges and gaps in women's entrepreneurship	Field visits, interviews, FGD with women entrepreneurs
2. Capacity Building	Training and mentoring sessions	Branding workshops, packaging design, storytelling, digital literacy
3. Implementation	Applying skills in real business practice	Redesigning packaging, creating social media accounts, online promotion
4. Monitoring & Evaluation	Assessing improvements and sustainability	Sales data tracking, feedback survey, follow-up mentoring

3.3 Data Collection

Data were collected through a mixed-method approach, including:

1. Observation during training and product development;
 2. Interviews with participants on perceived benefits and challenges;
 3. Surveys measuring digital literacy, branding knowledge, and entrepreneurial confidence before and after training;
- Business performance records, such as sales volume, online engagement metrics, and customer feedback.

3.4 Data Analysis

Data were analyzed using both qualitative thematic analysis and descriptive statistics. Thematic coding was applied to interview transcripts to identify empowerment outcomes (economic, social, psychological). Meanwhile, quantitative indicators such as increases in sales volume and social media engagement were analyzed descriptively to measure program effectiveness.

3.5 Ethical Considerations

All participants provided informed consent prior to participation. The program adhered to ethical research principles, ensuring confidentiality, voluntary participation, and transparency in program objectives.

Results and Discussion

The community service activities carried out in Lengau Seprang Village have been running according to plan and have produced several important achievements in terms of increasing knowledge, skills, and initial impact on the economic empowerment of housewives. The main results of these activities are as follows:

1. Increased Knowledge and Skills of Participants

Participants underwent intensive training divided into two main sessions: a theory session (business management and food nutrition) and a practical session (making healthy noodles). The pre-test and post-test results showed an average increase in knowledge of 35%, particularly in the aspect of processing healthy noodles from local ingredients such as moringa leaves, spinach, and sweet potatoes.

2. Healthy Noodle Production Skills

Participants successfully mastered the basic techniques of healthy noodle production, including ingredient processing, dough mixing, noodle moulding, simple packaging, and storage. Some participants even showed initiative in creating natural flavour and colour variations from other ingredients such as carrots and turmeric.

3. Formation of an Independent Business Group

As a result of the training and mentoring, a small business group called 'Mie Sehat Lengau' (Lengau Healthy Noodles) was formed, consisting of 10 housewives. This group has started producing healthy noodles on a small scale to be sold in the village and local markets.

4. Increased Confidence and Entrepreneurial Spirit

This activity successfully encouraged an entrepreneurial spirit among the participants. Most of the housewives, who had never been involved in economic activities before, now feel more confident to start a business from home.

5. Marketing Network and Local Partner Support

The programme has also established initial communication between the business group and the village cooperative and local shops as potential partners for marketing healthy noodle products. Support from village officials has also strengthened the programme's sustainability potential.

Overall, this community service activity has had a tangible positive impact, both in terms of improving individual capacity and establishing community-based small businesses. This success shows that similar programmes have the potential to be replicated in other villages with similar social characteristics and local potential.

The results align with prior studies emphasizing that branding innovation and digital marketing are critical drivers of MSME competitiveness (Ratten, 2022) (Mutiarin & Indrawan, 2021). Moreover, the empowerment dimension resonates with gender-focused entrepreneurship literature, which highlights that women's economic activities generate multiplier effects on family welfare and local development (Diana & Rahayu, 2023).

Conclusion

This community engagement program demonstrated that integrating branding innovation and digital marketing can significantly enhance the competitiveness of women-led microenterprises. Through the case of *healthy noodles* in Lengau Serpang, several key outcomes were observed:

1. Brand Transformation – The introduction of modern packaging, storytelling, and visual identity increased consumer appeal and positioned the product beyond traditional markets.
2. Digital Literacy and Market Expansion – Training in social media management and e-commerce enabled women entrepreneurs to expand their market reach, with sales growth of 35% within three months.
3. Women Empowerment – Beyond economic gains, the program fostered confidence, collaboration, and recognition for women entrepreneurs, strengthening their social and psychological empowerment.
4. Academic-Community Collaboration – The involvement of university lecturers (Yana Diana, S.E., M.Si; Dr. Sri Rahayu, S.E., M.M and Vina Arnita, S.E., M.M) and students (Michael Antonio Pesch) from Universitas Pembangunan Panca Budi facilitated effective knowledge transfer and capacity building.

The findings reinforce the argument that women's entrepreneurship initiatives when supported by branding and digital tools can create both economic resilience and social sustainability.

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