



A Local Wisdom-Based Campus Bazaar as a Means of Public Service Education for Students

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Abstract. This Community Service Program (PKM) is designed to enhance students' knowledge and practical skills in public service, while also promoting local economic empowerment through the organization of a campus bazaar that highlights local wisdom. Held at the Lancang Kuning Dumai College of Administrative Sciences, the program involved collaboration between lecturers, students, micro, small, and medium enterprises (MSMEs), and the wider community. Using a participatory approach, students played an active role in planning, implementing, and evaluating the bazaar, allowing them to apply theoretical knowledge in a real-world context. The program provided valuable hands-on experience in public service delivery, business management, and marketing, focusing on products derived from local traditions and culture. For local MSMEs, the bazaar served as an opportunity to increase product sales and expand their marketing reach, strengthening their presence in the community. The program successfully demonstrated the power of collaboration between educational institutions and local businesses in fostering economic development. By aligning academic activities with community needs, this initiative contributes to creating a sustainable local economy, emphasizing the importance of local wisdom in modern business practices.

1. INTRODUCTION

Community service is one of the main pillars in implementing the Tri Dharma of Higher Education, which demands the active involvement of universities in addressing social issues within the community. Through community service activities, universities serve not only as centers for scientific development but also as agents of change, contributing directly to improving the quality of social, economic, and cultural life in the community. Therefore, community service activities must be systematically designed, oriented towards real needs, and have a sustainable impact.

In the context of higher education, students play a strategic role as future intellectuals and leaders. Students are required to possess not only academic abilities but also practical skills, social sensitivity, and an ethical public service approach. Public service is a crucial competency because it directly relates to students' interactions with the community and their ability to understand and respond to public needs professionally (Fradisa et al., 2022).

Local economic development in Dumai City shows significant potential, particularly in the micro, small, and medium enterprise (MSME) sector, which is based on local wisdom. Local products not only have economic value but also represent regional cultural identity.

However, MSMEs still face various challenges, such as limited market access, lack of promotion, and minimal institutional support (Adila et al., 2023).

Campus bazaars based on local wisdom are seen as a strategic medium for bridging educational interests and community empowerment. Through campus bazaars, students can learn firsthand about public services, event management, and community communication. Meanwhile, MSMEs gain promotional space and increased market access.

The integration of local wisdom into campus bazaar activities also serves as an effort to preserve regional culture. Local wisdom is understood not only as a cultural heritage but also as a source of values and social practices that can support sustainable creative economic development (Koentjaraningrat, 2009).

Based on this background, the Community Service activity through the Local Wisdom-Based Campus Bazaar was carried out as a means of public service education for students as well as a form of real contribution from higher education in supporting local economic empowerment and strengthening the cultural identity of the Dumai community.

2. METHOD

This Community Service activity uses a participatory and applied approach that positions students as active participants throughout the entire series of activities. This approach was chosen to provide students with contextual and meaningful learning experiences. The activity took place on the grounds of the Lancang Kuning Dumai College of Administrative Sciences, involving various parties, including lecturers, students, MSMEs, and the general public. The activity was carried out over a single day with a structured series of events.

The activity phase begins with planning, which includes coordinating the implementation team, identifying MSMEs, and preparing bazaar facilities and infrastructure. At this stage, students are involved in the planning process to hone their managerial and teamwork skills. The implementation phase includes the opening ceremony, explaining the public service concept, and bazaar operations. Students act as public service implementers, from welcoming visitors and providing product information to handling transactions.

The final stage is an evaluation of the activities, conducted through discussions and joint reflections between the implementation team, students, and MSMEs. This evaluation aims to identify the activities' achievements and aspects that need to be improved in the future. Using a systematic and participatory approach, this PKM activity is expected to provide sustainable educational and socio-economic impacts.

3. RESULTS

A Local Wisdom-Based Campus Bazaar, a means of educating students about public services, was held on Saturday, July 26, 2025, at the STIA Lancang Kuning Dumai courtyard. Students, lecturers, local MSMEs, and the general public participated in the event. The event proceeded smoothly, including a series of opening activities, remarks from campus leaders, an explanation of the public service concept, and a bazaar featuring various products based on local wisdom.

The students involved acted as public service providers, managing the bazaar booth, welcoming visitors, providing product information, handling transactions, and handling customer inquiries and complaints. This hands-on involvement provided students with practical experience in implementing good public service ethics and standards. Local MSMEs utilized this activity to promote superior regional products, such as traditional foods, specialty drinks, handicrafts, and other locally processed products. As a result, most businesses experienced increased sales during the event and also gained new marketing network opportunities through interactions with bazaar visitors.

From an educational perspective, this activity provided students with contextual learning about business management and product marketing strategies based on local wisdom. Meanwhile, from an economic empowerment perspective, this activity successfully opened up opportunities to increase income for local entrepreneurs. The interaction between the campus, students, MSMEs, and the community created a positive synergy that supported economic development and the preservation of regional culture. This activity successfully achieved its planned objectives: improving students' skills in public service, strengthening relationships between universities and the community, and encouraging the promotion and marketing of local products as part of efforts to empower the local wisdom-based economy.

4. DISCUSSION

The results of this Community Service activity demonstrate that an experiential learning approach through a campus bazaar can enhance students' capacity in public service and event management. Direct student involvement in every stage of the activity allows for contextual and meaningful learning.

Strengthening public service competencies through hands-on practice provides a concrete understanding of the importance of service ethics, responsibility, and professionalism. Students not only understand public service concepts theoretically but also apply them in real-world situations involving the wider community (Fradisa et al., 2022).

The integration of local wisdom into bazaar activities provides significant added value, both economically and culturally. The local products displayed not only have market value but also serve as a means of preserving regional cultural identity. This supports the view that local wisdom can serve as social capital in the development of the creative economy (Koentjaraningrat, 2009).

The collaboration between universities and MSMEs in this activity demonstrates a positive synergy in empowering the local economy. Universities act as facilitators and mentors, while MSMEs act as strategic partners in business development. This collaborative model is relevant for sustainable development (Adila et al., 2023).

An evaluative discussion following the activity revealed that students still needed capacity building in marketing, product innovation, and digital technology utilization. This is an important consideration for developing similar PKM activities in the future to maximize their impact.

5. CONCLUSION

The Local Wisdom-Based Campus Bazaar, a means of educating students about public services, was successfully implemented and achieved its intended objectives. Students gained hands-on experience in providing public services, managing businesses, and promoting products based on local wisdom. This activity also had a positive impact on MSMEs by increasing sales and opening up new business networking opportunities. Furthermore, the bazaar helped introduce and preserve regional cultural products to the wider community, while strengthening the relationship between universities and the surrounding community. Overall, this activity demonstrated that collaboration between academia and the community can provide tangible benefits, both educationally, socially, and economically, and support the development of competitive and character-driven human resources.

To ensure the sustainability of the program's benefits, local wisdom-based campus bazaars should be held regularly, at least once a year. Prior to the event, students and MSMEs should be briefed on public service techniques, marketing strategies, and product design to enhance service quality and product appeal. Collaboration with more businesses and external parties should also be expanded to enrich product variety and broaden promotional reach. Publication of the event in various media, both print and digital, should be increased to attract more visitors and strengthen the campus's positive image in the public eye. Furthermore, a structured evaluation system is needed after the event is completed, so that any weaknesses can be identified and corrected in future implementations, for a more effective and impactful event.

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