

Community Service: Entrepreneurship And Cultural Collaboration To Improve The Quality Of University

Evi Mutia^{1*}, Iskandarsyah Madjid², Noor Azuddin Yakob³, Jhon Andra Asmara⁴
Ratna Mulyany⁵, Fazli Syam⁶, Farid⁷, Ade Irma Suryani⁸, Halimatussakdiah⁹,
Ahmad Nizam¹⁰, Chenny Seftarita¹¹, Bambang¹²

^{1,2,4,5,6,7,8,9,10,11,12}Fakultas Ekonomi dan Bisnis, Universitas Syiah Kuala, Indonesia

³ Graduate School of Business, Universiti Kebangsaan Malaysia, Malaysia

* Corresponding Author:

Email: evimutiafe@usk.ac.id

Abstract

This community service carries the theme of entrepreneurship and cultural collaboration, which aims to improve the quality of universities. Universities act as centers of academic learning and as agents of positive transformation and foster an entrepreneurial mindset among their students. This activity was carried out by the Faculty of Economics and Business, Universitas Syiah Kuala, in collaboration with the Graduate School of Business, Universiti Kebangsaan Malaysia. Using Service Learning (SL) and Partnership/Collaboration methods, this program combines entrepreneurship and cultural collaboration, providing a holistic approach to university engagement. Entrepreneurship education has gained significant recognition as a catalyst for innovation, economic growth, and job creation. Cultural collaboration, in parallel, underscores the importance of preserving and celebrating cultural diversity while fostering cross-cultural understanding, which in this program is carried out by rebranding the university in particular and Aceh in general. As the university grows, its commitment to community service remains a cornerstone of its mission to create a better, more inclusive, and culturally enriched society. Future initiatives could explore deeper aspects, such as innovation and sustainable collaboration strategies.

Keywords: *Community service, entrepreneurship, cultural collaboration, and quality of university .*

I. INTRODUCTION

Universities are centers of knowledge, creativity, and intellectual growth that play a role in shaping future generations of leaders. To achieve excellence in higher education, universities must continually innovate and adapt to the dynamic changes occurring throughout the world. One revolutionary approach that is increasingly recognized is combining entrepreneurship and cultural collaboration to improve the quality of university education and community service. Higher education has a crucial role in society's development and a country's economic progress. To achieve superior quality education, universities must continuously seek innovation in teaching methods, research, and service to society. The Ministry of Education, Culture, Research and Technology launched Merdeka Belajar as part of a breakthrough to improve the quality of higher education, which can be seen from the achievement of key performance indicators and is also part of the performance achievements of Universitas Syiah Kuala. Among the leading performance indicators are lecturers carrying out activities outside campus, students gaining experience outside campus, and the results of lecturers' work being used by the community. The Faculty of Economics and Business Universitas Syiah Kuala strives to improve the university's quality through an entrepreneurial approach and cultural collaboration within the university environment.

According to Jiang et al. (2022), Zhou & Zhou (2022), Eesley & Lee (2020), Budyldina (2018), Raber & Baker (2016), entrepreneurship and cultural collaboration can play an essential role in improving the quality of universities by promoting entrepreneurship education, cultivating an entrepreneurial culture, developing an entrepreneurial mindset, encouraging collaboration, and promoting innovation. In this era of globalization, ideas, and cultures from various parts of the world meet and combine, forming an environment

that is increasingly rich in diversity. Cultural collaboration at universities is about accepting differences and leveraging that diversity to create learning environments that promote critical thinking, creativity, and problem-solving. In addition, entrepreneurship has become a significant motor of change in higher education. That means training students to become entrepreneurs and providing them with the skills and mindset necessary to become innovators in various fields. Entrepreneurship stimulates the spirit of innovation, self-empowerment, and adaptability skills that students desperately need in a changing world. Entrepreneurship education teaches students from all disciplines the knowledge, tools, and attitudes needed to identify opportunities and realize them. Additionally, students are growing in demand for entrepreneurship education and development (Mora et al., 2021; Rampasso et al., 2020; Lackeus, 2015).

Lecturers and students from the Faculty of Economics and Business, Universitas Syiah Kuala have a crucial role in efforts to improve the quality of the university, not only being teachers and students but also acting as active agents of change who are involved in extracurricular activities that support the mission of the university. *Community service programs* are the primary means used to achieve this goal. This program is carefully designed and involves various types of activities that help the community around the university. That includes thinking, planning, and implementing programs that positively impact society. This program can include training, guidance to MSME players, MSMEs product exhibitions, and rebranding carried out in collaboration with Universiti Kebangsaan Malaysia. Through this program, it is hoped that the Faculty of Economics and Business, Universitas Syiah Kuala can contribute to improving the quality of the university. This article explains the contribution made by the Faculty of Economics and Business, Universitas Syiah Kuala, to the program by discussing the methods used in the program, the results achieved, as well as the implications and recommendations for further development.

II. METHODS

This community service program by lecturers and students uses the Service Learning (SL) and Partnership/Collaboration methods. The SL method involves students serving the community as part of their curriculum. In the context of this program, students from the Faculty of Economics and Business can engage in community service activities as an integral part of their learning. They may engage in training, mentoring, or other activities that benefit society while gaining valuable practical experience. In the Service Learning method, lecturers and students work together with community partners to identify community needs and develop projects that can help meet these needs (Saragih et al., 2023; Resch & Schritteser, 2021; Afzal & Hussain, 2020; Zweekhorst & Essink, 2019; Brief et al., 2015). The Service Learning (SL) method has been widely used in various community service programs worldwide and has been successful (Afandi et al., 2022; Halimah et al., 2021; Syamsudduha & Tekeng, 2017). The success of SL can be seen from the various benefits obtained by students, communities, and educational institutions. Here are some proofs of SL's success:

1. **Improved Student Learning:** Through practical experience in community service, students can integrate academic concepts with real-world experiences, which increases their understanding of the subject matter. That can be reflected in increased academic scores and competencies.
2. **Skills Development:** Students involved in SL often develop social, leadership, communication, and problem-solving skills. That is not only useful in an educational context but also in their personal life and future careers.
3. **Increased Social Awareness:** SL can help students understand the social, economic, and environmental problems faced by the communities they serve. That encourages increased social awareness and social responsibility among students.
4. **Benefits to the Community:** SL programs often provide concrete benefits to the communities receiving services. That could be solutions to specific problems, support for non-profit organizations, or improving people's quality of life.
5. **Character Development:** SL can assist in developing student character, including values such as empathy, ethics, integrity, and responsibility.

6. **Learning Motivation:** Students involved in SL often feel more motivated and enthusiastic about learning because they see the positive impact of their actions in the community.
7. **Practical Experience:** Students gain valuable practical experience that can influence their career choices and help them compete in the job market.
8. **Opportunities to Contribute:** SL allows students to contribute positively to the communities around them, turning them into more active and caring citizens.
9. **Support from Educational Institutions:** Educational institutions also see the benefits of SL in improving their image and relationships with local communities. That can improve the institution's reputation and attract prospective students interested in a learning experience centered on community service.
10. **Improving Program Quality:** Through continuous evaluation and reflection, educational institutions can use SL results to improve their service programs and ensure a more significant impact over time.

Thus, SL has been proven to be a successful approach to community service that provides tangible benefits to students, communities, and educational institutions. The Partnership/Collaboration method is also an essential element in community service and plays a crucial role in the success of the service program; this method places more emphasis on an approach that involves collaboration between various parties or entities to achieve social or community goals (Wijiharta, Yohana, et al., 2021). In community service, this method refers to collaboration between educational institutions, non-profit organizations, government institutions, private parties, and local communities to work together on projects that benefit society. Faculty and students can form partnerships with these entities to implement joint projects.

The following is a more detailed explanation of the Partnership and Collaboration method in community service:

1. **Partnership:** Partnership in the context of community service is a formal collaboration between two or more entities working together to achieve specific goals. These partnerships can involve various combinations of parties, such as universities, non-profit institutions, local governments, private companies, and local communities. These partnerships often have written agreements defining each party's responsibilities, roles, and contributions.
2. **Collaboration:** Collaboration is working together on specific projects or initiatives without having a structured formal partnership. It can involve exchanging ideas, resources, or labor to achieve a common goal. Collaborations are more flexible than formal partnerships and are often formed based on emerging opportunities or needs.
3. **Shared Goal:** This method requires all parties involved to have a common goal of providing benefits to the community or society being served. These goals can be in the form of solving some social issues, improving the community's quality of life, or developing the community in various aspects.
4. **Resource Pooling:** One of the main benefits of this method is resource pooling. Each entity can contribute the expertise, financial resources, facilities, technology, or networks necessary to achieve a common goal. That enables more extensive and more complex projects.
5. **Increased Impact:** By working together, the Partnership and Collaboration method can produce a more significant impact than if the entities worked separately. Combining expertise and resources from various parties enables more effective and sustainable solutions.
6. **Network Improvement:** Collaboration with various parties expands networks and relationships. That can open the door to new opportunities, access to additional resources, or support in disseminating information and support from various parties.
7. **Co-Learning:** This method also allows for co-learning. Entities involved can share knowledge and experience so that all parties can better understand how best to address social and community issues.

In community service, the partnership and collaboration method effectively achieve a more significant and sustainable impact. That allows various parties to work together in a spirit of mutual support for the good of the communities served. This method helps improve the quality of educational processes and outcomes, such as involving company, community, and university partners, as well as increasing the development of student soft skills, such as professional, teamwork, interpersonal, intercultural, collaboration, leadership, empathy, and social skills (Wijiharta et al., (2021); Wijiharta, Hadi, et al., (2021); Hakim et al.,

(2020)). These two methods will provide comprehensive understanding and practical skills to service participants, a collaboration between lecturers and students of Universitas Syiah Kuala and Universiti Kebangsaan Malaysia.

III. RESULT AND DISCUSSION

Community service is an effort the university makes to provide direct benefits to the surrounding community. That may involve giving the university time, resources, or expertise to help solve the community's social, economic, or environmental problems. Entrepreneurship and Cultural Collaboration are essential concepts in community service. Entrepreneurship is essential in this context, which refers to identifying opportunities, creating innovative solutions, and developing sustainable projects that benefit the community economically and socially. Entrepreneurship can be a powerful tool in advancing communities and improving their quality of life. The same is true of cultural collaboration, which refers to efforts to promote understanding, appreciation, and respect for local or diverse cultures around the university. Cultural collaboration can involve artistic performances, cultural exchanges, workshops, or research on cultural heritage. So, all these efforts are directed at improving the quality of the university itself. That reflects the view that community service and cultural collaboration can help universities become better institutions in education, research, and their impact on local and global communities. This service activity is carried out in several stages. The first stage in this activity is planning the service program. This activity will be carried out in November 2022.

This stage consists of initial survey activities to identify the needs and preparation of seminar material, which the Faculty of Economics and Business, Universitas Syiah Kuala, and the Graduate School of Business, Universiti Kebangsaan Malaysia, will deliver. The second stage in this service is holding a seminar at the PUSANIKA Graduate School of Business, Universiti Kebangsaan Malaysia. PUSANIKA is a center of convenience, service office, activity, and business space for all students, UKM residents, and residents. PUSANIKA is the focal point for the Universiti Kebangsaan Malaysia Bangi Campus. This activity will be held in December 2022. This seminar was delivered in parallel by Dr. Iskandarsyah Madjid, who was accompanied by Evayani (founder and coach of the UKM Inkubator Usahawan Muda, Faculty of Economics and Business, Universitas Syiah Kuala) and Prof. Madya Dr. Noor Azuddin bin Yakob (Director of the Center for Entrepreneurship and Small & Medium Enterprises Development-CESMED). This activity began with the broadcast of the video *The Light of Aceh*, which introduced Aceh by highlighting its Islamic characteristics taken from the philosophy of Islam as a religion of *rahmatan lil alamin*.

The words *The Light of Aceh* provide a good light or message for the people of Aceh themselves or the Indonesian people, as well as the international community, about this message from Aceh as a tourist destination that promotes halal tourism. In this case, Dr. Iskandarsyah Madjid, head of the branding formulation team for *The Light Of Aceh*, explained that tourism often has obstacles when people are afraid to come to Aceh because of the existence of Islamic law, with the imposition of caning penalties for those who violate Islamic law. We can explain that Aceh "is fine" and Islam "is fine." We find that Islam is *rahmatan lil' alamin*, which means mercy for all of nature and humanity, so with anyone, there is no problem, and everything is fine. That is why we use the basic philosophy that Aceh is *rahmatan lil' alamin*. It does not have to be anyone Muslim or not Muslim; we will welcome everyone, which is the basis of the initial philosophy. Of course, there are many choices as to why *The Light Of Aceh* appeared because we take it from the light element, which can illuminate, accompanied by the *rahmatan lil' alamin*, which can illuminate both outward and inward. Another reason we chose this is because we also look at the history and culture of Aceh.

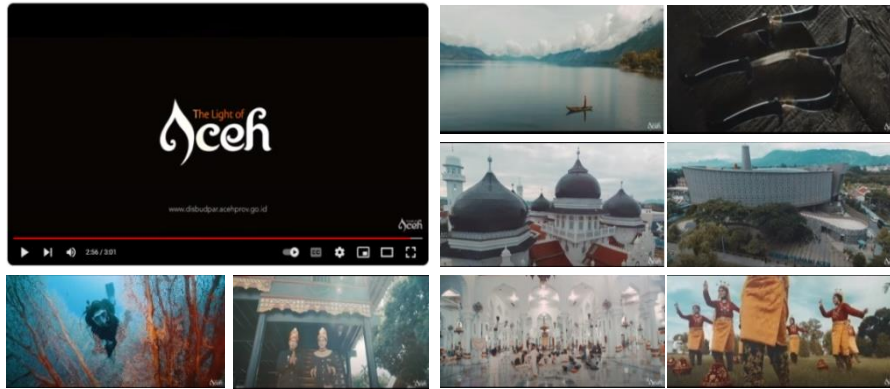


Fig 1. The Light of Aceh video screening

Furthermore, the next activity was screening the Incubator video about the history and activities carried out by the UKM Inkubator Usahawan Muda, Faculty of Economics and Business, Universitas Syiah Kuala. Initially, the UKM Inkubator Usahawan Muda was an organization supported by the UKM Center Faculty of Economics Universitas Syiah Kuala to develop young entrepreneurs who were still students through practice and the training it held—formed on July 1, 2007, with inspiration from lecturers and students, to develop students to be more creative, innovative and able to compete in the era of globalization and produce successful entrepreneurs.



Fig 2. Community Service Documentation

The final stage in this activity is the presentation of material by resource persons from both parties. The material explained the rebranding of the university's name from Unsyiah to USK. That is due to much misunderstanding from many parties who think that Unsyiah is one of the sects in Islam, namely Shi'ah, so the name Unsyiah was rebranded as USK. Aceh itself consists of many tribes if we look at the name alone: A (Arab), C (China), E (Europe), and H (Hindia). Therefore, if we visit Aceh, we will find much diversity in the Aceh region.



Fig 3. Seminar Session

Malaysians show significant interest in visiting Aceh, a tourist destination rich in various attractions. Aceh offers various tourist locations, including marine tourist attractions such as Sabang, Simelue, and Lampuuk, as well as highlands such as the Gayo area. One of the unique characteristics of Acehnese culture is the Saman Gayo dance. Apart from that, Aceh is known for its various types of delicious and appetizing

food. In particular, the culture of drinking coffee every day is a unique habit in Aceh. Dr. Iskandarsyah Madjid, in his view, noted that when visiting Aceh, one will find many coffee shops or coffee shops there. Aceh's saying, "much coffee, many stories," reflects the highly valued coffee-drinking culture. In Aceh, people carry out various workshop activities, including working, completing assignments, relaxing, and holding meetings. That is not surprising considering that Aceh is known to have the best coffee in the world, especially the famous Gayo coffee. However, reaching the Gayo area requires an eight-hour road trip from Banda Aceh. In the higher education sector, business incubators aim to develop students so they can become entrepreneurs after graduating, not just oriented toward civil servants. That contrasts with the aspirations of many parents in Aceh who want their children to become civil servants. This incubator program regularly holds comparative study programs, as described, to provide students with insight into businesses that have the potential to be run. Previously, similar programs had been carried out in various countries, including Thailand, Korea, and several campuses in Malaysia.

IV. CONCLUSION

Community service carried out by the Faculty of Economics and Business, Universitas Syiah Kuala, in collaboration with the Graduate School of Business, Universiti Kebangsaan Malaysia, with the theme "Entrepreneurship and cultural collaboration" has several interrelated objectives as follows:

1. **Improve the Quality of Education and Research:** By introducing students and university staff to entrepreneurial experiences and cultural collaboration, this program can improve the quality of education and research at the university. Students can gain a broader understanding of relevant aspects of business and culture, which can help improve their skills and understanding.
2. **Encouraging Entrepreneurship:** This program aims to nurture students with the skills necessary to become successful entrepreneurs. That includes developing business ideas, understanding business management, and communication and leadership skills.
3. **Promoting Culture:** Cultural collaboration promotes understanding, appreciation, and respect for local and diverse cultures. That can help preserve cultural heritage, respect diversity, and strengthen intercultural relations.
4. **Provide Benefits to the Community:** Community service and entrepreneurial projects resulting from this program can directly benefit local communities. That includes employment opportunities, increased access to new products or services, or solutions to social or economic problems in the community.
5. **Improve the University's Reputation:** Through involvement in activities focused on entrepreneurship and cultural collaboration, universities can strengthen their reputation, attract more prospective students and international researchers, and become agents of positive change in society.
6. **Inspiring the Young Generation:** This program can inspire the younger generation to pursue entrepreneurship and appreciate cultural diversity. That can create new opportunities and motivate youth to reach their full potential.
7. **Increasing International Relations:** This program can expand international networks and relations through collaboration with universities and institutions from various countries. That can open the door to further collaboration in various academic and social fields.

Thus, this program aims to improve the quality of universities, increase entrepreneurship, enrich culture, benefit society, strengthen the university's reputation, inspire the younger generation, expand international relations, and create a broader positive impact on the academic and social levels. This dedication reflects the importance of integrating higher education, entrepreneurship, and culture in achieving broader goals for universities and society. That illustrates the critical role of universities in not only providing academic education but also as agents of social and economic change that contribute to the development of local and global communities, which ultimately has implications for increasing the quality of universities by achieving the desired key performance indicators and the desired sustainable development goals.

V. ACKNOWLEDGMENTS

This article is based on the report on international community services conducted by lecturers of the Faculty of Economics and Business, Universitas Syiah Kuala (USK) Indonesia, collaborating with lecturers from Universiti Kebangsaan Malaysia (UKM) Malaysia.

REFERENCES

- [1] Afandi, A., Laily, N., Wahyudi, N., Umam, M. H., Kambau, R. A., Sudirman, S. A. R. M., Jamilah, Kadir, N. A., Junaid, S., Nur, S., Parmitasari, R. D. A., Nurdiyana, Wahyudi, J., & Wahid., M. (2022). *Metodologi Pengabdian Masyarakat Diterbitkan* (Suwendi, A. Basir, & J. Wahyudi (eds.); 1st ed.). Direktorat Pendidikan Tinggi Keagamaan Islam Direktorat Jenderal Pendidikan Islam Kementerian Agama RI.
- [2] Afzal, A., & Hussain, N. (2020). Impact of Community Service Learning on the Social Skills of Students. *Journal of Education and Educational Development*, 7(1), 55–70.
- [3] Brief, S., Palmon, S., Cathcart, A., Lembeck, P., & Peterson, R. L. (2015). Service Learning & Community Service. *Barkley Center, University of Nebraska-Lincoln, Lincoln*.
- [4] Budyldina, N. (2018). Entrepreneurial universities and regional contribution. *International Entrepreneurship and Management Journal*, 14(March), 265–277.
- [5] Eesley, C. E., & Lee, Y. S. (2020). Do University Entrepreneurship Programs Promote Entrepreneurship? Charles. *Strategic Management Journal*, 42(4), 833–861. <https://doi.org/10.1002/smj.3246>
- [6] Hakim, L. Ekonomi, F., Jakarta, U. M., & Ahmad, J. K. H. (2020). Strategi Kolaborasi Antara Perguruan Tinggi, Industri dan Pemerintah : Tinjauan Konseptual Dalam Upaya Meningkatkan Inovasi Pendidikan dan Kreativitas Pembelajaran di Perguruan Tinggi. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1177.
- [7] Halimah, A., Suharti, & Ardita, N. A. (2021). Implementasi Service Learning Terhadap Kemampuan Membaca dan Menulis Permulaan Siswa SD / MI. *Mimbar PGSD Undiksha*, 9(2), 195–202.
- [8] Jiang, Y., Pan, J., Liu, M., & Gao, X. (2022). The Relationship Between College Students' Entrepreneurial Intention and the Teaching Quality of Innovation and Entrepreneurship Practice. *International Journal of Emerging Technologies in Learning (Online)*, 17(12), 61–77.
- [9] Lackeus, Ma. (2015). Entrepreneurship In Education: What, Why, When, How. *EOCD*.
- [10] Mora, P., Aguirre, J. C., Leonardo, M., Zu, P., Aplicada, I., Rey, U., Carlos, J., & Blanco, F. (2021). *Innovative entrepreneurship and entrepreneurship quality of life . The case of Ecuador and quality of life El emprendimiento innovador y la calidad de vida . Caso : Ecuador*. 34(1), 143–164.
- [11] Raber, M., & Baker, J. R. (2016). Integration of Innovation and Entrepreneurship Ecosystem Elements : The Whole is Greater than the Sum of the Parts Integration of Innovation and Entrepreneurship Ecosystem. *Global, Pavlis Engagement, Industry*.
- [12] Rampasso, I. S., Siqueira, R. G., Martins, V. W. B., Anholon, R., Luiz, O., Quelhas, G., Filho, W. L., Salvia, A. L., & Santa-eulalia, L. A. (2020). *Implementing social projects with undergraduate students : an analysis of essential characteristics*. 198–214. <https://doi.org/10.1108/IJSHE-11-2019-0323>
- [13] Resch, K., & Schritteser, I. (2021). Using the Service-Learning approach to bridge the gap between theory and practice in teacher education. *International Journal of Inclusive Education*, 0(0), 1–15.
- [14] Saragih, E., Sumbayak, D. M., Mahriyuni, & Nababan, T. (2023). Training Secondary English Teacher Competence at Toba Regency Through Simulation Technique. *Jurnal Abdimas Maduma*, 2(2), 1–9.
- [15] Syamsudduha, S., & Tekeng, N. Y. (2017). Penerapan service learning dalam pembelajaran matakuliah pedagogik pada kurikulum pendidikan calon guru. *Lentera Pendidikan*, 20(1), 1–17.
- [16] Wijiharta, Hadi, S. N., Murtiyani, S., & Muhajirin. (2021). Review Kolaborasi Perguruan Tinggi Untuk Meningkatkan Peran Mitra Strategis. *JalinMas: Jurnal Kolaborasi Dan Pengabdian Masyarakat*, 01(02), 1–7.
- [17] Wijiharta, W., Yohana, A., Muhajirin, M., & Khairawati, S. (2021). Kerjasama Perguruan Tinggi dalam Pembinaan Skill Mahasiswa : Literatur Review. *AT- TAUZI' : Jurnal Ekonomi Islam*, 21(1), 1–17.
- [18] Zhou, Y., & Zhou, H. (2022). Research on the Quality Evaluation of Innovation and Research on the Quality Evaluation of Innovation and Entrepreneurship Education of College Students Based on Entrepreneurship Education of College Students Based on Extenics. *Procedia Computer Science*, 199, 605–612. <https://doi.org/10.1016/j.procs.2022.01.074>
- [19] Zweekhorst, M., & Essink, D. (2019). Integrating community service learning into a master's program. *Journal of Applied Research in Higher Education*, 11(2), 235–249. <https://doi.org/10.1108/JARHE-04-2017-0054>