

RESEARCH ARTICLE



Financial education and literacy in investment planning for rural communities in Montasik, Aceh Besar

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ABSTRACT

The Community Service Program (CSP) in Dayah Daboh Village, Montasik Subdistrict, Aceh Besar Regency, is a sustainable initiative aimed at making a positive contribution to community life. The program primarily focused on financial education for children using tools such as cash books and piggy banks. The results indicate that the activities improved children's understanding and knowledge of financial management. The savings education program was met with great enthusiasm among children and received positive feedback from parents. Overall, this activity significantly benefited children in Dayah Daboh by encouraging them to manage their pocket money more wisely. Moreover, the financial literacy program successfully instilled an early savings habit and enhanced their understanding of finance and effective money management.

KEYWORDS

Education; financial literacy; Dayah Daboh; Montasik; Aceh Besar investment

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1. Introduction

Since the enactment of Law Number 6 of 2014 concerning Villages, village development has continued to improve and has become the focus of stakeholders and all elements of society. Villages are miniatures of autonomous government in Indonesia (Aurindah and Arham, 2024), inseparable and an integral part of national development. This is also in line with the objectives of village development as mandated by the Village Law. Village development aims to improve the welfare of village communities and the quality of human life as well as alleviate poverty. These objectives will be achieved through efforts to meet basic needs, develop village facilities and infrastructure, develop local economic potential, and utilize natural resources and the environment in a sustainable manner.

Higher education institutions also play a strategic role in accelerating rural development through community service activities. As part of the realization of the

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Tridharma of higher education, community service activities have meanings and objectives based on the Sustainable Development Goals (SDGs), with targets to improve quality of life, end poverty, reduce inequality, and protect the environment (Ministry of Education and Culture, 2024). In addition, community service is an activity of the academic community that utilizes science and technology to advance the welfare of society and educate the nation.

On the other hand, community service activities are also intended to provide direct experience to lecturers, including students, in identifying and solving various problems that exist in the community. Overall, community service activities are able to apply scientific knowledge to the community. Thus, universities are expected to contribute significantly to improving welfare and development in villages.

Gampong Dayah Daboh, Montasik District, Aceh Besar Regency, was chosen as the location for community service, which is part of the KKN program in the Aceh Besar Regency. The village is strategically located in the Montasik District and is relatively close to the Banda Aceh-Medan National Road. On the other hand, Gampong Dayah Daboh still faces various problems that require special attention, including from universities. Therefore, community service activities in Gampong Dayah Daboh are focused on financial literacy activities, as has been done in other villages in the Aceh Besar region (Safwadi, et al 2025, Safwadi, et al 2024) and other regions in Indonesia (Lubis et al, 2019, Sari et al., 2022, and Lelani et al., 2024; Purwanta et al., 2025).

In recent years, financial literacy and inclusion have continued to be a concern for the government. According to the results of the 2025 National Survey of Financial Literacy and Inclusion (SNLIK) released in early May, Indonesians are now becoming more financially literate. The national financial literacy index rose to 66.46 percent from 65.43 percent in 2024. Meanwhile, the financial inclusion index jumped to 80.51 percent. This means that more Indonesians understand how finance works and are more confident in using official financial services.

Given this situation, the community service activity in Gampong Dayah Daboh was carried out as an effort to positively contribute to improving financial literacy in Aceh Besar Regency in the future.

2. Methods

The community service activity was carried out in Dayah Daboh Village. This village is one of 39 villages in Montasik Subdistrict, Aceh Besar Regency, Aceh Province (), located in Mukim Montasik. The stages of implementing this community service activity include: 1) The preparation stage, which begins with administrative procedures (obtaining activity permits) and preparing materials and tools to support activities in the field; 2) The implementation stage, which involves socializing the activity, implementing the program and activities; 3) The final stage, which includes an

evaluation of the entire series of programs and activities. The entire community service activity was carried out by Dayah Daboh Village with the active participation of the community.

3. Results and Discussion

3.1. Overview of the Community Service Location

Dayah Daboh Village is not too far from the city center. It is only 16 kilometers from Banda Aceh City, with a travel time of 45 minutes towards Medan. Upon arriving at the Maimun Saleh Aircraft Monument, Aneuk Galong, immediately turn left towards the long bridge. Then turn right when you reach the T-junction. After that, visitors only need to go straight past Montasik 1 Public High School, Montasik 1 Public Junior High School, the Sub-District Office, the Montasik KUA Office, and the electricity tower. The landmark is one intersection after the electricity tower.

Historically, Dayah Daboh is one of 39 villages in the Montasik Sub-District, located in Mukim Montasik. Dayah is a place or hall for recitation/deliberation, while 'daboh' (debus) is a traditional Acehese art form, similar to Banten. Dayah Daboh was established in 1953, led by a sheikh named Muhammad Yusuf. Due to the frequent daboh or debus performances at the hall, the place eventually became known as Dayah Daboh. In the past, many people were unaware of Dayah Daboh's existence. Even now, there are still those who are unfamiliar with the name of this village. However, who would have thought that over time, Dayah Daboh would become known not only to local people, but also nationally and internationally.

When visiting Dayah Daboh, most of the craftsmen gather in the hamlet of Ujong Bung. This is where business people who help market handicraft products to markets, both regular and online, come. Other craftsmen are spread evenly across several hamlets. The sound of needles clattering against fabric and the noise of the floor absorbing the vibrations are immediately audible. The curves of flowers characteristic of Aceh are perfectly formed by skilled hands smelling of machine oil. The motifs are very diverse. However, the original motifs include puta talo, tapak leman, embun berarak, awan diris, pinto Aceh, pucok reubong, kotoran burung, bungong meulu, awan dong, and awan keong. Then, armed with the creativity of the craftsmen, new motifs emerged, namely pinto Aceh combined with sun and puta talo motifs, pinto Aceh combined with balls, creative snail clouds, peanut batik, creative bungong meulu, bak padee, worms, sun, raised flowers, and Aceh motifs combined with raised flowers and embroidered flowers.

Initially, there were only three types of bags: sling bags, map bags, and furla bags. However, with the development of new ideas after much training, the types of bags became more diverse. Now there are sling bags, mini bags, tote bags, ririn bags,

backpacks, golf bags, suitcases, ABG bags, half-circle bags, beaded bags, snail bags, mambo bags, pumpkin bags, fan bags, Elizabeth bags, woven bags, songket bags, and sponge cloth bags.

Nowadays, there are even embroidered skullcaps, scarves, and other products that are very typical of Aceh with additional embroidery. Their sewing techniques are also very modern, keeping up with the times, which is why these products never lose their appeal and always adorn major exhibitions. Visitors also show a lot of interest in these Acehnese embroidery crafts.

The village of Dayah Daboh is divided into three hamlets, each led by a hamlet head or "KADUS," including: (1) Ujung Bueng Hamlet led by Kadus Zahri; (2) Bak Dayah Hamlet led by Kadus Yulisma; and (3) Lamtunggai Hamlet led by Kadus Siti Khatijah.

The demographic, socio-economic, and governance profiles of Gampong Dayah Daboh are as follows in the Table 1.

Table 1. Village Profile Data for Dayah Daboh Village in 2025

Description	Total
Area	239 km ²
Population	631 people
Male	297 people
Women	334 people
Number of Households	192
Female Households	46 households
By Type of Livelihood	
Rice farmers	210 people
Garden farmers	8 people
Livestock farmers	10 people
Merchants	12 people
Carpentry	6 people
Daily laborers	7 people
Tailors	30
Civil Servants	15
Military/Police	5 people
Drivers	7 people
By Education Level	
Did not complete elementary school	8 people
Elementary school graduate	18 people
Junior high school graduate	20 people
High school graduate	320 people
Completed DII-DIII	15 people
Bachelor's degree	34 people

Source: Statistics Indonesia, Kecamatan Montasik Dalam Angka 2024

3.2. Main Community Service Activities

The main activities carried out to support the smooth running of PkM activities in Gampong Dayah Daboh, Montasik Subdistrict, include the following (a) Socialization and Education on Saving Using Cash Books. This activity was carried out at the Village Head's Office (Gampong) Dayah Daboh, Montasik Subdistrict, and was attended by students of the State Islamic Elementary School (MIN). (b) Socialization and Education on Saving Using Piggy Banks. Prior to the socialization process, piggy banks were prepared to be distributed to children and students of Madrasah Ibtidaiyah Negeri (MIN) 10 . This activity was carried out at the MIN 10 school in Gampong Dayah Daboh, Montasik District.

The process and stages of implementing the PkM activities from the beginning to the end of the implementation in Gampong Dayah Daboh, Montasik District, can be explained as follows:

3.2.1 Preparation Stage

Considering that this PkM activity was part of the implementation of KKN at Universitas Abulyatama in the even semester of 2024/2025, all licensing and administrative processes related to the PkM activity had been submitted and processed in advance by the KKN Committee Team at Universitas Abulyatama. The administrative process began at the Montasik District Office, Aceh Besar Regency. This was done to obtain permission to hold community service activities, as well as to obtain quantitative data and initial field observations for administrative purposes in the activity proposal.

During the preparation stage, the formulation of an objective activity plan also began. The program and activity plan must be agreed upon with the Gampong Dayah Daboh Montasik Subdistrict apparatus, regarding the use of the room as a place for socialization and education for children in the Gampong Dayah Daboh Montasik Subdistrict neighborhood.

3.2.2 Implementation Stage

The programs and activities carried out in the implementation stage are the core of the PkM activities. The stages are as follows:

a. Financial Education and Literacy (Saving)

This stage aims to ensure that children understand the materials that will be presented to participants so that they can increase their knowledge to facilitate the implementation of the program and its activities. Educational and socialization

activities will be carried out in the main room/hall of Keuchik Gampong Dayah Daboh, Montasik District, and at the MIN school by inviting children in the Gampong Dayah Daboh neighborhood (Figure 1).



Figure 1. Financial Education and Literacy

The savings education program, which was attended by children, was met with great enthusiasm and positive responses from parents. One of the important topics covered in this financial literacy program was the use of cash books and piggy banks. Children were taught the easiest and simplest ways to save money. This entire activity is expected to make children in Gampong Dayah Daboh wiser in using their pocket money. In other words, this socialization activity is expected to prevent children from being wasteful with their pocket money. The financial literacy program has also succeeded in instilling the habit of saving from an early age in children in Gampong Dayah Daboh and increasing their understanding of financial literacy and how to manage finances well.

b. Challenges/Obstacles in the Financial Education and Literacy Program

As explained at the beginning, the purpose of this community service activity is to provide relevant lessons to MIN students in understanding the basics and deepening their knowledge about learning to save from an early age and learning to manage finances properly and correctly using cash books. Additionally, to improve students' understanding of using cash books when saving, MIN 10 Aceh Besar students (especially those in grade 5) will also become aware of the importance of financial records in saving, which contain information on money expenditures and income during the saving process, and which will certainly be very beneficial for their future.

The obstacle faced was that it could not be implemented according to the predetermined time, which was planned for mid-August 2025, but it could be implemented in the last week of the same month. This was because there was a

schedule from another party that had been agreed upon in advance, in addition to the children's relatively busy school schedule. However, on the other hand, all community service activities ran smoothly, with the MIN school showing great concern and participation in this educational activity. Similarly, the students at MIN were well-behaved and polite during the educational process we conducted.

4. Conclusion

Efforts to increase students' knowledge through financial literacy education programs using cash books and piggy banks have succeeded in instilling awareness of the importance of good financial management from an early age. This program is primarily aimed at children, with the hope that they will grow up to be a generation that is wiser in managing money.

This community service activity, which was carried out as a form of collaboration between the Aceh Besar Regency Government, particularly the Montasik District, and Universitas Abulyatama, also served as a gathering to strengthen relationships between residents. Additionally, the growth of a sense of togetherness and solidarity in Gampong was equally important. Overall, the programs that have been implemented not only have a direct positive impact but also lay a strong foundation for the sustainability of future development in Gampong Dayah Daboh, Montasik District.

Several important suggestions that need to be considered for the continuation of programs and activities in the future are as follows: regarding the " " financial literacy education activity to support financial management for students from an early age, efforts to strengthen financial literacy understanding need to be reinforced. It is also hoped that in the future, there will be facilities to support financial literacy in Gampong, including the strengthening of information technology that is more adequate to have a positive impact on the optimization of financial literacy education.

In addition, financial literacy programs through cash books and piggy banks can also be further developed and expanded in scope. Digital-based financial literacy socialization and training can be considered for implementation in the future by the Dayah Daboh Village Government. The program targets young people, including educators. Thus, digital financial literacy for the community, including teachers, will greatly assist and support efforts to strengthen financial education at home and in schools.

Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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Conflict of interest

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