



UNIVERSITAS  
INDONESIA  
*Veritas, Probitas, Justitia*



ASEAN  
University  
Network



UNIVERSITI  
KEBANGSAAN  
MALAYSIA  
*National University  
of Malaysia*

# ASEAN Journal of Community Engagement

---

Volume 7  
Number 1 July 2023

Article 1

---

7-29-2023

## Foreword From Editor - 13th Edition

Yandi Andri Yatmo

*Universitas Indonesia*, [yandiay@eng.ui.ac.id](mailto:yandiay@eng.ui.ac.id)

Follow this and additional works at: <https://scholarhub.ui.ac.id/ajce>



Part of the [Business Commons](#), [Education Commons](#), [Medicine and Health Sciences Commons](#), and the [Physical Sciences and Mathematics Commons](#)

---

### Recommended Citation

Andri Yatmo, Yandi (2023). Foreword From Editor - 13th Edition. *ASEAN Journal of Community Engagement*, 7(1), 1-2.

Available at: <https://doi.org/10.7454/ajce.v7i1.1233>

Creative Commons License



This work is licensed under a [Creative Commons Attribution-Share Alike 4.0 License](#).

This Front Matter is brought to you for free and open access by the Universitas Indonesia at ASEAN Journal of Community Engagement. It has been accepted for inclusion in ASEAN Journal of Community Engagement.

## Foreword From Editor

The current AJCE edition brings together meaningful discussions of community engagement programs as ways to disseminate various skills towards better society livelihood, focusing on product-making skills, women-led soft skills for families, and marketing skills. Elaborating on these objectives, this issue consists of four research-based articles and three case-based articles. The authors of this edition come from the background of economy, chemistry, community, psychology, and education—enabling diverse understanding of skills for the community and the means of how these skills can be acquired from different knowledge backgrounds.

The issue begins by reflecting on the significance of community engagement programs to the quality of individuals. **Ernesto L. Bastida Jr.** explores such significance by examining the relations between participation levels in community engagement programs and citizen competence quality for individuals in higher education institutions. This research article highlights how the student acquires various skills throughout the program and, more importantly, obtains positive attitudes as an individual. The engaged community engagement programs discussed in the study are varied, from conflict resolution to sports and wellness activities, demonstrating the various dimensions of skills these programs may offer.

This edition follows by focusing the discussion on the various objectives of making skills for the everyday products used by society. Exploration of body wash formulation by **Anggun Puspitarini Siswanto and Georgius Aldo** highlights the importance of researchers and businesses to promote sustainability and a healthy lifestyle through the utilization of waste from dragon fruit skin with added pandan extract. The study explores the formulation process to produce body wash from dragon fruit skin as it contains high antioxidants and moisture content. Analysis of pH levels and antioxidant levels was done to investigate further how such natural waste can be sustainably used as a base of body wash that complies with Indonesian National Standards.

Another study on daily products was articulated by **Agustino Zulys, Muhammad Iqbal Syauqi, Muhsinatul Istiqomah, Elva Dissa Adriana, Bambang Heru Susanto, and Banu Muhammad Haidir** in their discussion on community engagement program about soap making using coffee and copra in Sajang, East Lombok, Indonesia. Unlike the previous discussion on body wash created from dragon fruit skin, this study aims to support rural entrepreneurship and strengthen the local economy by using authentic local ingredients rich in context. The study provides knowledge and skills on manufacturing, entrepreneurship, and economic process literacy for the local communities. Both studies on dragon fruit skin body wash and coffee and copra soap demonstrate creativity to redefine our daily products towards larger community goals, be it to reduce waste or to appreciate the locality.

The next three articles focus on women-led soft skills that are important to create a better livelihood for the community. Discussion about parenting education by **Ros Mayasari, Rahmawati, Hasniran, Muhammad Alifuddin, Andi Arif Walhidayat, and Nanda Ayu Puspita Sabil** highlights the importance of parenting skills to be obtained by young mothers in Bajo to raise their children self-esteem and self-confidence. Young

mothers become the primary stakeholder in promoting such quality for their children due to the challenges presented by the community's main livelihood that require fathers of Bajo to be at sea for some time. Children's self-esteem in such a context is vital for them to interact with others, be motivated, and eventually complete their education. The discussion on important soft skills for the community continues through an elaborated study by **Faridiah Aghadiati Fajri, Hilda Octavana Siregar, Dianila Oktyawati, and Rumiya** on financial planning as a way of mitigating the family's financial condition impacted by COVID-19. Family financial planning becomes one of the practical skills to ensure the prosperity of the family, particularly through uncertain times such as the COVID-19 pandemic. The role of women is imminent as a family financial manager who has to make short-term and long-term decision-making to reduce economic pressures. In addition to parenting and financial skills, the following article explores maternal and children health knowledge and skills for mothers and community health workers. **Shafira Aurelia, Dheanita Nissrina Andini, Garry Soloan, Vahira Waladhiyaputri, and Dewi Friska** focus on a community engagement program called *Tinggi Cerdas* (translated as Tall and Smart) to combat the prevalent stunting problem in Indonesian children. Engaging with mothers is essential as mothers' education is related to the stunting level of their children. In parallel, further training in health applications for community health workers is necessary to record the children's growth progression precisely. Understanding the different community stakeholders becomes vital to holistically addressing the health issue.

The next two articles explore marketing skills for micro, small, and medium enterprise (MSME) in the community. The first article by **Mona Novita, M. Syukri Ismail, Muhammad Solihin, and Muhammad Asman** highlights the development of marketing strategies for MSMEs in Jambi province, Indonesia, utilizing skills such as financial literacy, product packaging, and business digitization. On the other hand, the next article by **Dian Purworini, Rona Rizkhy Bunga Chasana, Palupi, Sidiq Setyawan, Agus Triyono, and Iswahyudi Tejo Yuwono** discusses strategies for marketing communication to promote Kembang Kuning Village in Boyolali, Central Java as a tourist destination. This article focuses more on educating the local society to create promotional content and acquire audiovisual production skills to deliver such content and attract visitors. Both articles highlight the need for continuous improvements and innovation for local businesses to survive and thrive.

Enhancing livelihood skills for the community is a primary objective of community engagement programs, as the various challenges existing in society create uncertain economic, health, or environmental conditions. Learning various hard and soft skills and understanding essential stakeholders that need to apply these skills become critical to navigate such uncertainty. We hope the articles presented in this issue allow different readings of such community challenges and provide examples of pathways toward innovation by the community. Such reading reflects how community engagement programs should exist in sensitivity to its cultural and social context in obtaining more successful results towards better livelihoods of the society.

**Editor-in-Chief**

**Prof. Yandi Andri Yatmo, S.T, M.Arch, Ph.D**