

Social Contribution Activities in Upholding the Community of Paras Hamlet, Malang District Towards A Cultural and Character Society by Pertukaran Mahasiswa Merdeka Tahun 2023 (PMM 3) Universitas Islam Malang

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Abstract. This research aims to increase community awareness and participation in maintaining environmental cleanliness, as well as strengthening the cultural values and character of the people of Paras Hamlet in Malang. The implementation of activities includes cleaning and cooperation actions, social contributions in the form of assistance and community service, as well as cultural exhibitions featuring the local wisdom of Paras Hamlet. The research method used is participatory with a qualitative approach using the Psychosocial Theory of Erikson, where data is collected through observation, interviews, and documentation of activities. The results showed that this activity succeeded in increasing community awareness of the importance of cleanliness and cooperation. In addition, the social contribution made by *Pertukaran Mahasiswa Merdeka Year 2023 (PMM 3)* students of Universitas Islam Malang were also well received by the community, who felt helped and motivated to continue to actively participate in social activities. The cultural exhibition was also successful in promoting and preserving local culture, as well as increasing the sense of pride and identity of the people of Paras Hamlet. Overall, this activity had a positive impact in upholding the people of Paras Hamlet towards a more cultured and characterized society, as well as strengthening the relationship between students and the local community. This research is expected to be a model for similar activities in the future, to create a more caring, cultured, and characterized society.

Keywords: Community service, Paras hamlet, Social contribution, Student engagement