

# Raising Community Awareness About The Importance Of Education Through Educational Seminars In Babakanmulya Village

Muhammad Farrel Feriansyah<sup>a,1,\*</sup>, Dr. H. Uu Nurul Huda S.Ag., S.H., MH<sup>b,2</sup>

<sup>a</sup> UIN. K.H. Abdurrahman Wahid, Pekalongan, Indonesia

<sup>b</sup> UIN Sunan Gunung Djati, Bandung, Indonesia

<sup>1</sup> [farrelferiansyah16@gmail.com](mailto:farrelferiansyah16@gmail.com); <sup>2</sup> [uunurulhuda@gmail.com](mailto:uunurulhuda@gmail.com)

\* corresponding author

## ARTICLE INFO

### Article history

Received 15 April 2025

Revised 17 Mey 2025

Accepted 30 June 2025

### Keywords

Education  
Community Awareness  
Seminar  
BabakanMulya  
Partisipation

\* corresponding autho

## ABSTRACT

The Babakanmulya community's low awareness of the importance of education has led to a high dropout rate, mainly influenced by economic conditions and patriarchal culture. This service program uses a Participatory Action Research (PAR) approach through three stages: planning (FGD), implementation (educational seminar), and impact evaluation. The partners in this program are the Babakanmulya Village Government and local community leaders. The seminar was attended by more than 50 participants, showed high enthusiasm, and increased understanding of the importance of education and access to scholarships. There was a change in the way the community, especially parents, viewed education. There were further initiatives from the village to support formal and non-formal education.



## 1. Introduction

Education plays a strategic role in improving people's quality of life. However, in Babakanmulya Village, awareness of the importance of education is still low. This is shown by the high dropout rate, low motivation to learn and the strong patriarchal culture that undermines women's education. Unfavorable economic conditions also cause many children to work to help their parents instead of continuing their education. Access to educational facilities is also still limited. Therefore, this service uses the Participatory Action Research (PAR) method that involves the community, village government and local leaders in developing solutions together.

The location of the village, which is relatively far from education centres, is also an obstacle for students to get a proper education. Lack of support for non-formal education In addition to formal education, non-formal education such as skills training and literacy programmes are also underdeveloped in this village. Non-formal education can be an alternative for people who cannot access formal education. Lack of awareness of the role of education in the future. Most people do not understand that education has a long-term impact in improving their standard of living and opening up better economic opportunities. This lack of insight is a major obstacle to building a culture of learning in Babakanmulya village.

One of them is located in BabakanMulya village in Cigugur sub-district, Kuningan district, where I did my KKN. This village is widely known for its rice fields, and in the past the majority of the population

worked as farmers. But now, based on data from the Family Card, the majority of family heads or parents here work as daily labourers. In addition, the education level of parents in this village tends to be low, with many of them only completing primary or junior high school. One of the factors leading to the low education level of the parents here is that the previous generation also had a similar low level of education. (Haerudin,2022).

## 2. Method

This research was conducted at the KKN location in Kuningan Regency, specifically BabakanMulya Village, Cigugur District by focusing on one of the seminar programmes in the area. Data obtained through direct interview method with the speaker. As we have listed in the following informant table and also the Literature Study Method taken from reliable sources of journals and books in the Cigugur District Library.

Table 1. Participatory Action Research

Stage	Activity	Time	Executive
Planning	FGD with community leaders and village officials	1st week of July 2024	KKN team, village government
Implementation	Educational seminars and scholarship socialization	14 August 2024	Resource Persons, Public
Evaluation	Reflective discussion and impact survey	3rd week of August 2024	KKN team, village leaders

The research topic covers the significance of education in Babakanmulya village. The direct interview technique was applied to gain an in-depth understanding of the topic under investigation. These interviews took place in person, giving the researcher the opportunity to dig deeper into questions, explain further and explore the views and experiences of individuals. In addition, a literature review approach was also applied to summarize and analyze information from various written materials such as books and academic journals. This method assisted the researcher in understanding the theoretical basis, conceptual framework, and previous results relevant to the research problem. By combining these two approaches, this research aims to present a comprehensive perspective and in-depth analysis of the topic under study. A research permit has also been obtained from the BabakanMulya Village Government to conduct research in BabakanMulya Village.

## 3. Results and Discussion

To clarify the impact of the program, the results are classified into three main sub-themes:

### a. Parents' Motivation for Education

Discussions show that low parental motivation is one of the main factors that prevent children from continuing their education. Most parents think that education does not bring direct economic benefits and there is still an assumption that girls do not need to go to high school because they will take care of the household.

### b. Economic Barriers

The economic condition of the family means that many children have to go to work and leave school. Most families work as day laborers or farmers with minimal and irregular income.

### c. Solutions Through Scholarship Information

By presenting resource persons who explained government and private scholarship schemes, the community became aware that higher education can be accessed through financial assistance. Respondents stated that this information was very helpful and opened up new insights into the sustainability of education.

Discussion Topic	Citizen Feedback	Follow-up
The importance of education	Low awareness, especially among girls	Socialization of gender education through village leaders
Education Costs	Can't afford school	Informasi beasiswa pemerintah dan swasta
The Role of Parents	Not knowing how to support your child's learning	Counseling on the role of family in supporting children

Tabel 1. Impact of education



Figure 1. Speeches



Figure 2. Providing material on the importance of education

Subsequently, the session progressed with a presentation by Mr. Dr. Udin Kaerudin, M.Pd., the Head of the Kuningan Regency Office of Education and Culture. For 1 hour, he imparted a wealth of knowledge and insights to the community of BabakanMulya Village regarding the significance of education from the moment we are born until our last breath, commonly referred to as lifelong learning. Then at the end of the presentation of the material, discussions and sharing with seminar participants were held. He said that the education level is divided into 3, among others: Formal Education (Primary, Secondary, Higher), Non-formal Education (Paud, Equivalency, Courses, Kobel, PKBM, Majelis Ta'lim), Informal Education (Family and Environment). According to Dr. Udin Kaerudin, M.Pd Education is a learning process that equips individuals with knowledge, skills, and values and can shape a person's character and ability to face future challenges.

Learning is essential in fostering an enlightened, harmonious, inclusive, and democratic community. In the context of life, education is recognized as vital for human growth. It is universally

considered a fundamental necessity for all individuals. Hence, continuous enhancement is required to elevate the standard of education. Individuals are trained to be valuable members of their country, homeland, and society. The initial setting in which every person acquires knowledge is the family setting (informal learning), educational institutions (formal learning), and the community setting (informal learning). Everyday education is the knowledge that a person absorbs, either deliberately or inadvertently, from daily encounters from birth until death. This learning journey persists throughout one's life. Consequently, the family's influence is vital for youngsters, particularly for guardians. Caregivers nurture their offspring with immense affection. Educational establishments serve as formal entities that fulfill instructional duties. Schools significantly contribute as platforms for the interchange of thoughts among learners. Furthermore, educators must guarantee that their teachings consistently captivate youthful minds, as it is quite common for youngsters to perceive the instruction provided by teachers as irrelevant. Education is crucial in developing high-quality human resources (HR).

As pointed out by (Saa, 2018), to ensure that the educational process yields exceptional resources, effective management is imperative. Numerous investigations into educational expenditures have been extensively conducted. A noteworthy example is Jubba's study (2018) titled "Indonesian Education Politics: Disparity and Demands for Quality Resource Fulfillment." The constitution requires an education budget of 20% of the total APBN. This represents a significant and strategic advancement aimed at alleviating various financial hurdles that have historically impeded progress. Nevertheless, the implementation of education budget policies often diverges from their intended goals. For instance, many individuals still face barriers preventing them from pursuing education, leading to school dropouts and interrupted learning due to financial constraints. To address these myriad issues, the government has initiated several programs to facilitate access to education with minimal costs, including the zoning system, BOS funds, among others. Yet, there remain various challenges that are not easily resolved (Handayani & Kewuel, 2023).

Education encompasses both instruction and mentorship, possessing the ability to cultivate virtuous character in individuals in line with the aims of character development. This ultimately seeks to shape a nation that is competitive, resilient, embodies noble virtues, exhibits morality, fosters tolerance, encourages cooperation, nurtures a sense of patriotism, evolves dynamically, and is focused on scientific and technological advancement. Regardless of interpretation, education is an inherently human endeavor. This signifies that education occurs through, by, and for humanity. Therefore, the notion of education is always intertwined with the dignity associated with being human. Enhancing the quality of education involves the formulation of a model known as 'community-based education,' where the educational journey is intricately linked with the community, making it the foundation of all educational endeavors. When community potential is systematically, synergistically, and symbiotically harnessed through a conceptual framework, it can serve as a strategic initiative to elevate the quality of education. Education possesses the power to shape the future, serving as a crucial standard for the destiny of any nation, whether it be a province, city, or beyond.

The Qur'an itself emphasizes and advocates for the pursuit of knowledge, particularly in Surah Al-Alaq, verses 1-5 (Ministry of Religion of the Republic of Indonesia, 2015:479). Translation: 1. Read in the name of your Lord who fashioned, 2. He fashioned man from a clinging entity. 3. Read, and your Lord is the Most Generous, 4. Who instructed (humanity) through the pen, 5. He taught mankind that which he did not know. This verse illustrates Allah's directive for His servants to engage in reading and writing, highlighting that these skills are intrinsic to education. As the first verse revealed, it unmistakably underscores the essential nature of acquiring knowledge through literacy. Therefore, it is evident that all dimensions of education are vital for shaping a promising future. pertaining to education, as if every household can ensure that at least one of their offspring achieves a college education, it follows that future generations will emerge equipped to navigate the evolution of society. Thus, we aspire for the Indonesian population to transform into a knowledgeable community capable of thriving in the ASEAN landscape and on the global stage.

In basic terms, education represents a structured endeavor aimed at enhancing principles, ethics, mindsets, intellect, and offering direction for an improved existence. The journey of education begins at birth and continues until death. Fundamentally, education is not confined solely to academic institutions but also takes place within familial and societal contexts. This renders education exceptionally thorough by acknowledging the interrelation of diverse elements that are fundamental to the individual, community, and the nation. The execution of effective and accurate education is

capable of cultivating strong competencies. This fosters the establishment of constructive character education rooted in knowledge, attitudes, and skills.

Character education must be continuously pursued in a holistic manner across all educational spheres, including: family, school, and community, ensuring that positive traits can be ingrained into lasting character. The advantages of character education facilitate the realization of the esteemed values of Pancasila, such as becoming individuals who have faith in and are devoted to the Almighty, possess noble virtues, enhance their emotional potential as humans and citizens with cultural values and national identity, develop their capacity to be independent and creative individuals, and evolve into democratic and responsible citizens. Education and literacy share a significant connection as they equip students to navigate the swiftly evolving dynamics brought about by advancements in areas like: science and technology, ethics, attitudes, capabilities, and culture. Literacy serves as a vital asset for students and the youth, fostering educational prosperity and preparing them to tackle future challenges.

Consequently, education must be conducted in a structured, organized, and strategic manner to ensure its benefits are fully realized by individuals, communities, and the nation. When examining the advantages of education, it becomes evident that individuals who possess a high level of education differ markedly from those with less education, and pursuing higher education often leads to personal transformations. The primary aim of education transcends merely generating immediate educational outputs and added value; it is fundamentally about yielding lasting benefits from these outputs. Educational benefits manifest in various forms, encompassing both economic and non-economic advantages, as well as individual and societal gains. For instance, individuals pursuing education enjoy personal benefits such as improved employment opportunities and enhanced income, while society reaps rewards from educated individuals through increased work efficiency and the emergence of leaders at all levels (Nanang Fatah, 2012:32). This implies that in the coming years, our government must create a fitting and effective educational curriculum, encouraging families to confidently enroll their children in advanced studies. Ideally, this should extend to postgraduate education, enhancing our national human resource metrics and earning our country admiration from the global community.

The significance of education in facilitating social transformation within society is as follows:

- a) Education serves as a catalyst for social change by enhancing critical thinking abilities that contribute to the adoption of new ideologies and principles regarding human cognition. It instills specific values in individuals, particularly in broadening their perspectives, embracing novel concepts, and embracing scientific reasoning. Education encourages individuals to think with objectivity, logic, and a forward-looking mindset, striving to cultivate a more progressive existence. Equipped with knowledge, a community will be inspired to pursue a myriad of fresh cultural innovations, enabling its individuals to adapt to contemporary lifestyles.
- b. Foster a mindset of valuing the efforts of others. A constructive perspective of the community towards the diverse achievements of its members signifies a desire for advancement through the innovative contributions of its citizens, which are anticipated to usher in transformation and positivity in the lives of its populace: This can include recognitions, accolades for contributions, career advancements, and similar incentives, motivating the community to perpetuate their progress through these new creations, thereby facilitating change within the community.



**Figure 3. Discussion and Sharing**

Participants showed great enthusiasm in the dialogue, asking questions and expressing various issues that have been haunting them. From the conversation and exchange of ideas, it was revealed that a factor that causes many children to drop out of school is the parents' low view of education. They believe that higher education is not important, especially for women. "No matter how high a woman's education is, in the end they still have to deal with the kitchen," this phrase is often said by their parents and in the end they are married off at a young age. With this education seminar, they felt helped in finding solutions to their education problems.

Moreover, their financial situation plays a significant role in children leaving school and showing disinterest in learning. As a result, they opt to seek employment outside the city to support their family's financial needs. Additionally, other influences such as friendships with peers who have dropped out of school come into play, affecting the child's decisions. When they observe their friends in the early morning, not attending school, enjoying leisure time, and avoiding homework, the allure becomes strong.



**Figure 4. material on how to easily access various government and private scholarships**

In this education seminar, there was another speaker from a IAIN Ponorogo student named Ibrahim Qomarul Alam. The material presented was related to how to obtain educational scholarships from the government and the private sector. The purpose of delivering this material is to provide encouragement to the community that education is important, affordable, and accessible through various scholarships offered by the government and private institutions. With this scholarship material, BabakanMulya villagers are expected to understand that schools can form students who strive for excellence and are ready to compete in various academic events. A brilliant generation can also be influenced by the quality of its leadership. If a leader succeeds in inspiring others to be more enthusiastic in learning, disciplined in attending class, and always completing assignments from teachers, then the leadership can be categorized as successful.

According to the Law of the Republic of Indonesia Number 20 of 2003 regarding the national education framework in Chapter V Article 12 (1. C), every learner in all educational institutions has the entitlement to obtain a scholarship for those who excel, given that their guardians cannot support

their educational expenses. Article 12 (1. D) further asserts that every learner in every educational institution is entitled to receive educational funding for those whose guardians are unable to bear the costs of their education (Depdiknas, 2009). The allocation or distribution of the educational budget involves a strategy to define the amount and priority of funds that will be utilized for the execution of education within schools. In this regard, the role of the school leader is crucial in shaping policy; while the principal determines the budget, all educators have the right to voice their opinions and contribute to the success of the scholarship program (Mujayaroh & Rohmat, 2020). To tackle the challenge of soaring expenses in higher education, the government has launched a scholarship initiative. Scholarships serve as a vital tool in fostering equitable and just educational opportunities for everyone, particularly for learners. They are essential in facilitating access to high-quality education, alleviating financial challenges, and motivating students to pursue their studies further. Nevertheless, the disparity in scholarship accessibility remains a significant issue in Indonesia.

According to Law Number 9 of 2009 of the Republic of Indonesia regarding Educational Legal Entities, Chapter VI, Article 46, paragraph 2 mandates that educational legal entities must offer scholarships or financial aid for education to Indonesian citizens who face economic hardships and/or to students demonstrating exceptional potential. Scholarships are forms of support provided by both governmental and private institutions to students who exhibit strong academic and extracurricular abilities but come from economically challenged backgrounds. These scholarships may be awarded to undergraduate students and those currently attending educational institutions. Various types of scholarships available for students include the Sampoerna Foundation Scholarship, the Academic Potential Development Scholarship (PPA), the Bank Indonesia Scholarship, among others, including the Bidikmisi Scholarship. Beyond individual aspects, the accessibility of scholarships is also shaped by the political landscape and governmental policies within a nation.

The educational strategies devised by the authorities, the distribution of funding for education, and distinct policies concerning scholarships directly influence fairness in scholarship accessibility throughout the community. Comprehensive and fair educational policies can foster a just environment where everyone can pursue scholarships. Government initiatives aimed at ensuring sufficient resources for scholarships and offering equal chances to all societal segments will aid in mitigating disparities in scholarship access. Furthermore, a sufficient education budget is a critical element in upholding fairness in scholarship availability. A lack of adequate education funding can lead to restricted scholarship opportunities, potentially exacerbating inequalities in access to scholarships within society. Consequently, those who receive scholarships take full advantage of the government-sponsored educational assistance tailored to their academic needs. This initiative significantly alleviates the financial strain on their less fortunate families. The financial awards they obtain can also enhance student performance and inspire them to uphold their commitment to the government's scholarship initiative. Formal education is frequently viewed as a valuable investment for achieving a successful lifestyle, yet numerous graduates still struggle to effectively leverage their education in the job market. A key outcome of this educational endeavor is the cultivation of students who are well-prepared to enter the workforce (Suti, 2011). Most government scholarships are designed to assist students from low-income backgrounds. For instance, one participant in this research received governmental financial aid for tuition due to his family's financial struggles.

He recounted his journey of obtaining a scholarship starting from the first semester to alleviate his parents' financial pressure. As he mentioned, besides government funding, there are numerous private scholarship initiatives like the Basis Scholarship, PMKM, and various other private grants. Out of these three options, the informant was awarded the PMKM Scholarship, which facilitates a student exchange program for one semester. Additionally, he took part in a scholarship initiative established by the DKI Jakarta government, known as KJMU (Kartu Jakarta Mahasiswa Unggul), which is an extension of the earlier government scheme KJP (Kartu Jakarta Pintar). The informant had been granted a KJP scholarship since middle school through high school, and upon completing high school, the informant secured a KJMU scholarship. However, due to personal issues, the informant paused their education for a year, resulting in the loss of the chance to obtain a KJMU scholarship. The informant needed to manage the re-enrollment process, which took approximately

one year, before finally successfully regained access to the scholarship initiative. The financial assistance granted to the informant by the government is significantly substantial, amounting to approximately 9 million per semester. Annually, the informant is allotted a total of 18 million, covering educational and living expenses while pursuing studies on campus.

These funds aid the informant in addressing their financial gaps throughout their academic journey. Since students frequently engage in research, complete assignments, and take part in scholarly activities beyond the campus, they often incur extra costs. Hence, the governmental scholarship initiative proves to be extremely beneficial for the informant in undertaking these endeavors. The informant appreciates the existence of the government's scholarship program, which facilitates access for economically disadvantaged students to receive a quality education. The criteria set forth by the government for securing the scholarship are relatively manageable. Recipients of the scholarship must uphold a minimum Cumulative Achievement Index (IPK) of 3.00 or higher. Hence, those awarded the scholarship, including informants, are motivated to enhance and boost their academic performance to preserve their eligibility for the financial aid. Additionally, recipients are encouraged to actively engage in community contribution through Community Service (PM). This involvement may take the shape of distributing aid, joining collective efforts during government-initiated flood relief operations, or developing social initiatives relevant to their communities. Furthermore, scholarship recipients are mandated to attend leadership training sessions and submit reports verifying their community contributions.

To strengthen the discussion, add a paragraph like this: These results are in line with the findings of Wahyuni (2023) in an education seminar program in Jayasari village, which showed that a community-based approach was able to increase community participation in the importance of 12-year compulsory education. In the context of Babakanmulya, a similar approach proved relevant and effective because it involved local leaders and explored problems in a participatory manner.

#### 4. Conclusion

The educational seminar in Babakanmulya Village succeeded in raising community awareness of the importance of education. The main outcomes of this activity included increased parental motivation, insight into scholarship access, and initiatives from the village government to support continuing education. Program Continuation: There is a need for further education through community forums or inspiration classes. Gender Education: The community needs to understand that equal education is important for both men and women. School and village government involvement: There needs to be synergy between schools, village officials and the community in designing local education programs based on needs.

#### References

- Dalla, (2023). Ketimpangan Akses Beasiswa dan Pengaruhnya Terhadap Keberlangsungan Studi Mahasiswa. *Educare: Jurnal Penelitian Pendidikan dan Pembelajaran*, 3(2), 52-59. <https://doi.org/10.56393/educare.v3i2.1702>

- Farah. (2023). Pengaruh Beasiswa Terhadap Prestasi Belajar Siswa Di SMA IT Buahati Islamic School. *Jurnal Manajemen Pendidikan Islam*, 9(1), 130-134.
- Febriyanti. (2021). Implementasi Konsep Pendidikan menurut Ki Hajar Dewantara. *Jurnal Pendidikan Tambusai*, 5(1), 1631-1637. <http://jptam.org/index.php/jptam/article/view/1151>
- Firman. (2023). Pendidikan Jendela Dunia. *Jurnal Visi Pengabdian Kepada Masyarakat*, 4(2), 69-77. <https://ejournal.uhn.ac.id/index.php/pengabdian>
- Hadi, (2023). Pendidikan dan Perkembangan Masyarakat. *BAKSOOKA: Jurnal Penelitian Ilmu Sejarah, Sosial dan Budaya*, 2(2), 136.
- Haerudin. (2022). *Analisis Tingkat Pendidikan Di Sawah*. Konferensi Nasional Penelitian dan Pengabdian, 691-697.
- Indy, (2019). Peran Pendidikan Dalam Proses Perubahan Sosial Di Desa Tumulung Kecamatan Kauditan Kabupaten Minahasa Utara. *Jurnal Holistik*, 12(4), 1-18.
- Marlina, (2022). Peran Pendidikan Dalam Bermasyarakat. *Jurnal Pendidikan Profesi Guru Agama Islam*, 2(9), 333-336. <http://studentjournal.iaincurup.ac.id/index.php/guau>
- Nurmalasari. (2023). Penyuluhan Pentingnya Pendidikan Terhadap Peningkatan Kualitas Hidup Di Desa Sukamulya. *BELALEK: Jurnal Pengabdian Kepada Masyarakat (Journal of Community Services)*, 1(1), 36-45.
- Pramesta. (2023). Pengalokasian Beasiswa Pendidikan Guna Meningkatkan Prestasi Siswa Di SMA Antartika Sidoarjo. *Jurnal Pendidikan Sosial Humaniora*, 2(2), 200-210. <https://doi.org/10.30640/dewantara.v2i2.1044>
- Putri. (2022). Membangun Desa Pendidikan Melalui Penyuluhan Pendidikan Di Desa Gintung Cilejet Bogor. *PRAXIS: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 70-76. <https://doi.org/10.47776/praxis.v1i1.586>
- Sari, MI. (2022). Analisis Efektivitas Program Penyaluran Dana Zakat untuk Beasiswa Bagi Mahasiswa Muslim Pra Sejahtera pada Maznas Provsu. *Jurnal JIMPAI*. Vol 2 (No.1). 1-15
- Solikah. (2023). Memahami Pentingnya Ilmu Pendidikan Dalam Masyarakat. *Jurnal Bocil*, 1(3), 232-240.
- Wahyuni, N. (2023). Meningkatkan Kesadaran Masyarakat tentang Pentingnya Wajib Belajar 12 Tahun melalui Seminar Pendidikan di Desa Jayasari. *Jurnal Pengabdian*

*kepada Masyarakat Nusantara*, 4(1), 446–453.  
<https://doi.org/10.55338/jpkmn.v4i1.867>

Wahyuni. (2023). Meningkatkan Kesadaran Masyarakat Tentang Pentingnya Wajib Belajar 12 Tahun Melalui Seminar Pendidikan di Desa Jayasari. *Jurnal Pengabdian kepada Masyarakat Nusantara*, 4(1), 446-453. <https://doi.org/10.55338/jpkmn.v4i1.867>