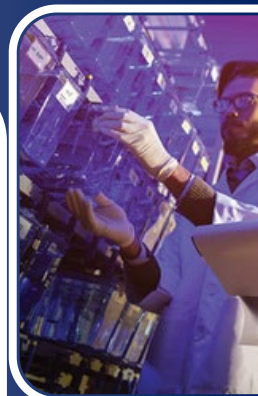


1st EDITION UiTM GLOBAL PENANG Newsletter

GLOBAL INSIGHTS: NAVIGATING UNIVERSALITY WITH UiTM PULAU PINANG



UNIVERSITI
TEKNOLOGI
MARA

UiTM Global @ Office of International Affairs,
Academic Affairs Division,
Universiti Teknologi MARA, Pulau Pinang Branch,
Pulau Pinang,
Malaysia.

The **International Student Community Service Programme**, held by **Universitas Sumatera Utara (USU)** from 10 August to 24 August 2023, demonstrates the strength of cross-cultural engagement and service-oriented efforts. Set in the picturesque Tuk Tuk Siadong Village on Samosir Island, **North Sumatera, Indonesia**, this two-week

FOSTERING CULTURAL EXCHANGE AND TOURISM PROMOTION THROUGH THE INTERNATIONAL STUDENT COMMUNITY SERVICE PROGRAMME 2023

10th – 24th August 2023

***Mohd Faisal Abdul Wahab,
Zarifah Mohd Zain, and Azila Azmi**



Participants assisted in conducting health assessments for residents of Tuktuk Siadong Village during their visit to Posyandu (Integrated Service Post)

Management programme: Muhammad Adam Yahya, Muhammad Luqman Anwar, Sarah Najlaa Najmi Abdullah, Nur Aina Aqilla Mat Sani, and Nur Irdina Rashdi. Their participation demonstrates a dedication to intellectual and personal development through practical experience and cross-cultural interaction.

Throughout the two-week programme, participants engaged in a range of community service activities aimed at helping local inhabitants and encouraging sustainable tourism practices. These efforts encompassed, but were not limited to:

1. Tourism Promotion Campaigns: According to conversations with Indonesian tourism representatives, most visitors are unaware of Tuktuk Siadong Village's attractions and uniqueness. Hence, it is advisable to establish social media profiles on platforms like TikTok and Instagram to disseminate comprehensive information and solicit support for TukTok Siadong Village among social media users.

programme not only provides an opportunity for international students to volunteer, but it also promotes cultural immersion and tourism in the region, with a focus on the rich Batak Toba culture and the scenic beauty of Lake Toba.

The programme's major goal is to establish meaningful ties between international students and the local community while also helping to improve the village's tourism infrastructure and promote sustainable development practices. Volunteer work and cultural exchange events allow participants to learn about the Batak Toba people's traditions, customs, and way of life, enriching their awareness of Indonesian culture and heritage.

The session was eagerly participated by five students from **Universiti Teknologi MARA (UiTM) Pulau Pinang Branch** in the Diploma in Tourism

This will facilitate the acquisition of knowledge by travellers regarding the allure of Batak culture, a diverse array of delectable cuisines, accessible lodging and transportation options, and noteworthy destinations worthy of exploration. As a result, UiTM Penang's students have compiled videos and information to share on their official Instagram.

2. Public Speaking Workshop: Participants were tasked with instructing SMK N1 Simanindo on the subject of public speaking and its proper execution. It has been observed that while the students possess proficiency in the domains of hospitality and tourism, they lack the necessary skills to effectively represent Tuktuk as ambassadors. Following the lecture on Public Speaking, the students were organised into cohorts to construct a mind map, which they subsequently demonstrated in front of the class. Students can apply what they have learned in this manner.

3. Cultural Exchange Session: To promote cultural exchange and understanding, participants were involved in tour and interactive sessions in which they contributed

insights into their respective cultures while learning about the Batak people's traditions, music, dance, and cuisine. They maintain a steadfast adherence to tradition and place significant emphasis on it. The same holds true for the handicrafts they produce for financial gain.

4. Health Assessment Campaign: Participants assisted in conducting health assessments for the residents of Tuktuk Siadong Village during their visit to the Posyandu (Integrated Service Post). The participants promoted Posyandu to local residents by visiting their homes to inform them about and include them in the events organised by Posyandu. Posyandu will provide complimentary monthly health assessments for residents as an example. The health checkup aims to identify any potential diseases or infections in the community, with a focus on women and children, in order to minimise the risk of illness and enhance treatment outcomes.

The International Student Community Service Programme's influence extends beyond the visible results of volunteer efforts.



Participants were tasked with instructing SMK N1 Simanindo on the subject of public speaking and its proper execution.



The programme fosters genuine ties between international students and the local population, encouraging mutual tolerance, understanding, and appreciation for cultural diversity. Furthermore, by actively incorporating international students in the promotion of tourism and sustainable development, the programme helps to ensure the region's long-term socioeconomic progress.



Fashion Show and Public Speech at Sekolah Dasar 25

Finally, **Universitas Sumatera Utara's 2023 International Student Community Service Programme** exemplifies the transformative impact of cross-cultural collaboration and service-oriented activities. Participants not only help Tuk Tuk Siadong Village grow via volunteer work, cultural exchange, and tourism promotion, but they also form lifetime connections and receive vital insights into Indonesian culture and tradition. As the globe grows more interconnected, programmes like this serve an important role in strengthening global citizenship and creating a more inclusive and sustainable future for everyone. This programme also were in line with the UiTM KPIs of PI 084, PI 010, PI 032, and PI 075.



Batak's traditional costume, Ulos



Sigale-Gale dance performance



**Copyright @ 2024 by UiTM Global @ Office of International Affairs,
Academic Affairs Division,
Universiti Teknologi MARA, Pulau Pinang Branch.**

All rights reserved. No part of this Newsletter may be reproduced or used in any form without explicit written permission from the publisher, except for brief quotations in a Newsletter review.

eISSN: 3083-8355



Printed by: UiTM Printing Centre

Publication Date of the First Newsletter: 15 November 2024

Published by:

UiTM Global @ Office of International Affairs,
Academic Affairs Division,
Universiti Teknologi MARA, Pulau Pinang Branch,
Malaysia

Website

:<https://penang.uitm.edu.my/index.php/en/component/sppagebuilder?view=page&id=382>

Facebook : <https://www.facebook.com/profile.php?id=100080677634769>

Email: uitmglobalcpp@uitm.edu.my

