

## SINERGI

14/05/2026 / SITI ANIS ADILAH TARMAZI



**MEDAN, INDONESIA, 5 MAY 2026** – In a significant move to bolster international relations and community socio-economic development, the Faculty of Hotel and Tourism Management (FPHP), UiTM Cawangan Pulau Pinang, has successfully spearheaded an International Community Service Program in collaboration with Fakultas Vokasi, Universitas Sumatera Utara (USU), Indonesia.

The program, held at the GranDhika Hotel, Setiabudi, featured a high-impact Focus Group Discussion (FGD) centered on the dissemination of Red Ginger Candy and Community-Based Tourism (CBT) initiatives. This strategic mission aimed to empower the local community in Dalig Raya by providing

expertise in the production, promotion, and international scaling of red ginger-based products.



The primary objective of the mission was to bridge the gap between academic research and grassroots industry needs. Key pillars of the program included:

- **Knowledge Transfer:** A robust exchange of expertise in Gastronomy Tourism, Foodservice Management, and CBT between UiTM and USU.
- **Economic Sustainability:** Strategic planning on the commercial potential of community-based products to ensure long-term income generation for local residents.
- **Global Strategic Partnership:** Strengthening academic ties between the two institutions, directly supporting UiTM's Key Performance Indicators (KPI) and MyRA aspirations.

The UiTM delegation, led by Associate Professor Dr. Azila Azmi and Siti Anis Adilah Tarmazi, engaged in high-level discussions with the Dean of the Faculty of Vocational Studies USU, Professor Dr. Isfenti Sadalia. The session also integrated multi-stakeholder perspectives, featuring representatives from the Simalungun District Industry and Trade Office (DINAS), the Ministry of Agriculture in Simalungun Regency, PT. Sultan Aren Indonesia, and Analisa Daily Media.

The collaboration underscores UiTM's unwavering commitment to becoming a globally renowned university that contributes meaningfully to community empowerment and international engagement.

By turning local agricultural assets into viable commercial products, the program serves as a milestone in UiTM's mission to drive sustainable social impact across borders.

The program concluded with a successful dissemination session, marking a new chapter in the academic and industrial synergy between Malaysia and Indonesia.



Tags: [Community-Based Tourism \(CBT\)](#), [Fakulti Pengurusan Hotel dan Pelancongan \(FPHP\)](#), [UiTM Cawangan Pulau Pinang](#), [Universitas Sumatera Utara \(USU\)](#), [Universiti Teknologi MARA \(UiTM\)](#)

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