

# Improving Work Quality Through Explanation Of Community Work Culture Values In Humbahas Food Estate

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## Abstract

*This service aims to implement the values of the local community's work culture in developing better management of the Humbang Hasundutan (Humbahas) food estate. This activity is one of the implementations of the cooperation between the Humlingual local government and the University Sumatera Utara, which is carried out in the form of counselling and socialization by providing materials. The target audience for this activity is the community around the food estate in Dolok Sanggul District, Humbang Hasundutan Regency, North Sumatra. In this case, the target community is the teachers and students of SMP Negeri 4 Dolok Sanggul. The activity method used is the lecture and discussion method. This socialization & counselling was attended by 30 people who manage the Humbahas food estate area. After attending this activity, the participants can understand the importance of knowledge of the cultural values of the Batak marsiadapari and marsiurupan in improving the quality of work to create high productivity without compromising the harmony between the environment and fellow human beings.*

**Keywords:** quality of work, cultural values, food estate Humbahas.

## Abstrak

*Pengabdian ini bertujuan untuk mengimplementasikan nilai-nilai budaya kerja masyarakat lokal dalam mengembangkan pengelolaan food estate Humbang Hasundutan (Humbahas) yang lebih baik. Kegiatan ini merupakan salah satu implementasi kerja sama pemerintah daerah Humbahasa dengan Universitas Sumatera Utara yang dilaksanakan dalam bentuk penyuluhan dan sosialisasi dengan pemberian materi. Khalayak sasaran dalam kegiatan ini adalah masyarakat sekitar food estate di Kecamatan Dolok Sanggul, Kabupaten Humbang Hasundutan, Sumatera Utara. Dalam hal ini masyarakat yang dituju adalah guru dan murid SMP Negeri 4 Dolok Sanggul. Metode kegiatan yang digunakan adalah metode ceramah dan diskusi. Penyuluhan ini diikuti oleh 30 orang masyarakat pengelola kawasan food estate Humbahas. Peserta penyuluhan setelah mengikuti penyuluhan dapat memahami pentingnya pengetahuan nilai-nilai budaya Batak marsiadapari dan marsiurupan dalam peningkatan kualitas kerja untuk menciptakan produktivitas tinggi tanpa mengesampingkan keharmonisan antara lingkungan dan sesama manusia.*

**Kata kunci:** kualitas kerja, nilai budaya, food estate Humbahas.

## 1. INTRODUCTION

Humbang Hasundutan Regency (abbreviated Humbahas) in North Sumatra is one of the areas designated as a Food Estate development area or food barn in Indonesia. The Humbahas food estate area was built by the North Sumatra provincial government as a pilot for an agricultural corporation specializing in horticulture. Developing this area aims to increase food security and farmer capacity. There are three food estate areas with a total area of 785 ha, namely in Hutajulu 120.5 ha, Ria Ria Village 411.5 ha and Parsingguran 253 ha.

Mr Luhut Binsar Pandjaitan, Coordinating Minister for Maritime Affairs and Investment explained during his March 23, 2021 visit that because the quality of the food estate harvest was excellent, developments would be made in the food estate area, including conducting research that would result in the production of seeds of varieties within two years. Compatible with the agricultural culture in Humbahas (Manik, 2021). It is estimated that by 2024 there will be 20,000 hectares of cultivated land (Junida, 2021). However, realizing the best food estate area is not an easy task; therefore, good synergy and cooperation between all lines are required without sacrificing aspects of the community's cultural values.

The culture passed down from generation to generation in Indonesia is certainly a character, and its virtues must be maintained amid the development of information technology. One of them is a culture of cooperation or mutual cooperation that leads to mutual help and respect for each other. According to Jacobus (2006, pp. 157–158). The mental attitude that is seen as encouraging development and progress in society is a mental attitude that is oriented towards each other, namely one that values cooperation with other people highly, without underestimating individual qualities and without avoiding self-responsibility. The mental attitude that values cooperation with other people is high; there are mostly rural communities in Indonesia, especially in North Sumatra.

As a result, the success of the government's work in developing the Humbahas food estate area can be said to be influenced and rooted in the values and behaviours that become people's habits. These values stem from customs, religion, norms and rules that become beliefs that become habits in work behaviour or government organizations.

Various forms of life out there with the help of information media that continues to grow can easily erode local cultural values in Indonesia. For example, the mutual cooperation culture, which used to help each other, was eroded by the emergence of a kind of individualistic nature of each community, both in everyday life and in the community's social life (Darmawan et al., 2016). Social life in the area of the Batak people in North Sumatra, for example, there is a concept of mutual cooperation called *Marsiadapari*. *Marsiadapari* means a collection of several people who work together to provide labour or service assistance in an activity, one of which is rice planting—starting from hoeing until harvest time arrives. Communities do it together in turns in their respective fields. This tradition allows people to save money and speed up the work done when planting rice. The *Marsiadapari* culture is an example of a culture that must be maintained in various community and regional development activities, such as the management of the Humbahas food estate.

Based on these conditions, the team of lecturers and students of the Faculty of Cultural Sciences, Universitas Sumatera Utara, who are members of the community service implementation team, are moved to provide counselling about “Community Work Cultural Values”. Based on the results of discussions between the food estate manager and the USU community service implementation team, it turned out that the food estate was enthusiastic about holding this activity. They suggested that the inculcation of work cultural values be carried out in state educational institutions. This is because through these activities, the community, especially educators and students as the next generation, can understand the importance of quality work knowledge with a cultural value approach to create high productivity without compromising the harmony between the environment and fellow human beings in the area around the Humbahas food estate. For this reason, SMP Negeri 4 Dolok Sanggul was chosen as the location for the socialization of improving the quality of work through counselling on the values of community work culture at the Humbahas food estate.

## 2. METHOD

The community service team at the Humbahas Food Estate intends to carry out outreach or socialization activities in an effort to improve the quality of work at the estate by incorporating the cultural values of the people who work there. All things related to health protocols required by the service team will be facilitated following the most recent developing conditions and situations related to government regulations regarding social restrictions as a result of the covid-19 virus pandemic, as well as the applicable rules.

The socialization was carried out by involving 30 teachers and students at SMA Negeri 4 Dolok Sanggul. Determination of participants by means of interviews conducted in collaboration with local government service partners Humbahas. The method used in this socialization activity

is the lecture method and discussion or Q & A (Agustono et al., 2021; Dimiyati & Mudjiono, 2012; Pujiono et al., 2020, 2021).

The lecture method is used to explain fundamental knowledge about the values of the local work culture in North Sumatra and provide an introduction to the subject. A key component of this method is the emphasis placed on efforts to motivate participants toward the adoption of organizational cultural values.

The discussion method and the question and answer (Q&A) session are used because participants must understand their level of willingness to accept explanations about the knowledge they have gained (Adha et al., 2021; Agustono et al., 2018; Pujiono et al., 2018). This method allows the participants to explore as much knowledge as possible about the values of work culture in food estate management.

### 3. RESULTS AND DISCUSSION

The service activity with the title 'Improving the quality of work through counselling the values of the work culture of the community at the Humbahas food estate' has been carried out in the form of socialization to the community around the food estate. On this occasion, the activity was carried out at SMP Negeri 4 Doloksanggul on November 18, 2021.

When the team arrived at the location of the team service, they were greeted by Mrs Seventina Purba, S.Pd., M.M., the principal of SMP Negeri 4 Doloksanggul, who welcomed them to the school. An informal discussion between the team and the school principal took place prior to the start of the socialization program. The team presented a description of the things they wanted to convey in the socialization and explained the importance of the role of the community, especially educational institutions, in supporting the development of the Humbahas food estate. The principal also explained the picture of the school community and around the school regarding the lack of inculcation of cultural values of cooperation in the community. Therefore, the principal welcomed the topic of socialization carried out by the service team. Through this activity, the principal hopes that the participants will gain many new insights and realize the importance of returning to the local cultural values of the community, in this case, the Batak culture.

After the team discussion with the school, the principal was over; the team was invited to enter the socialization room that had been prepared. In the room, there were already participants consisting of teachers and school students. The event started with a speech from the principal of the school.



Figure 1. Welcome and introduction from the principal of SMP N 4 Doloksanggul

After the greeting and introduction from the principal, it was immediately followed by socialization from the service team. The team delivered the socialization of the service team for approximately 90 minutes. The socialization participants listened and listened carefully to the material presented by the team.



Figure 4.2. The service team starts socialization



Figure 4.3. The participants, teachers and students enthusiastically listened to the counselling material

In the socialization, the team presented material on the importance of returning to local cultural values. The cultural values that are passed down from ancestors are the identity and uniqueness of the community that should not be removed. In fact, most of the problems that arise in the modern era can be solved by referring back to the traditions and cultural values of the ancestors.

### **The Value of the Work Culture of the Batak People in the *Marsiadapari* and *Marsiurupan* Concepts**

The people of Doloksanggul, Humbahas, who are predominantly Batak, were invited to re-understand the benefits and virtues of Batak cultural values in working together. The team explained Batak cultural values in the concept of cooperation between *marsiadapari* and *marsiurupan*. The following are some of the points conveyed by the team in the socialization related to *marsiadapari* and *marsiurupan*.

#### ***Marsiadapari***

In the Batak language, mutual cooperation is called *marsiadapari*. Derived from the word *mar-sialap-ari*, which means: we first give our energy and help to others and then we ask him to help us. The meaning is very deep; sow it first and then pick it later.

*Siadapari*, *marsialapari*, *marsirimpa*, or *marsiurumpa*, whatever they are called, the principle is mutual cooperation. *Marsiadapari* is mutual cooperation that is carried out by several people simultaneously (*rimpa* or *rumpa*) in their respective fields in turn so that heavy work is shared together to lighten the burden of the group. "*Dokdok rap manuhuk, neang rap manea* (heavy is the same as being carried, light is the same as being carried)" is one of the principles of *marsiadapari*.

The implementation of this *marsiadapari* is not only when farming (*mangula*) in the fields (*hauma*), but also in all fields of activity of the Batak people. Such as building a house (*pajongjong jabu*), misfortune, parties and so on.

Amazingly, this *marsiadapari* redeems the economy classes. Poor or rich (*na mora manang na pogos*), strong or weak (*na gumugo manang na gale*) all give their hearts to each other to lighten their group members' burdens. "*Sisolisoli do uhum, siadapari do gogo*," that's the basic law of *marsiadapari*. That is, if you give, you will be given. This applies to attitude, energy and also material.

#### ***Marsiurupan***

*Marsiurupan* comes from the word "*Mangurupi*", which means helping or helping other people's work without expecting a certain return. The difference with *Marsiadapari* is that there is a provision for the day to do it, while in the *marsiurupan* activity, there is no such thing, only in the form of donations that can be done at any time. Since childhood, this activity has been instilled in the Batak indigenous people in everything that is considered useful and good.

This attitude, which is based on the *marsirimpa* concept of "compact, in unison, together," is extremely important for the participants of *gotong royong* to follow the three rules. Cohesiveness is the first requirement that must be met by anyone who wishes to put the three rules of mutual cooperation into practice. In other words, the rules of mutual cooperation are based on the concept of "cohesiveness, simultaneousness, and togetherness" to be able to realize mutual understanding, agreement, support (*marsiantuan*, *masiaminominan*, *masitungkoltungkolan*), help each other (*marsiurupan*), and work together (*rampak mangula*).

## Discussion Session

After presenting information about the importance of the Batak community's local work culture to the audience, the team led a discussion with the audience to further discuss the topic. Several participants, especially teachers, actively discussed the current conditions and phenomena in the Batak community in the area around the Humbahas food estate. The participants acknowledged that the value of local work culture had been largely forgotten in the community. Society is mostly oriented towards individual and material prosperity being the main thing.

The discussion was running actively until it came to the conclusion that the participants again agreed to re-apply the values of the local work culture and instil them in students to be provisions in the future.



Figure 4.4. Discussion session with socialization participants

Following the conclusion of the discussion, a documentation session is held. Together, the team and the participants snapped a few photos before moving on to the symbolic presentation of souvenirs and assistance to the principal of SMP N 4 Doloksanggul.



Figure 4.5. Photo with the dedicated team and participants as well as gift-giving

This activity has also been published in the national online mass media to provide a wider awareness impact among the public, especially the people of North Sumatra.



Figure 4.6. Online newspaper about service activities

(Source: <https://analisadaily.com/berita/baca/2021/12/07/1025149/dosen-fib-usu-penyuluhan-nilai-nilai-budaya-di-food-estate-humbahas/>)

#### 4. CONCLUSION

The Community Service Activity (PKM) “Improving Work Quality Through Extension of Community Work Cultural Values at Food Estate Humbahas” at SMP Negeri 4 Doloksanggul has been carried out by the team. With this activity, the community in the surrounding Humbahas food estate area has gained a better understanding and awareness of the importance that local work culture values play in increasing productivity, which has resulted in increased understanding and awareness. The implementation of this activity has the potential to become one of the avenues through which the community can implement various activities grounded in the concept of local cultural values, with the goal of increasing the productivity of community-based work. The implementation of various activities has been mutually agreed upon as the development of the concept of cooperation between *marsiadapari* and *marsiurupan*.

The opening of the Food Estate or national food barn in Humbahas by the government requires readiness in every aspect. One of them is the community's readiness to manage it. As a result, various forms of collaboration are required to empower skilled and qualified people in making food estates more productive, ensuring the success of food granaries in North Sumatra.

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