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Increasing Citizen's Motivation for Education Awareness, Economics and Gutong Royong in Building Better Villages

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ABSTRACT

This research uses qualitative research. Which is where this qualitative research is descriptive using qualitative data analysis so that it becomes an easy-to-understand data exposure. In this KKN activity in 2022, PGSD UMSU carried out KKN activities still independently, even though the pandemic had reduced and all communities in each region had carried out many vaccination activities to prevent the transmission of COVID-19, but the COVID-19 Virus is still around us, Therefore, UMSU students are encouraged to carry out community service activities in their respective areas of residence in order to avoid the development of the COVID-19 virus. With the latest situation after more than three years of limited activities, now it has started to return to normal as usual and has started to carry out various kinds of activities such as face-to-face schools, tourist attractions and shopping centers have resumed operations, and various other activities. However, the level of public awareness in Denai Lama Village is low on the cleanliness and goodness of the environment in which they live. Therefore, UMSU KKN students came to carry out Independent Community Service activities in the Denai Lama Village environment with the aim of sharing the knowledge they got while in college, as well as helping the community's motivation to increase the value of community self-awareness in Denai Lama Village towards the goodness of their living environment. However, the level of public awareness in Denai Lama Village is low on the cleanliness and goodness of the environment in which they live. Therefore, UMSU KKN students came to carry out Independent Community Service activities in the Denai Lama Village environment with the aim of sharing the knowledge they got while in college, as well as helping the community's motivation to increase the value of community self-awareness in Denai Lama Village towards the goodness of their living environment. However, the level of public awareness in Denai Lama Village is low on the cleanliness and goodness of the environment in which they live. Therefore, UMSU KKN students came to carry out Independent Community Service activities in the Denai Lama Village environment with the aim of sharing the knowledge they got while in college, as well as helping the community's motivation to increase the value of community self-awareness in Denai Lama Village towards the goodness of their living environment.

Keywords: Citizens' Motivation, Education Awareness, Village Building Economy

Introduction

An increase in the economy is usually always followed by an increase in the number of residents in the area, this happens because of the desire of residents in other areas to try to do business in the newly developing area so that the number of industries is denser and growing rapidly in that area. The term "economy" comes from the Greek origin of the words "oikos" and "nomos", "oikos" which means household, and "nomos" which means rule or law which means rule or household affairs'. The household rules referred to are not only households in the micro scope or each individual community, but also apply at a macro level within the scope of the state household, which of course thinks about how to use human and natural resources that require efficiency in carrying out their production. According to Sastradipoera (2001), since the acquisition and use of resource wealth is fundamentally necessary for efficiency, including workers and their production, "economy" in modern terms can refer to business principles and methods to achieve goals with as few tools as possible. According to Uno (2007), the notion of motivation is an internal and external drive within a person which is indicated by the existence of desires and interests, drives and needs, hopes and ideals, appreciation, and respect. According to Weiner (1990), the notion of motivation is an internal condition that arouses us to act, encourages us to achieve certain goals, and keeps us interested in certain activities. Motivation comes from the Latin

"move" which means to move. Education is a character that teaches habits of ways of thinking and behavior that build cooperation between individuals and families, communities and the state. According to Doni Koesoma A, Character Education is an effort made individually and socially in creating an environment conducive to the growth of individual freedom itself (Suryanti and Wida yanti, 2018). According to Zuibaidi, character education is understood as an effort to instill intelligence in thinking, appreciation in attitude, and experience in the form of behavior in accordance with ancestral values that become his identity (Zubaidy, 2015). Education and teaching is a goal-conscious process. Objectives can be interpreted as an effort to provide a formulation of the expected results of students after carrying out the learning experience (Sudirman,

Students' learning motivation in every learning activity plays a very important role in increasing student achievement in certain subjects (Nashar, 2004:11). Biggs and Teflr (in Demati and Mudjiono, 2006) reveal that students' learning motivation can be weak. Weak motivation or lack of motivation to learn will weaken activities, so that the quality of learning achievement will be low. Therefore, the quality of student learning achievement needs to be continuously strengthened. with the aim that students have a strong learning motivation, so that their learning achievement can be optimal. Motivation Clayton Alderfer (in Nashar 2004:42) Learning motivation is the tendency of students to carry out learning activities that are driven by a desire to achieve the best possible achievement or learning outcomes.

Research Methodology

The form of research used in this study is a qualitative research method. Qualitative research is a descriptive research and tends to use analysis. The characteristics of qualitative research are conducting research in natural conditions, directly to the data source, the researcher being the key instrument, presenting data in the form of words or pictures and not emphasizing numbers, conducting data analysis. This qualitative research method is not manipulated by researchers, data analysis is based on facts found in the field (Sugiyono, 2015). The source of the data taken by the researcher is the result of interviewing the researcher with the community in the surrounding environment. The data obtained is in the form of individual opinions based on answers from residents around the neighborhood where we live temporarily. The researcher also saw firsthand all the daily activities in Denai Lama Village, both in the community and in schools in the area.

Results and Discussion

In this KKN activity, students can see firsthand and go into the field for the implementation of Independent Real Work Lecture (KKN) activities, which are carried out in the environment around students, this activity is held to add knowledge and experience for students to things that exist in the local environment where they live. they live in or the neighborhood in which they are placed and encourage them to assist in improving the development of the environment and the village. The lack of self-motivation in the people of Denai Lama Village has a bad impact on the welfare of the environment in which they live, besides the motivation given by the village head or hamlet head does not raise self-awareness of the people living in the Denai Lama village environment, so that public awareness of the value of education, the economy, and mutual cooperation on environmental cleanliness, lack of awareness. The local community of Denai Lama Village has jobs, mostly traders at tourist attractions in Palo Naga and KAMU Market, most of the surrounding communities trade in these tourist attractions, but there are also some people who work as entrepreneurs, etc.

At the 17 August community celebration activity in Denai Lama Village, holding the 17 August event was quite lively, and UMSU KKN students took part in the activity of preparing for the 17 August event which will be held in the community area of Denai Lama Village, it seems that local residents are very compact in preparing for the 17 August event and quite enthusiastic in welcoming the independence day of their beloved homeland, this is where they carry out activities that connect cultural values, tolerance and socialization values which are very identical to the character of Indonesian society in general. In a situation like this, the village head and the hamlet head of the surrounding environment are used to protect the community in the neighborhood where he leads, with this activity, This makes students a little difficult in giving direction and training to these children, but students have a solution in this case, the solution is to learn while playing. This solution is quite effective for these children because they prefer to learn while playing, what is taught is accepted by them more quickly so that they easily understand the material and how to count quickly. With the motivation that exists in the environmental community of Denai Lama Village, it will be able to create a prosperous environment for the people in the environment, besides that, tourism objects in the Denai Lama Village environment can be heard and attract people from outside the village interested in visiting. tourist attraction in the village environment,

Conclusion

This solution is quite effective for these children because they prefer to learn while playing, what is taught is accepted by them more quickly so that they easily understand the material and how to count quickly. If it is the

motivation that can generate value to self-awareness, the community will be able to increase the value of education, economy and environmental cleanliness with cohesiveness that is intertwined with all the people in the Denai Lama Village environment.

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