

Art Festival: Student Program Field Studies and Community Service in Enhancing Community Spirit in Nagori Bukit Rejo Village, Simalungun Regency

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ABSTRACT

The purpose of this study is to examine how the art festival organized by students participating in the Community Service Program (KKN) of the State Islamic University of North Sumatra in Nagori Bukit Rejo serves to enhance social interaction, promote diversity, and encourage the development of the village community. This research was conducted using qualitative methods with a Participatory Action Research (PAR) approach, which involved observation, interviews, and documentation during the Art Festival activities. The results of the study show that the art festival not only serves as a place of entertainment, but also as a social and educational tool that can help strengthen solidarity among residents across age, ethnicity, and religion. Overall, the art festival helps preserve local culture, foster a sense of community, and raise awareness of the importance of diversity in social life.

ARTICLE INFO

Article History:

Submitted/Received: 01 October 2025

First Revised: 09 October 2025

Accepted: 25 October 2025

First Available online: 31 October 2025

Publication Date: 31 October 2025

Keyword :

Community Service Program

Art Festival

Social Interaction

Student Involvement

Bukit Rejo Village

INTRODUCTION

Social interaction is the main foundation in shaping a dynamic and sustainable social life. Interpersonal relationships cannot be built solely through physical presence, but require active involvement in the form of communication, cooperation, and competition aimed at achieving collective goals. From this process emerge recurring and organized patterns of social relations, which ultimately form a stable social structure. In line with this view (Nasdian in Fahri 2019), social interaction is understood as the intensity of social relationships that guide individual behavior in a community and determine the direction of ongoing social relationships.

Art festivals are an effective means of facilitating broader social interaction. These events are not only a venue for artistic expression, but also serve as a meeting place for individuals and groups from different backgrounds. Art festivals play a strategic role in strengthening social solidarity, creating shared experiences, and expanding networks among citizens (Healy in Lahpan, 2023). Additionally, holding festivals in open spaces promotes the participatory and inclusive use of public spaces (Kwon in Lahpan, 2023). In the implementation of the Real Work Lecture program, art festivals are adopted as a platform for community service that combines educational and social aspects, while also providing a space for students to actualize themselves in directly addressing the needs of the community (Putri Anggraini, 2024).

Bukit Rejo Village, located in Sidamanik Subdistrict, Simalungun Regency, is a village that still maintains collective-based social values. The culture of cooperation, religious activities, and local celebrations is still going strong and forms part of the social identity of the community. However, the rapid pace of modernization and changes in social communication patterns pose challenges to the sustainability of these values of togetherness, especially among the younger generation. Responding to this reality, students participating in the Real Work Lecture program initiated an arts festival as an inclusive space for collective expression, to revive the spirit of collaboration and strengthen social networks among residents of all ages and backgrounds.

This study aims to examine the efforts of the Bukit Rejo Village community in maintaining the value of togetherness amid rapid social change, as well as to evaluate the extent to which the Community Service Program contributes through the organization of art festivals as a means of social empowerment. The results of this study are expected to contribute academically to the study of social interaction based on local culture, as well as provide practical references in designing contextual, participatory, and sustainable community service activities.

METHODS

Research Method

This study uses a qualitative approach to provide a detailed description of the implementation of the Art Festival in the Community Service Program (KKN) (Nafis, Hasibuan, Khaidah, Muthmainnah, & Nasution, 2025). The qualitative approach is an interpretive study that depends on the intuition and understanding of each individual. Therefore, researchers are required to conduct the study themselves without using enumerators or assistants, as there is a concern that this could lead to different

interpretations of the meaning of the phenomenon between the researcher and the assistant (Pratiwi, Munte, Togarotop, Rahman, & Kasmahidayat, 2024).

Research Location and Time

This research was conducted in Nagori Bukit Rejo, Sidamanik District, Simalungun Regency, in conjunction with the Children's Art Festival organized by the Community Service Program (KKN) students of the State Islamic University of North Sumatra. The Art Festival was held from August 30 to 31, 2025, over two days.

Data Collection Stages

- Observation: Carefully monitor the implementation of the Arts Festival, from the planning stage, the socialization stage, the implementation stage, to the evaluation stage.
- Interview: Conducting discussions with students participating in the Community Service Program (KKN) at the State Islamic University of North Sumatra, together with village officials in Nagori Bukit Rejo, regarding adjusting the date of the Art Festival to avoid clashes with other events that may also be held on the same day.
- Documentation: Collecting various data such as photos, activity notes, reports from students participating in the Community Service Program at the State Islamic University of North Sumatra, and other relevant documents. Documentation is used to obtain information that does not originate from humans. Documentation is the process of creating and storing evidence such as images, text, audio, and sound.

The research method used in the Field Work program is also a qualitative approach in the form of PAR (Participatory Action Research). PAR is an approach that directly involves the Field Work group of the State Islamic University of North Sumatra in a collective action to achieve positive transformation in social aspects. This process begins with a research phase, in which issues faced by the community are analyzed thoroughly to understand their causes and effects. After this phase, steps are taken to find alternative solutions that can overcome these problems. The final stage is to invite all elements of society to collaborate in implementing the solutions together. In this way, PAR not only focuses on research and action but also prioritizes the active participation of the entire community in addressing challenges in society (Nuri & et al, 2023).

RESULTS AND DISCUSSION

Concept and Types of Art Festivals Held

Students from the State Islamic University of North Sumatra's Community Service Program are planning an arts festival as a social and cultural activity with the aim of improving community relations through art and religious activities. This is based on observations and interviews with the community and village officials of Nagori Bukit Rejo. This festival is a collaboration between students, village officials, and the intergenerational community. The goal is to create a space for meaningful social interaction and increase community involvement in joint activities. The Nagori Bukit Rejo art festival is designed to preserve socio-cultural values and community participation. The activity begins with mapping the interests and social potential of the community. This forms the basis for determining the type of

competition that suits the characteristics of this religious and family-oriented village community.

The types of activities held included: elementary and junior high school adhan competitions, elementary school short surah competitions, elementary and junior high school poetry competitions, kindergarten and elementary school coloring competitions, Muslim clothing for the elderly, and junior high school da'i cilik competitions. The selection of these competitions reflected efforts to combine educational, religious, and recreational elements in one activity. The activities lasted for two days and were attended by more than 140 participants from various hamlets in Bukit Rejo Village. The community participated not only as participants but also as committee members and providers of facilities such as stages, tents, chairs, and decorations. This condition shows strong social cohesion and a spirit of mutual cooperation among residents. Empirically, art festival activities have a real social impact. Children showed increased confidence and communication skills through the adhan and poetry competitions, while the elderly felt valued and more emotionally involved in social activities. On the other hand, students participating in the Community Service Program gained social experience in the form of managerial skills, cross-age communication, and an understanding of the social dynamics of rural communities. The community also showed great enthusiasm for this activity. Based on interviews with several residents, the art festival is considered capable of creating a joyful atmosphere, fostering solidarity, and strengthening relationships between residents across religions and ages. Thus, this activity is not just an entertainment event, but also a social event that strengthens the structure of interaction within the Bukit Rejo Village community.

The above findings show that the art festival initiated by students participating in the Community Service Program has a dual role, namely as a recreational medium and a socio-educational instrument. The concept of this festival is in line with the view that emphasizes that holding festivals at the village level can serve as an integrative forum for art, education, and community empowerment. Art festivals not only enrich aesthetic experiences but also strengthen social relationships and shape the collective identity of the community. In the context of Bukit Rejo Village, the success of the art festival was supported by the active participation of residents. This supports the findings of Invalid source specified., which explain that community participation in culture-based activities has a strong correlation with increased social cohesion in rural areas, because through joint activities, a sense of belonging and social responsibility among residents is created.

Furthermore, the concept of the art festival in Bukit Rejo Village also reflects a model of social interaction based on religious and cultural values. Activities such as the adhan competition, short surah competition, and young preacher competition are not only competition-oriented but also character-building. This is in line with the results of research by Invalid source specified, which states that religious competitions in elementary schools can foster students' self-confidence, empathy, and spiritual discipline. Thus, this art festival has significant pedagogical value in shaping the morality of the village's younger generation. Meanwhile, the elderly Muslim fashion show and coloring competition represent social inclusiveness, where all age groups can participate. This approach is in line with the idea that community festivals can be a means of improving the psychosocial well-being of the elderly, strengthening intergenerational relationships, and reducing the social isolation often experienced by older age groups. In Nagori Bukit Rejo, this can be seen from the enthusiasm of the elderly who participate not only as spectators but also as active participants in the activities.

In addition to strengthening social and spiritual dimensions, this activity also reflects the empowering function of Kuliah Kerja Nyata students as social agents. As stated (Putri Anggraini, 2024), the implementation of Kuliah Kerja Nyata that integrates festival-based activities can foster a spirit of religious moderation and increase students' social sensitivity to the conditions of the surrounding

community. In this context, students are not only organizers of activities, but also facilitators who encourage collaboration between higher education institutions and village communities. From a theoretical perspective, the implementation of an art festival in Nagori Bukit Rejo Village can be linked to the concept of the cultural public sphere as described by Invalid source specified., which is a space where citizens can express their social identity, cultural values, and solidarity through artistic activities in public spaces. Activities such as this have the potential to create social dialogue and increase community participation in preserving local cultural sustainability. Thus, it can be concluded that the art festival organized by students participating in the Community Service Program in Nagori Bukit Rejo Village is not only a recreational activity but also a sociocultural strategy to strengthen the social structure of the village community. This activity is able to integrate religious, aesthetic, and social values into a harmonious whole. These findings emphasize that art festivals have great potential as a means of social transformation that fosters cohesion, solidarity, and active community participation.

Community Participation and Social Interaction

This festival involved various parties, not only from the Community Service Program students of the State Islamic University of North Sumatra but also village officials who helped in preparing activities, such as providing a stage, tents, chairs, and permission to use the mosque and its facilities, such as microphones and microphone stands for competitions in hamlets 1 and 2. In addition, the school provided permission to use the school grounds as the venue for the competition and the main venue for the Arts Festival, along with facilities such as projectors and tables. In addition, the community also helped in providing all the necessary equipment, such as lending tablecloths and flower pots to complement the stage decorations, and several young people helped in setting up the tents. This shows the strong collaboration between the State Islamic University of North Sumatra's Real Work Lecture group and the village in preparing for the event.

In addition to those who helped prepare for this Art Festival, members of the community were also happy to participate in the competitions, ranging from children and teenagers to elderly women. At this art festival, there were 43 participants in the short surah competition, 25 participants in the azan competition, 8 participants in the da'i cilik competition, 21 participants in the poetry competition, 34 participants in the mewanai competition, and 15 participants in the elderly Muslim fashion show competition. This shows the high enthusiasm of the local community in participating in the competition. During the event, the participants were very enthusiastic and confident in participating in the competitions until they were completed. (Siwi & et al., 2024)

This Art Festival was very beneficial and had a positive influence on the community because it was not only a competition but also a means to strengthen relationships between participants and students of the North Sumatra State Islamic University's Real Work Lecture, share experiences, and foster a sense of togetherness. Additionally, through these artistic and religious activities, participants can express their talents, uphold sportsmanship, broaden their horizons, and enhance their spiritual well-being. The presence of this art festival also enhances interfaith harmony, as the event includes competitions open to non-Muslims, such as coloring and poetry contests. This fosters a positive sense of unity amidst diversity (Lestari, Sandi, Pratama, & A, 2025).

The Role of Students in Community Service Programs in Promoting Diversity

In addition to studying on campus, students participate in various events and are active in campus organizations. Although it may seem simple, students tend to benefit not only themselves but also the

community, nation, and country by carrying out these tasks. Part of the Community Service Program activities aims to share experiences with students and, in line with the learning principles, expand the potential of the city that can be advanced by the community. The framework used in the target area of the Community Service Program is expected to be used for research and the preparation of additional activities, in addition to the main activity plan.

As scholars, the position and duties of students are not merely to graduate and succeed in the world of work, but also in life. Students also have a more complete role in social life. Students are part of the analysts who have a claim to a position in society. Their potential, strength, and abilities cannot be compared to others, because their contribution to the life of the nation and state cannot be underestimated.

Students are the nation's future generation. They are individuals who can advance their nation. And because you are honorable and ethical students, the future of Indonesia will be brighter and clearer. The duties and activities of students are also important, so students must prepare themselves as well as possible. Moreover, Indonesia has noble values that must be upheld. There, students are needed to uphold values such as authenticity, virtue, tolerance, fairness, joint participation, etc. (Rahmat Daim Harahap: 2023).

The Role of Community Service Program Students in Promoting Diversity and Religious Diversity in Bukit Rejo Village. Community Service Program students hold a strategic position as agents of social change in society, particularly in the context of promoting diversity and religious diversity in Nagori Bukit Rejo. Through various innovative, sustainable, and community-based approaches, students play a role in creating a harmonious, inclusive, and tolerant atmosphere, as well as strengthening the foundations of social and religious life in the village.

Facilitators for Strengthening Religious Institutions and Community Education

One of the main roles of students in the Real Work Lecture is to be facilitators in strengthening the role of religious institutions such as mosques, prayer rooms, and Islamic boarding schools in Bukit Rejo Village. They assist in managing routine activities such as recitation, sermons, and Quran teaching, as well as helping to improve the quality of these activities to make them more attractive and relevant to the needs of the community, especially the younger generation. Students also contribute to the development of modern and interactive learning media, such as the production of lecture videos, multimedia-based discussion materials, and the development of smartphone-based applications, so that religious education becomes more interesting and accessible. Through these activities, students not only strengthen the role of religious institutions as centers for character and social development, but also strengthen a sense of togetherness and tolerance among various community groups with different religious and cultural backgrounds.

Development of Religious Tolerance and Moderation Programs

In an effort to strengthen diversity, the students of the Real Work Lecture compiled and implemented various programs aimed at increasing the community's understanding and tolerant attitude towards religious and cultural diversity in Bukit Rejo Village. Through seminars, open discussions, religious moderation training, and interfaith dialogue activities, students strive to erode intolerance and build awareness of the importance of mutual respect and acceptance of differences. The material presented is adapted using a contextual and humanistic approach, involving community leaders, religious scholars, youth, and women's groups so that the message of diversity is more heartfelt and has a long-term

impact. In addition, students facilitated the formation of interfaith discussion groups that focused on universal values, such as mutual respect, compassion, and social justice, so that diversity would no longer be a source of division but rather a social force in community life.

Assistance and Creativity in Social and Religious Activities

In addition to strengthening formal institutions, students in the Real Work Lecture program are active in designing and organizing various social activities that showcase cultural and religious diversity in the community. These activities include cultural festivals, social services, fundraising for the construction of public facilities, and religious events that involve all elements of society. Through this direct participation, students create an inclusive atmosphere where the community sees diversity as a shared treasure that must be nurtured and preserved. They also strive to ensure that these activities are carried out in a spirit of togetherness, mutual respect, and without limiting the participation of people from different religious and cultural backgrounds. In the long term, this approach will strengthen social solidarity and strengthen relationships between different groups.

Strengthening Social and Religious Literacy among Youth and Children

Given the importance of the younger generation as the future of diversity and religious pluralism, students participating in the Real Work Lecture program play an active role in improving their social and religious literacy. They establish study groups, tahfidz classes, and interest-based discussion programs such as art, culture, and sports activities that involve the village youth. This approach aims not only to increase religious knowledge and understanding of diversity, but also to build a strong sense of togetherness, mutual respect, and tolerance among the younger generation. Through these activities, it is hoped that awareness will emerge that diversity is an important asset in rural social development and that mutual respect for various identities is the foundation of a healthy and harmonious society.

Building Communication and Personal Approaches that Foster an Inclusive Attitude

In terms of approach, the students participating in the Community Service Program prioritize humanistic and personal communication as the key to building emotional closeness with the community. They approach residents directly, understand their needs, aspirations, and challenges, and then adapt the activity programs to suit the local context. This approach creates a friendly and open atmosphere, where the community feels valued, listened to, and has a sense of ownership of the diversity and religious programs they run. In addition, students act as a bridge connecting the community with various external resources such as religious institutions, village governments, and other community organizations, thereby creating effective and sustainable collaboration.

Building and Preserving Noble Values and Local Culture

As part of efforts to enrich diversity, students participating in the Field Work Program also take part in preserving the local culture and traditions that form the identity of the Nagori Bukit Rejo village community. They support traditional cultural activities, ceremonies, and art events that reflect the village's rich culture. By combining religious values and local culture, students help the community understand that diversity is not contradictory, but rather complements and strengthens their identity together. This approach not only increases pride in local culture but also fosters mutual respect and opens the community's mind to diversity in everyday life.

With the addition of insight, strategic elements, and depth of implementation, the picture of the role of

Kuliah Kerja Nyata students in bringing diversity and pluralism to life in Bukit Rejo Village becomes more comprehensive, realistic, and applicable in the context of the village's socio-cultural development. We hope this explanation meets your needs.

The Impact of Art Festivals on Community Social Life

The implementation of art festival activities has several impacts or influences on the social sphere of the community. The holding of this event can bring about social renewal or change in the community. As is well known, in the community of Bukit Rejo Village, several instances of acculturation and assimilation occur among the community, such as social relationships or interactions between different ethnic groups and religions, such as the Javanese and Batak tribes. Based on the researcher's observations, the art festival has had a positive impact. Some of the positive impacts are that the role or contribution of the entire community in the village is not limited to being spectators, but also includes participating as committee members, volunteers, and participants. This is part of social interaction in the community and has a positive impact on relationships between communities, such as increased solidarity due to cooperation in preparing the stage for the art festival or working together to make the event a success.

In the implementation of art festival activities, there are several things that have an impact or influence on the social sphere in the community. By holding this activity, it can bring about social renewal or change in the community. As is well known, in the community life of Bukit Rejo Village, several instances of acculturation and assimilation occur among the community, such as social relationships or interactions between various ethnic groups and religions, such as the Javanese and Batak tribes. Based on the researcher's observations, the art festival has had a positive impact. Some of the positive impacts are that the role or contribution of the entire community in the village is not limited to being spectators, but also includes participating as committee members, volunteers, and participants. This is part of social interaction in the community and has a positive impact on the relationships between communities, such as increased solidarity due to cooperation in preparing the stage for the art festival or working together to make the event a success (Lahpan et al., 2023).

Challenges and Solutions in the Field

Challenges in the field are any form of obstacle, difficulty, or problem encountered when conducting an activity in the field, whether technical, social, or administrative, which can affect the smooth running and results of the activity. As explained by Sugiyono, field challenges are "obstacles that arise during the process of conducting research or field activities that prevent the achievement of the initial objectives (Sugiyono, 2019)." Conversely, "differences in values, norms, interests, and levels of community participation in social or development activities" can cause social obstacles in the community, according to Soekanto (Soekanto, 2012). However, the Directorate General of Higher Education states that technical obstacles in Real Work Lectures include technical coordination between activity implementers and the community, as well as field, technology, infrastructure, and weather problems (Direktorat Jenderal Pendidikan Tinggi, 2020).

In Real Work Lectures, which aim to enhance a sense of community, technical obstacles are very important because even minor technical obstacles can reduce participation, social interaction, and community spirit. Field obstacles can cover several aspects in the context of community and student activities, such as Real Work Lectures, community service, social research, or empowerment programs, such as:

Technical Obstacles

Technical obstacles are defined as “barriers that arise in the process of implementing activities related to limitations in tools, facilities, and working conditions” during the implementation of Community Service activities in the field. In the context of Community Service, technical obstacles can mean any practical difficulties faced by students and the community when carrying out planned programs.

Unavailability or shortage of teaching aids or activity equipment, such as loudspeakers, chairs, cleaning equipment, and limited consumption materials, electricity, or internet network resources needed for digital media-based activities. Students faced technical problems when conducting the Community Service Program because they lacked supporting facilities and infrastructure. The “Art Festival” was one of the events intended to enhance a sense of kinship in the community. However, because the village hall that was to be used lacked adequate electricity and lighting, the event was postponed. In addition, there was no equipment available, such as chairs, a stage, or a sound system.

In the end, students had to find alternatives by working with village officials and the local community. For lighting, students and residents worked together to borrow equipment from schools and places of worship around the village, as well as spotlights lent by residents. Due to the lack of equipment, the area where the Community Service Program was held may also not have adequate facilities to support the planned community service (Annisa Indah Damayanti, 2021)

Despite several limitations, this collective effort fostered a sense of solidarity and strengthened social relations between students and the community. After initially becoming an obstacle, technical constraints ultimately became a strength that enhanced the value of cooperation and solidarity within the village community. This situation demonstrates that limited facilities and infrastructure are not always the main obstacle, but rather a challenge that can hone the creativity and adaptability of Community Service Program students in the field.

Due to limited technical equipment, the creativity and adaptability of Kuliah Kerja Nyata students were put to the test. This tested their ability to maximize the activity program despite the limitations. It also resulted in a lack of productivity in the field, time needed to complete tasks, and poor results.

Challenges in Coordinating Between the Committee and the Community

In the implementation of activities, coordination between the Field Study Committee and the community often faces various problems that can disrupt the program. Unclear and poor communication is one of the main obstacles. Both parties fail to understand each other because they cannot communicate well. In addition, there are differences in views and expectations between the committee and the community because each has different interests and needs for the activity.

Ineffectiveness in the implementation of tasks by each committee can occur because they do not understand the role played by the committee or vice versa.

Coordination between committees and the community is one of the challenges that arise. Even though the instructions given are clear, as a result, the committee does not know how to divide the work, so that some sections spend more time than others, and there is a lack of information conveyed to the community because the coordination briefing needs to be improved. Conditions like this hamper the activities of the Field Work Program and can reduce public interest in the program being run. Therefore, mutual understanding between the committee and the community, effective communication, and good coordination planning are very important to overcome this problem and ensure that activities run according to mutual expectations. However, difficulties like this are normal in the community field due to

individual differences.

Constraints in Community Participation

The entire series of Real Work Lecture activities was very popular with the village community, especially when holding art festivals. As proof of the residents' enthusiasm, they attend events, support performances, and assist the committee in various ways. However, despite the residents' great enthusiasm, there are still several obstacles to their participation, according to observations in the field. One of the main obstacles is limited time and daily activities. Many residents actually want to be fully involved, but they are constrained by routine work such as trading, farming, or taking care of the household. As a result, some residents arrive late or are unable to participate until the end of the activity, even though they remain enthusiastic. Excessive community expectations. This extraordinary enthusiasm is often accompanied by excessive expectations regarding the quality of the event and the benefits to be gained. Due to a lack of funds and facilities, some residents want bigger events or bigger prizes.

Although the activities as a whole ran well, there was sometimes dissatisfaction due to the difference between what happened and what was expected. The number of people who attended was far above the committee's estimates due to the large turnout. This caused the activity area to be too crowded, with not enough seats and chairs, and the parking area to be disorganized. The enthusiasm of the residents made the event more lively, but their participation would not have been maximized without adequate facilities. Resident participation in the community service program was very positive, although enthusiasm and participation were not always obstacles. This was demonstrated by the cakes given by each resident, which made it possible to meet the needs of the community and the committee.

Solutions Found to These Obstacles

- Establish effective communication by involving all relevant parties, including village officials, youth groups, and the general public, through regular coordination meetings and easily accessible communication media. These coordination meetings involve various elements of the community and important committee members to convey plans, obtain input, and openly resolve issues together. To avoid overlap and confusion, create a clear work structure with a clear division of tasks for each committee member and community representative. And of course, use participatory methods so that the community is directly involved and receives positive two-way communication, which is very helpful for the activities carried out to avoid miscommunication and make the event more organized and according to plan. KKN must always involve good cooperation and active involvement of students and the community. (Syardiansyah, 2019)
- Conducting an inventory of technical facility needs and also implementing cooperation to obtain support from available facilities or equipment loans, this is done in collaboration with the village government and local communities. This method not only reduces costs but also improves student-community and village government relations. In addition, students can create creative innovations that are appropriate to the field conditions and utilize simple but useful facilities and technology to maximize existing resources.
- There are no specific barriers to community participation, but to meet the high expectations of the community, students participating in the Real Work Lecture program engage in open communication and socialization from the outset. The objectives, available funds, and scope of the event are clearly explained so that the community can understand them. To ensure that the event

remains lively despite the simple facilities, the committee strives to use as many creative ideas as possible. In this case, students can strengthen the relationship between universities, the community, and students because the community appreciates their work (Rosdialena, 2023). As well as in activities held to address the community's unguided enthusiasm, regulate how people participate, and maintain order during the event. With good management, the community's enthusiasm can be channeled without causing disruption. Therefore, solutions such as adjusting schedules, assigning appropriate roles, ensuring clear communication, strengthening field coordination, and providing additional facilities can reduce community participation. These solutions demonstrate that continuing education does not only depend on students; it also requires collaboration with the community. With good management, the high enthusiasm of the community can be used to promote the smooth running and success of the program.

CONCLUSION

The art festival organized by students participating in the Community Service Program (KKN) of the State Islamic University of North Sumatra in Bukit Rejo Village proves that cultural and religious-based activities can be an effective means of building social interaction, strengthening the value of diversity, and increasing active participation among people of different generations and religions. This activity not only provided a space for artistic and spiritual expression but also served as an educational medium that fostered self-confidence, social awareness, and a spirit of cooperation among children, teenagers, and the elderly. The broad participation of the community in designing, implementing, and ensuring the success of the festival demonstrates the enormous social potential for sustainable development, especially in preserving local culture and strengthening the values of religious moderation. For students, this festival provides a transformative experience in terms of leadership, cross-cultural communication, and problem-solving in the field, while also affirming their position as agents of social change.

Despite facing a number of technical and coordination challenges, the collaborative spirit built between students, the community, and village officials was able to turn limitations into collective strength. In the future, activities such as this need to be adopted as a regular village agenda supported by higher education institutions and local governments, with an emphasis on increasing community capacity, providing supporting facilities, and developing inclusive community-based programs. With an adaptive and participatory approach, art festivals have the potential to become a model for village empowerment that not only builds harmonious social interactions but also strengthens local identity and a spirit of togetherness within a framework of diversity.

ACKNOWLEDGMENTS

We would like to express our gratitude to the State Islamic University of North Sumatra for the opportunity and support provided during the implementation of the Field Study Program. We would also like to thank the Field Supervisors who have guided us with patience and dedication. To the community of Nagori Bukit Rejo and village officials, we appreciate the warm welcome, cooperation, and active participation that greatly helped the smooth running of our activities. Last but not least, thank you to all our Field Work Study group colleagues for their togetherness, hard work, and extraordinary spirit of cooperation. May all these experiences and moments of togetherness become precious memories and bring benefits to all parties.

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