

Cross-Border Community Engagement: University Social Action to Foster Global Awareness in Perlis, Malaysia

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ABSTRACT

Activity devoted to the public international. This aim is to strengthen global awareness through the implementation of Cross-Border Community Engagement: University Social Action to Foster Global Awareness in Perlis, Malaysia. held on August 23, 2025, in Peta Faizuddin Centre of Educational Excellence (FCoEE –MAIPs), Perlis, Malaysia, and Muhammadiyah University Malaysia, as a form of collaboration between Doctoral Study Programs Management, Postgraduate Program of Muhammadiyah University of North Sumatra (UMSU), and FCoEE – MAIPs. The program focuses on raising awareness of the importance of education for poor children, strengthening social concern, and fostering international collaboration to empower communities. The method used is a participatory approach with stages of preparation, implementation, observation, and evaluation. Form activity covering provisioning to children, poor about the importance of education, perseverance, and patience in the face of life challenges, implementation of Focus Group Discussion (FGD) with the manager of FCoEE –MAIPs regarding concerns about social empowerment, as well as a visit to the field to learn and practice empowerment in the community that has been implemented by the institution partners. Data obtained through observation, participation, documentation, discussion, and reflection were then analysed using a descriptive qualitative approach. Results of the activities show that participants gain an understanding of the importance of education in building the future, create space to share knowledge and experience through FGDs between college students and international partners, and broaden their outlook on practice empowerment in community-based settings through field visits. Activities also strengthen the connection and partnership between the college and the institution, in terms of social implementation, devotion to the public, and cross-country. Implications activity. This shows that cross-border community engagement can be one approach to strengthening the role of social colleges, broadening global awareness, and advancing sustainable international collaborations in education, research, and community service for the public.

Keywords: *Cross-border Community Engagement; Devotion to Society; Global Awareness; Empowerment of the Public; Perlis, Malaysia.*

INTRODUCTION

College tall No Again, only play a role as an organiser of education and income research, but also required to contribute to solving various social problems through active devotion to society. The role is known as *the third mission of higher education, namely, the active involvement of colleges in creating social impact through collaboration with society, government, and various stakeholders*. Devotion to the public is a strategic instrument for

connecting academic knowledge with the public's real needs, thereby producing sustainable benefits (Modise, 2023; Dawodu et al., 2022).

Global development has shifted the paradigm of public devotion from activity-oriented localism to cross-border *community engagement*. Through international collaboration, colleges can exchange knowledge, experience, and practice to better address various social challenges. The collaborative model not only strengthens the network of international academic institutions but also increases institutions' capacity to support the development of a sustainable society (Amutuhair, 2023; Wright et al., 2022).

Global awareness is *a competence that is important for community academics in a dynamic global society*. Global awareness includes the ability to understand cultural diversity, respect human values, and recognise social issues that transcend national borders. UNESCO identifies competence as part of Global Citizenship Education (GCED), which aims to enable individuals to help create peaceful, inclusive and sustainable societies (UNESCO, 2024).

In line with development, the concept of community engagement in universities is understood as an activity serving society. On the other hand, activities, devotion, developed through the learning process together (mutual learning), collaboration, reflection, and creation mark together (co-creation) between college, high school, and society. Approach: This proven approach improves students' learning quality in the moment, strengthening the impact of devotion to social activities (Sá, 2023; Uwase N., 2025).

The implementation draft was realised through the Cross-Border Community Engagement: University Social Action to Foster Global Awareness activity held on August 23, 2025, in Perlis, Malaysia. This is a collaboration between the Doctoral Program in Management, Universitas Muhammadiyah Sumatera Utara (UMSU), the Institute for Research and Community Service (Lembaga Penelitian dan Pengabdian Kepada Masyarakat - LP2M), the Peta Faizuddin Centre of Educational Excellence (FCoEE – MAIPs), and Universiti Muhammadiyah Malaysia (UMAM), Perlis. A program designed to strengthen market concern social through provisioning to children from poor about the importance of education, perseverance, and patience in the face of life challenges, continued with *Focus Group Discussion* (FGD) with manager FCoEE –MAIPs regarding strengthening concern social, as well as visiting the field to learn about the practice of empowerment of the community that has been implemented by the institution partners.

Various studies have discussed the benefits of community engagement in improving the quality of student learning and strengthening connections among colleges, high schools, and society. However, publications that review implementation fidelity in public cross-country collaboration between colleges in Indonesia and Malaysia, particularly those focused on developing global awareness through social action for vulnerable communities, remain relatively limited. Therefore, this article aims to describe the implementation of the activity devoted to the public international in Perlis, Malaysia, as well as analyse its contribution in strengthening global awareness and public empowerment through cross-country collaboration.

METHODS

Activity devoted to the public. This was held on August 23 2025, in Peta Faizuddin Centre of Educational Excellence (FCoEE –MAIPs), Perlis, Malaysia, and Universiti Muhammadiyah Malaysia (UMAM), Perlis, via collaboration between Doctoral Study Programs, Postgraduate Program Management at the University of Muhammadiyah North Sumatra (UMSU) and FCoEE

– MAIPs. Target activity covering children, the poor as recipients of benefits, as well as managers of FCoEE –MAIPs, as partners in strengthening social concerns. Implementation activity uses a participatory approach (Participatory Approach) which emphasises the active involvement of partners in the processes of education, discussion, observation, and reflection together (Tijisma et al., 2023; Amutuhaire, 2023).

Table 1. Stages Implementation Devotion to the community

Stages	Form Activity	Objective	Expected Output
Preparation	Coordination between UMSU and FCoEE –MAIPs, identification of the needs of society, compilation of material, and determination of the timetable for the activity	Adapt the program to the public target	The plan is drawn up with activities, materials, education, and the distribution task team
Implementation Education	Delivery material to children about the importance of education, perseverance, and patience in reaching ideals	Increase motivation to learn, build character, and grow Spirit For continue education	Increasing the understanding of participants about the importance of education and the value of positive life values
Focus Group Discussion (FGD)	Discussion together with the manager FCoEE –MAIPs regarding the concerns of social, international collaboration, and empowerment public	Identifying opportunity, Work equally and share practice good (<i>best practices</i>)	The awakening similarities perception as well as recommendations for collaborative program development
Visit Field	Observation of the activity, social and educational implementation FCoEE – MAIPs	Understand the implementation of empowerment programs in a direct and public way	Increasing outlook regarding the empowerment model, public-based community
Evaluation and Reflection	Discussion with the team implementers and partners about the implementation activity	Evaluate achievement goals and compile a plan of action to carry on	Recommendation for the development of community service programs, public international, in a sustainable way

Data collection was carried out through observation, participatory documentation activities, discussion groups (FGDs), and note-taking and reflection during program implementation. All information is analysed using descriptive qualitative analysis, namely by identifying, grouping, and interpreting findings based on three main themes: strengthening global awareness, concern for society, and societal empowerment. Analysis This is used To describe the implementation process activity as well as the benefits felt by participants and partners.

Table 1. Data Collection and Analysis Techniques

Technique	Data source	Instrument	Results Obtained
Observation Participatory	Participant activities and partners	Observation sheet	Level of participation and involvement of participants during the activity
Documentation	Photos, videos, and document activity	Camera and documentation activity	Proof of implementation activities and participant
Focus Group Discussion	Manager FCoEE – MAIPs	Discussion guide	Feedback, experience, and recommendations for program development
Team Reflection	UMSU implementation team	Notes field	Evaluation implementation and planning action carry on

RESULTS AND DISCUSSION

An activity devoted to the public international, entitled "Cross Border Community Engagement: University Social Action to Foster Global Awareness," was held on August 23, 2025, at the Faizuddin Centre of Educational Excellence (FCoEE – MAIPs), Perlis, Malaysia and Universiti Muhammadiyah Malaysia (UMAM), Perlis, Malaysia. Activity: This is a collaboration between the Doctoral Study Programs Management of the Postgraduate Program of the University of Muhammadiyah North Sumatra (UMSU) and FCoEE – MAIPs, as an effort to strengthen social concern, expand global insight, and build an international network of collaboration through public action-based social action.

The series of activities consists of three main activities: the delivery of motivational material to children in poverty, a Focus Group Discussion (FGD) with managers of FCoEE–MAIPs, and field visits to directly observe the implementation of social and educational programs managed by partner institutions.

Provisioning to Children Poor

The activity began with the delivery of material motivation to poor children as the main program. The material emphasises the importance of education as a long-term investment in improving quality of life, building character, and creating more opportunities for good in the future. In addition, participants were given information about values, patience, perseverance, discipline, and enthusiasm. Study as a supply in the face of various challenges in life.

During the activity, participants show high enthusiasm. This is evident in active participation in the session discussion, the courage to express opinions, and a positive response to the resource person's questions. Atmosphere activity is ongoing and interactive, creating two-way communication between the team, dedication, and participants.

Focus Group Discussion (FGD) with FCoEE –MAIPs

Furthermore, the activity is a *Focus Group Discussion* (FGD) involving team devotion from UMSU and the management of FCoEE – MAIPs and Universiti Muhammadiyah Malaysia (UMAM). Discussion focused on strengthening community social, empowerment strategies in society, as well as opportunity development and international collaboration between colleges and

institutions.

Discussion results show similar views on the importance of synergy among institutions, education height, and the public organisation in increasing the quality of education, expanding access to learning for vulnerable groups, and building a sustainable empowerment program. FGD also produced a number of recommendations, beginning with the development of educational, research, and community service activities for the public.

Output Activity

In a way, general activities devotion produces a number of external main. First, there is increased motivation among participants to recognise the importance of education in improving the quality of life. Second, the awakening dialogue space between college students and the institution's social in which they share experiences about practising empowerment in society. Third, increasingly strong network work. The same international network among Doctoral Study Programs, Management of potential UMSU Postgraduate Programs, and FCoEE–MAIPs will be developed through academic and service-to-society activities in the future.

Table 3. Summary of Activity Results

Activity	Results Achieved	Indicator Success
Provisioning for children poor	Participants get motivated about the importance of education, perseverance, and patience	The height participation participant in the session discussion and answer questions
Focus Group Discussion	The development of dialogue regarding concerns, social issues, and opportunities for collaboration	There is an understanding For strengthen Work same in the field of devotion and education
Visit field	Increasing understanding about practice empowerment society that is run by FCoEE –MAIPs	Obtained information regarding models of development and management of social programs
External activity	Network strengthening international and improvement global awareness	The awakening commitment For develop collaborative programs in the future

DISCUSSION

Provisioning to Children Poor about The Importance of Education

Activity provisioning for children shows that delivering motivational messages about the importance of education, perseverance, and patience can build enthusiasm among participants during the learning process. Participating actively in session discussions and answering questions indicates that an educational approach, in nature, dialogic, can increase motivation. Studying at the same time can help children develop trust in their ability to plan for the future. Findings: This shows that devotion to the public not only serves as a medium for knowledge transfer but also as an effort to strengthen individuals' capacity through education.

The results are in line with the draft community engagement, which positions the public as partners in the learning process, creating shared benefits among the college, the high school, and society (Welch & Saltmarsh, 2023; Hurd & Stanton, 2023). In addition, Leal Filho et al., (2023), emphasised that education plays an important role in shaping individuals with a concern for society, strong character, and the ability to contribute to it. Therefore, the provision for poor

children is not implemented effectively enough to support social development and improve the quality of life from an early age.

Focus Group Discussion (FGD) as a Strengthening of Social Collaboration

Implementation *Focus Group Discussion* (FGD) with manager FCoEE – MAIPs becomes a space for exchanging experiences on practice, social, and community empowerment. Discussion yields similar views on the importance of collaboration among colleges and institutions in developing programs oriented towards education, societal empowerment, and sustainability. Work in the same international environment.

Findings. This is in line with Thanasi-Boçe & Kurtishi-Kastrati, (2022; Valencia-Arias et al., (2024), which states that collaboration between colleges and society is part of implementing University Social Responsibility to address various social challenges. Through FGD, a *knowledge-sharing process occurs that not only strengthens institutional connections* but also creates opportunities for joint program development in education, research, and community service for the public.

Visit the field as a medium for cross-border learning

Visiting the field gives the team a chance to observe, directly, various social and educational programs managed by FCoEE–MAIPs and University Muhammadiyah Malaysia (UMAM). Experience an expanded outlook on practice empowerment and a public-based community that, at the same time, provides an understanding of the importance of cross-country collaboration in developing solutions to various social problems. According to (Hurd & Stanton, 2023) Involving colleges in the public domain will have a greater impact and be more sustainable if built on mutual benefit. Thus, the field visits for the activities not only serve as a means of learning for community academics but also strengthen global awareness and the college's commitment to supporting the development of a sustainable society.

Activity devotion to public International Cross Border Community Engagement: University Social Action to Foster Global Awareness held in Faizuddin Centre of Educational Excellence (FCoEE –MAIPs), Perlis, Malaysia and Universiti Muhammadiyah Malaysia (UMAM), was successful in becoming a receptacle for collaboration between Doctoral Study Programs, Postgraduate Program Management of the University of Muhammadiyah North Sumatra (UMSU), University of Muhammadiyah Malaysia, and international partners in strengthening social concern as well as global awareness. Through provisioning for poor children, participants gain motivation to recognise the importance of education, perseverance, and patience as resources in the face of life's challenges. In addition, the implementation of Focus Group Discussions (FGDs) and field visits strengthens the exchange of knowledge, experience, and practice to empower the public across second institutions.

Activity: This shows that public involvement in cross-country activities not only benefits the target audience but also strengthens the implementation role of social colleges by developing an international development network, learning about cross-cultural cultures, and fostering ongoing collaboration. Therefore, activity, devotion, public-based partnership, international need, and Development Need to keep going, developed as part of the implementation of the Three Pillars College, highly contributing to the achievement of the Sustainable Development Goals, especially in the field of quality of education, reducing gaps, as well as strengthening global

partnership.

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CONCLUSION

The Cross-Border Community Engagement: University Social Action to Foster Global Awareness activity in Perlis, Malaysia, held on January 23, 2025, successfully strengthened the collaboration between the Doctoral Program in Management, Postgraduate Program, University of Muhammadiyah North Sumatra (UMSU), Universiti Muhammadiyah Malaysia (UMAM), and the Peta Faizuddin Centre of Educational Excellence (FCoEE–MAIPs), Perlis, Malaysia, in implementing cross-border community service. Through training sessions for underprivileged children, Focus Group Discussions (FGDs), and field visits, this activity provided a platform for sharing knowledge, broadening insights into the importance of education and social awareness, and introducing community empowerment practices implemented by partners. In addition to benefiting the target community, this activity strengthened international partnership networks as part of the implementation of the Tri Dharma of Higher Education.

Sustainable collaboration between universities and partner institutions is a crucial aspect to continue developing. Therefore, the Peta Faizuddin Centre of Educational Excellence (FCoEE–MAIPs) is expected to continue strengthening synergy with UMSU and UMAM through the ongoing implementation of community service, education, and social empowerment activities in both Malaysia and Indonesia. Continuous collaboration is expected to expand benefits for the community, strengthen inter-institutional relations, and strengthen the implementation of cross-border community engagement as a model of international cooperation that provides added value for both countries.

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