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The Role Of KKN Students In Increasing Environmental Awareness To Maintain Cleanliness Of Talang Perapat Village Roads, West Seluma District

Angga¹, Angga Ares Prayuda², Fenti³, Hesi Putri Ayu⁴, Rina Trisna Yanti⁵, Ahmad Soleh⁶, Ida Ayu Made Er Meytha Gayatri⁷

^{1,2,3,4,5,6,7} Universitas Dehasen Bengkulu

Email: ¹ stefanonobelo@gmail.com

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Abstract. This study aims to describe the implementation and impact of a waste bank The Community Service Program (Kuliah Kerja Nyata/KKN) is one form of student dedication to society, where students apply the knowledge and skills they have acquired during their studies. This activity aims to assist the community while supporting the implementation of the Tri Dharma of Higher Education. This study aims to describe the role of KKN students in raising awareness of road cleanliness in Talang Perapat Village, Seluma Barat District. The research method used is descriptive qualitative with data collection techniques including interviews, participatory observation, and documentation. The results of the study show that KKN students successfully increased residents' awareness and participation in maintaining environmental cleanliness through activities such as waste management counseling, the creation of segregated trash bins, environmental campaigns, and assistance in forming environmental cadres. Residents have started to get used to sorting waste at home and actively participating in communal efforts to clean village roads. Support from the village head and village officials has strengthened the sustainability of the program, making this activity not only temporary but also a concrete step towards a cleaner and more sustainable environment.

Keywords: *Road Cleanliness, Community Participation, Waste Management.*

INTRODUCTION

KKN (Study, Work, and Real Life) is a practical application of the knowledge gained during students' studies in the community. It also embodies the Tri Dharma Perguruan Tinggi (Three Pillars of Higher Education), where students are expected to contribute to the advancement of the nation and state. Through KKN, students become more aware of the problems around them, fostering awareness and generating creative ideas to address these issues (Rasita et al., 2024).

At Dehasen University, KKNT is a mandatory activity and course, lasting 14 days, from June 16 to June 28, 2025, according to a schedule established by the LPPM (Research Institute for Community Service) of Dehasen University, Bengkulu. The Thematic Community Service (KKNT) was held in Talang Perapat Village, Seluma District, Seluma Regency, Bengkulu Province. This village was chosen because it addresses various issues relevant to the KKNT theme, particularly in environmental management and community empowerment.

Environmental management in villages is a crucial part of supporting sustainable development. In Indonesia, student community service (KKN) participants play a crucial role in assisting village communities in protecting and preserving the environment (Tanjung et al.,

2024). One concrete example of this role is seen in Talang Perapat Village, West Seluma District, where KKN students collaborate with residents to raise awareness and take concrete action to address environmental issues. KKN students serve not only as facilitators or motivators, but also as agents of change, bringing new knowledge and skills to the community.

Activities undertaken by KKN students include outreach on waste management and environmental cleanliness, the construction and placement of segregated trash bins, training on home yard utilization, inorganic waste recycling training, environmental campaigns, and mentoring in the formation of environmental cadres. All of these activities are implemented using a participatory approach, thus encouraging the community to actively maintain the cleanliness and sustainability of their surrounding environment.

Through these efforts, the sustainability of various initiatives can be maintained even after the Community Service Program concludes. Positive environmental and social impacts are expected to emerge from the implementation of the environmental management programs run by the Community Service Program students. These programs not only benefit environmental improvement but also support the improvement of the community's social and economic well-being. For example, by increasing awareness of the importance of waste management, residents can create a cleaner and healthier environment while simultaneously utilizing waste to create useful products. Furthermore, these activities also strengthen social ties between residents through collaboration on various joint projects.

Community involvement plays a crucial role in every Community Service Program activity. In Talang Perapat Village, West Seluma District, Community Service Program students collaborated with residents to identify existing environmental problems and develop solutions tailored to the needs and conditions of the village. This approach not only makes the program more targeted but also fosters a sense of responsibility and ownership among residents for their environment. This way, the efforts made can continue even after the KKN students return to campus.

RESEARCH METHODS

This study uses a qualitative descriptive approach to provide a comprehensive overview of the role of Community Service Program (KKN) students in raising awareness of street cleanliness in Talang Perapat Village, West Seluma District. This approach was chosen because it allows for detailed descriptions of facts, events, and community involvement, as they existed, based on the actual conditions at the time of the study.

A qualitative descriptive approach does not fall into the quasi-qualitative research category. However, if the application of this approach is characterized by a deductive investigative mindset, or the analysis merely uncovers information based on simple logic based on superficial facts without deeper meaning, this cannot be considered an inherent characteristic of qualitative descriptive research (Leksono et al., 2013).

This research was conducted in June 2025 in Talang Perapat Village, which was chosen due to ongoing challenges in maintaining street cleanliness and suboptimal waste management. The study subjects consisted of the village head, community leaders, and residents involved in cleaning activities with the KKN students.

They were selected using a purposive sampling technique because they were deemed to have relevant information. Data were collected through participant observation, semi-structured interviews, and documentation in the form of activity photos, field notes, and outreach materials. Data analysis was conducted using the Miles and Huberman interactive analysis model, comprising data reduction, data presentation, and conclusion drawing. This approach is expected to yield a comprehensive picture of the effectiveness of the KKN students' role in raising community awareness of village road cleanliness.

RESULTS AND DISCUSSION

The street cleaning program conducted by the Community Service Program (KKN) students in Talang Perapat Village, West Seluma District, went smoothly and received a positive response from the community. Interviews with the village head, community leaders, and residents revealed that the KKN students' activities attracted attention and raised awareness among those who had previously been less concerned about the cleanliness of their village streets. Residents began to understand the importance of maintaining cleanliness, sorting waste, and utilizing waste for its intended purpose.

This change in community attitudes was evident in new habits adopted at home, such as separating organic and inorganic waste and participating in community service activities organized by the students. During the interview, one resident stated:

- Question: Do you find the KKN students' activities beneficial?
- Answer: Very beneficial. We learned the importance of not littering and started diligently cleaning the streets in front of our houses.
- Question: Are you now used to sorting your waste at home?
- Answer: We have started, Sir/Ma'am. We separate organic and inorganic waste. Children are also involved so they learn from a young age.

The observation results support the interview findings. Residents were actively involved in cleaning activities with the KKN students, from working together to cleaning the streets to utilizing the provided separate trash bins. This mutual cooperation activity was not a one-time event, but took place several times throughout the program, with the number of participants steadily increasing over time. Residents began to take the initiative to maintain cleanliness around their homes and along the village roads without having to wait for invitations from the KKN students.

Support from the village head and village officials strengthened the program's success, particularly in terms of coordination, provision of cleaning facilities, and plans for continuing activities after the KKN students completed their assignments. Village officials played a crucial role in mobilizing residents, providing moral support, and helping to provide necessities such as paint for trash cans, cleaning tools, and materials for outreach. This demonstrates that the success of the cleaning program depends not only on the KKN students, but also on the collaboration and commitment of various parties in the village.

Overall, this activity not only raised community awareness of the importance of maintaining street cleanliness but also fostered a spirit of mutual cooperation, a sense of shared responsibility, and strengthened social ties among residents. This program demonstrates that collaboration between KKN students, residents, and village officials can be a concrete step in creating a clean, healthy, and sustainable environment in Talang Perapat Village. The program's success is expected to serve as an example for other villages to develop similar activities, thereby further ingraining a culture of maintaining cleanliness and environmental sustainability within the community.



Figure 1 Cleanliness around Talang Perapat



Figure 2 Cleaning the Mosque in Talang Perapat Village

CONCLUSION

Based on the research results, it can be concluded that the street cleaning program implemented by Community Service Program (KKN) students in Talang Perapat Village, West Seluma District, has had a tangible positive impact on the community. Student activities, such as waste management education, street cleaning, installation and utilization of segregated trash bins, yard management training, inorganic waste recycling training, environmental campaigns, and mentoring of environmental cadres, have increased community awareness and concern for the importance of maintaining a clean street and surrounding environment. Residents have become accustomed to sorting waste at home, actively participating in community service activities, and demonstrating initiative in maintaining environmental cleanliness independently without having to wait for direction. The program has also successfully strengthened social ties among residents, strengthened the spirit of mutual cooperation, and fostered a sense of shared responsibility, a crucial social capital for sustainable village development. The program's successful implementation is inseparable from the strong collaboration and support of the KKN students, residents, village officials, and community leaders. This demonstrates that collaborative involvement, effective communication, and a participatory approach can be a concrete step towards realizing a clean, healthy, and sustainable village environment. This program is expected to be a good example for other villages, as well as inspire the birth of new innovations in community-based environmental management.

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