

THE UTILIZATION OF WASTE WITH MEDIA MARKETING IN IMPROVING THE SOCIETY ECONOMY IN MEDAN AREA

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Abstract: Patchwork waste is inorganic waste that is difficult for the environment to decompose. This patchwork waste often becomes a problem because Waste from the convection, clothing or garment industry which produces clothing, bed linen and other textile-based products. Clothes are made by upholstery or convectors, which also produce large amounts of patchwork textile waste. One of the most challenging inorganic materials to process are those that cannot be broken down and put together. Meanwhile, we are actually in the middle of the environment. Textiles are transformed into items of commercial and artistic value to overcome problems and reduce environmental damage. Family Welfare Programmed in Medan Area took part in this respect for recycling. Patchwork waste is transformed into a practical product for everyday use, such as mask attachments which are now very important, especially for women who wear the hijab during the pandemic, upholstery, even as a negligee product, and so on. Initial observations of the living environment in Medan Area, providing solutions, and socializing entrepreneurial efforts are the methods used in these activities. The lecture about the importance of recycling patchwork waste was continued with the practice of making masks, blankets and connecting negligees. The aim of this activity is to provide education to women on how to process quilt waste into products that can be sold to increase family income.

INTRODUCTION

Waste is a problem that always exists in every region. Waste or rubbish is a problem that is always everywhere. Waste consists of inorganic waste that cannot be decomposed naturally and organic waste that can be degraded naturally. Several methods of waste disposal or disposal include fertilization and composition of organic waste and burning of inorganic waste. Until now, waste processing has not reached optimal levels for several reasons, including limited processing technology and the risk of side effects arising from the process. (Toxic gases and fumes such as HCN, ammonia, carbon monoxide, etc.). Processing and recycling of quilt waste can solve this problem by letting people know that they can start small businesses with quilt waste and make money from it. Apart from that, the processing and utilization of material waste can also mitigate the impacts of global warming and globalization. Therefore, the author and other students gathered women from the Medan Area Service to provide entrepreneurship training in making masks, blankets and negligees using patchwork materials cloth. This is done by utilizing the free time of housewives and providing entrepreneurial opportunities for making gauze which will be needed in the post-pandemic period, especially for mothers who use hijabs, blankets and negligees for their daily needs.

Waste is the result of human activities that are no longer used to produce or consume goods; if they are simply dumped into the environment without further processing, they may become harmful to the environment (Law Number 18 of 2008). The 3Rs, which stand for reduce, reuse, and recycle. rework), can be used to reduce waste. Piles of waste consistently disrupt our surroundings' sight and smell in addition to causing environmental ponderation. Waste that will be designated as a writing object is plastic lawn and perforated paper. Plastic is an artificial building material made from recycled chemical building materials that is beneficial to the environment. Patchwork is an inorganic substance produced by the convection industry, consisting of small-to-medium-sized pieces of used cloth. Due to the quantity of the level of danger to the survival of living things, the said waste has become an environmental problem. Due to that, by transforming waste into a tool that may be used again, we can help reduce environmental pollution. Creativity in repurposing plastic and glass bottles as hand handles is a great way to make them into products that are useful going forward, have a fair price, and can be increased in value to become products with aesthetic values. Plastic lingahs and rags

are processed into handicrafts, namely crafts (brosses) and headpieces in this service activity. Allocation for the use of plastic and fabric in waste.

Patchwork has become a handicraft, namely nowadays, human civilization has become increasingly advanced, including in the field of fashion. Throughout the world, it is very famous for its interesting and unique hijab techniques. In this process, accessories are needed that will beautify the appearance, for example brooches. Brooches are an accessory that is liked by many women, especially Muslim women, to look beautiful and more attractive. The plastic waste referred to here is used bottle caps, used gallon caps, candy wrappers, plastic bags and rolls of satin ribbon. Patchwork waste is small pieces of satin, brocade and so on. With this training activity program on the use of plastic waste and rags into handicrafts, it is hoped that it can increase awareness of the environment, apart from that, residents will have skills in terms of creativity and can improve the welfare of their citizens.

RESEARCH METHODS

The methods of implementation of this dedication program include: 1) The field visits or surveys are carried out at the site regarding the state of the mirror coastal environment as well as communicating the plan of activities together with the Family Welfare Programme in the Medan Area field district; 2) The purpose of socialization of activities and entrepreneurship is to present a dedication programme plan and the efforts that can be made from the products produced. 3) Provide an incentive to inform participants about the importance of managing waste cloth. This is done at the beginning of the event through lectures. 4). Demonstration and product manufacturing instructions include the manufacture of wasted cloth into mask connectors, blankets, and datters. 5) Practice, after the service team showed how to make the product, the next stage is the manufacturing of waste clothing into masks connector. 6) Evaluation, this stage is done to evaluate the progress of the implementation of activities, events, suggesting to turn waste clothe into creative and useless handicrafts that generate value. Descriptive analysis is a type of data analysis that aims to provide an overview or description of a particular condition. Descriptive analysis emphasizes on data collected in the form of words or images and does not emphasize on numbers but more on processes and meanings.

The method for implementing this program is as follows:

1. Field Survey The aim of the field survey is to observe the situation and conditions of the sub-district which is planned as the target object, namely Medan Are district.
2. Coordination with the Community Coordinate with community members, the local Family Welfare Programme and the village to determine an agreement consensus between the implementation of community service programs and the local RT – RW.
3. Program Socialization Program socialization aims to provide information about plans for a series of program implementations which are conveyed to community representatives.
4. Program Implementation the activity steps in this service go through the following stages:
 - a. counseling on inorganic waste management into various recycling creations.
 - b. Discussion or questions and answers regarding matters relating to inorganic waste and its management.
 - c. Demonstration on managing inorganic waste into various recycled creations (brooches and headpieces)
 - d. Providing tools and materials (plastic waste and rags as initial capital) to the community represented by the local Family Welfare Programme
 - e. Practice making various recycled creations
 - f. Continuous monitoring and improvement of program implementation, starting from the ability to produce high quality creative hands to the packaging of goods which is carried out directly by humans.

RESULTS AND DISCUSSION

This service activity begins with delivering material and providing motivation regarding awareness of waste and its management, especially fabric waste which, if processed properly, will become goods that produce marketability. The material was explained by a resource person who came from one of the service teachers, so that the participants felt very enthusiastic about participating in the activity. After providing motivation and appreciation for the importance of processing perforated fabric, the event continued with the practice of producing products together. Armed with the skills of housewives in sewing, the team then used used cloth to process it into handicrafts. masks, blankets and housedresses, where the products will be very useful and the branches are

needed. Products are made by hand sewing. Processing rubbish into handicrafts has several advantages, including: 1) it can be a side business that increases income, 2) it can reduce waste disposal around the environment, 3) it can hone creativity, and 4) it can reduce environmental pollution. Due to burning of inorganic waste, especially fabric. Several of these benefits were conveyed by resource persons at the beginning of the activity to attract the interest and enthusiasm of Family Welfare Programme and housewives. In this training activity, officers prepare all the equipment and supplies that will be needed, such as various shapes and motifs, needles, threads, elastic rubber. Furthermore, in production practice, the participants gathered in groups, while still adhering to health protocols (maintaining distance) and following the delivery of material from the team about the importance of recycling perforated fabric.

Awareness Of Patchwork Waste Management The Goal Of This Gathering Is To Raise Awareness Of The Value Of Patchwork Waste.

Family Welfare Programme in the Medan Area organizations are distributing information and motivation to help people find patchwork waste, which is particularly easy to obtain from a number of the local businesses that are involved in converging trade. Patchwork waste is one of the few inorganic species that cannot be destroyed by sunlight and must therefore be handled with care in order to prevent the number of waste in the surrounding environment from increasing. Due to the existence of these reasons and their implementation, Family Welfare Programme in the Medan Area is now a more dangerous environmental force that is capable of transforming the waste into an object that is more useful and economically viable. Family Welfare Programme in the Medan Area with Passion and Expertise. As a result of the they continued violence and infighting, the Pentagon's leadership encouraged the perforated fabric waste to develop into the masks, tissue holders, and handcrafted mask connectors. Meanwhile the third product in question will be quite useful and represents a necessity in dealing with the current Covid-19 pandemic. Creating a third The product is made by manual sewing or sewing by hand. Processing patchwork waste into handicrafts has several benefits, including: 1) it can become a side business that adds income, 2) it can reduce piles of rubbish around the environment, 3) it can hone creativity, and 4) it can reduce pollution environment due to burning of inorganic waste, especially rags.

Utilization of rag waste into a product (tissue holders, masks, connectors). The next activity is training on the use of rag waste by the service team. In this training activity, the service team prepared all the equipment and supplies that would be needed, such as rags of various shapes and motifs, needles, threads, elastic rubber, as well as various patterns for making masks, tissue holders or mask connectors. Furthermore, in the practice of making it, participants gathered in groups while still adhering to health protocols (maintaining distance) and following the delivery of material from the team regarding the importance of using patchwork waste. The 34 participants were divided into three large groups accompanied by a service team as tutors. Each group was taught directly the stages of selecting the desired shape, starting from making a basic pattern by drawing on paper, cutting the material following the pattern, to the sewing and trimming process so that it becomes the desired product. Training stages in making masks, mask connectors and tissue holders as well as product results using patchwork.

Various kinds of different products indicate that this campaign was successful in fostering partner-centered growth in terms of using perforated fabric waste. Meanwhile, this approach could serve as a starting point for participants to develop themselves in the process of turning the waste rags into an economically sound product in order to help raise group earnings. The participants are really enthusiastic about participating in the devotion project because it is being conducted in a competitive manner and those who produce the best products will receive rewards from the devotion team. This pledge's goal is to increase employee motivation to participate in projects and transform perforated cloth into a product with useful properties and sound economics.

CONCLUSION

Residents are very enthusiastic about participating in this outreach activity because according to residents this is a practical and economical solution to eliminating waste in small environments, namely households. Different types of questions from the community have been raised, and this has led to a positive response when the project has been implemented. With input from each and every resident, they create various handicrafts.

Waste are often an environmental problem on the Medan area. It's because of the conventional industry, which only allows permaculture wastes to accumulate and then

burn, becoming environmental pollution by generating smoke and gases that are unhealthy. Therefore, this dedication is done to educate household mothers about the importance of processing waste fabric to become an economically valuable product. This dedication activity is carried wastes, Tutorials process the waste into more useful products such as masks, blankets and dasters. Through this dedication, the mothers of Family Welfare Programme can understand the importance of waste disposal and have the skills to process the waste into an economically valuable product.

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