



The Socialization of Managing Avocado Seeds into Healthy Tea is a Business Ideas to Overcome Extreme Poverty

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ARTICLE INFO

Article history

Received : 24-1-2026

Revised : 12-3-2026

Accepted : 19-3-2026

Keywords

KKN, avocado seeds, herbal tea, community empowerment, extreme poverty.

ABSTRACT

The In Namu Ukur Village, the Community Service Program (KKN) was implemented to educate and teach the locals on how to use avocado seeds as a profitable and healthful tea product. The village's high level of extreme poverty and the amount of wasted avocado seeds served as the impetus for this socialization activity, which calls for straightforward, affordable, and basic business solutions. The initiative included processing demonstrations, awareness seminars, and hands-on support for local adolescents and groups of women. The findings demonstrated that the community could comprehend the cleaning, drying, roasting, and product packaging steps involved in turning avocado seeds into herbal tea. In addition to its health benefits, avocado seed tea has a promising economic future due to its inexpensive manufacturing costs and easily accessible raw materials. Through this program, the residents of Namu Ukur Village learned how to create business concepts based on local resources that may be used as an alternate strategy to boost the local economy and combat extreme poverty.

Di Desa Namu Ukur, Program Pengabdian Masyarakat (KKN) dilaksanakan untuk mengedukasi dan mengajarkan masyarakat setempat tentang cara menggunakan biji alpukat sebagai produk teh yang menguntungkan dan sehat. Tingkat kemiskinan ekstrem yang tinggi di desa dan banyaknya biji alpukat yang terbuang menjadi pendorong kegiatan sosialisasi ini, yang menyerukan solusi bisnis yang sederhana, terjangkau, dan mendasar. Inisiatif ini mencakup demonstrasi pengolahan, seminar kesadaran, dan dukungan langsung untuk remaja lokal serta kelompok perempuan. Temuan menunjukkan bahwa masyarakat dapat memahami langkah langkah pembersihan, pengeringan, pemangangan, dan pengemasan produk yang terlibat dalam mengubah biji alpukat menjadi teh herbal. Selain manfaat kesehatannya, teh biji alpukat memiliki masa depan ekonomi yang menjanjikan karena biaya produksinya yang murah dan bahan baku yang mudah didapat. Melalui program ini, warga Desa Namu Ukur belajar cara membuat konsep bisnis berdasarkan sumber daya lokal yang dapat digunakan sebagai strategi alternatif untuk meningkatkan ekonomi lokal dan memerangi kemiskinan ekstrem.

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A. INTRODUCTION

Village development primarily focuses on improving the quality of life of local communities through economic empowerment and the utilization of local potential, in addition to infrastructure provision. As villages are at the forefront of governance and play a crucial role in driving social and economic change, the capacity of communities to effectively and creatively utilize surrounding resources is essential for the success of village development (Rahmawati, 2020). However, in reality, many rural areas continue to experience extreme poverty due to limited business opportunities, inadequate skills, and poor management of creative resources. One settlement with abundant natural resources is Namu Ukur Village, where avocados are commonly consumed by local residents. Although avocado seeds contain antioxidant compounds, polyphenols, and minerals that are beneficial to health, their utilization remains limited to the flesh of the fruit, while the seeds are discarded and left unused (Salsabila & Hartono, 2022). This potential indicates that avocado seeds can be processed into products with economic value, such as herbal tea, which has gained increasing popularity among consumers due to its natural and health-promoting properties.

In response to this untapped potential, the processing of avocado seeds into nutritious herbal tea emerges as a feasible and low-cost home-based business innovation. This activity can be readily adopted by rural communities with diverse educational backgrounds, as the production process is relatively simple and does not require advanced technology. Moreover, the growing trend toward healthy lifestyles has created new market opportunities for traditional herbal products, thereby enhancing the economic prospects of avocado seed tea (Nurhayati & Ramdhani, 2021). Consequently, the utilization of avocado seeds not only contributes to household income generation and value creation but also supports environmental sustainability by reducing organic waste.

To facilitate the effective adoption of this innovation, community empowerment initiatives play a crucial role, particularly through the Community Service Program (KKN), which aims to expand rural communities' perspectives and strengthen their capacity to manage local resources. Through the program entitled "*Socialization of Avocado Seed Processing into Healthy Tea as a Business Idea to Address Extreme Poverty*," university students actively engage in providing education, training, and hands-on experience for the residents of Namu Ukur Village. This socialization process serves as a vital stage in community empowerment, as sustainable empowerment is achieved by enhancing community capacity and self-reliance rather than merely offering material assistance (Pratiwi, 2021).

Ultimately, this socialization activity is designed to respond to the community's need for sustainable and innovative economic alternatives amid limited employment opportunities. Since the lack of income-generating options remains a primary contributor to extreme poverty



in rural areas, simple business initiatives such as avocado seed tea production can function as an entry point for developing alternative livelihoods. This home-based enterprise is particularly suitable for housewives, rural youth, and other community groups seeking to initiate low-risk economic activities, thereby supporting inclusive and sustainable rural economic development.

This activity aims not only to provide new skills but also to strengthen community confidence in the ability of local potential to be developed into high-value products. A shift in perspective is essential for achieving economic self-reliance in rural communities, as many available natural resources remain underutilized due to a lack of creative processing. The transformation of avocado seeds into herbal tea represents a tangible example of how communities can convert basic resources into profitable economic opportunities within the framework of sustainable village development.

Accordingly, this socialization program is expected to contribute to increased household income, encourage the people of Namu Ukur Village to initiate enterprises based on local potential, and gradually and sustainably alleviate extreme poverty. By fostering awareness and practical skills related to local resource utilization, the program seeks to lay a foundation for long-term economic resilience within the community.

In addressing the challenge of extreme poverty in Namu Ukur Village, this article aims to provide readers with a comprehensive understanding of how the socialization of avocado seed processing into healthy tea can serve as a relevant and feasible business idea. The article emphasizes the importance of utilizing underexploited local resources, particularly avocado seeds, which are often regarded as waste despite their significant economic and health benefits.

Furthermore, this article describes the socialization and training processes conducted during the Community Service Program (KKN), encompassing instruction, demonstrations, and hands-on guidance that enable community members to process avocado seeds into tea products suitable for consumption and commercialization. It also illustrates how such socialization activities can enhance knowledge, skills, and motivation to initiate small-scale home-based enterprises. Consequently, the processing of avocado seeds creates viable economic opportunities that not only increase household income but also disseminate valuable knowledge within the community. Ultimately, this article seeks to raise awareness that the creative utilization of local resources constitutes a strategic approach to promoting community empowerment and achieving long-term poverty alleviation.

B. METHOD

The socialization method for the activity entitled *“Socialization of Avocado Seed Processing into Healthy Tea as a Business Idea to Address Extreme Poverty”* was designed using a participatory approach that actively involved community members at every stage of the activity. This approach was intended to ensure that the knowledge and skills acquired could be independently applied by participants after the completion of the program. The participatory strategy was selected because community empowerment requires direct



involvement of the community in the learning and practice processes, as well as in the delivery of the material.

To identify the needs and socio-economic conditions of the community in Namu Ukur Village, the initial stage of the activity began with a preliminary observation. This observation was conducted through informal conversations with village leaders, direct observation of community activities, and an assessment of local development opportunities. The results of this observation indicated that avocado seeds constitute an abundant and underutilized form of organic waste, making them a highly suitable raw material for the production of herbal beverages.

The next stage involved socialization on the advantages of avocado seeds and their commercial potential. At this stage, the KKN team explained the nutritional value of avocado seeds, their health benefits, and their potential as a low-cost and environmentally friendly small-scale business product. The information was delivered in a clear and straightforward manner, supported by simple visual aids, enabling all participants—including housewives and rural youth—to easily understand the material presented.

Following the community's understanding of the advantages of avocado seeds as a raw material, a direct demonstration of the process of converting avocado seeds into herbal tea was conducted. This demonstration covered each stage of production, including cleaning, cutting, drying, roasting, and product packaging. Participants were actively involved in practicing each processing step to gain hands-on experience and to ensure their ability to independently replicate the procedure at home.

Subsequently, technical assistance was provided to ensure that community members fully understood the process of producing avocado seed tea using simple yet hygienic guidelines. At this stage, participants who encountered difficulties received specific guidance on maintaining equipment cleanliness, assessing the appropriate level of roasting, and packaging the product to enhance its visual appeal and shelf life.

The final phase of the socialization approach involved the introduction of basic marketing techniques. Community members were informed about various marketing strategies, including social media promotion, direct sales to neighbors or local businesses, and marketing opportunities through village-based joint business groups. This marketing instruction was intended to ensure that the product would not only continue to be practiced but also develop into a sustainable business capable of generating additional household income.

Overall, the activity employed multiple socialization techniques to provide community members with practical skills, business insights, and theoretical knowledge. Through this participatory approach, the program is expected to encourage the establishment of new micro-enterprises, promote behavioral change, and ultimately contribute to lifting the community out of extreme poverty.

C. RESULT AND DISCUSSION

The socialization activity conducted in Namu Ukur Village yielded several important findings related to improvements in community knowledge, skills, and motivation in utilizing avocado seeds as an economically valuable herbal tea product. Based on observations during



the implementation of the program, community members demonstrated a high level of enthusiasm, particularly among housewives and village youth.

First, the community successfully developed an understanding of the avocado seed processing stages, ranging from cleaning, thin slicing, drying, roasting, to packaging. The participants involved were able to independently practice each stage under direct guidance from the KKN team. The practical results indicated that community members were capable of producing hygienic avocado seed herbal tea with a distinctive aroma and quality suitable for consumption.

Second, the community began to realize that avocado seeds, which had previously been regarded as waste, actually possess health benefits, including antioxidant and polyphenol content that is beneficial to the body. This knowledge broadened participants' perspectives and increased their awareness of the potential value of local resources that had previously been overlooked. Such awareness is essential in fostering a more innovative and productive mindset toward resource utilization within the community.

Third, the activity also enhanced the community's understanding of the economic potential of avocado seed tea. Community members expressed interest in developing this product as a home-based enterprise due to the easy availability of raw materials, the simplicity of the production process, and the relatively low capital requirements. Several participants indicated their intention to produce avocado seed tea collaboratively and market it through social media platforms or local activities such as village markets.

Overall, the results of the socialization program demonstrate that the KKN activity was successful in strengthening community capacity in terms of production skills and in creating new economic opportunities for households in Namu Ukur Village. The findings suggest that the program not only transferred technical knowledge but also fostered entrepreneurial awareness among participants.

Furthermore, this socialization activity confirms that a participatory-based approach is effective in empowering rural communities. Community members who previously lacked awareness of the economic value of avocado seeds are now capable of producing herbal tea products with marketable value. This outcome is consistent with community empowerment concepts that emphasize capacity building, creativity, and self-reliance in managing local potential.

The simplicity of the production process enables individuals with diverse educational backgrounds to acquire the necessary skills. This factor is particularly important in the development of small-scale household enterprises, especially in areas with high levels of extreme poverty. By utilizing abundant and low-cost raw materials, community members can initiate business activities without significant capital investment while still maintaining promising profit potential.

In addition, this activity is highly relevant to the growing healthy lifestyle trend within society, which creates broader market opportunities for natural herbal products. If the community of Namu Ukur Village is able to maintain product quality and develop appropriate marketing strategies, avocado seed tea has the potential to become a competitive flagship product of the village.



The establishment of community-based enterprises, such as joint business groups or village micro, small, and medium enterprises (MSMEs), can serve as a subsequent step to strengthen the sustainability of this program. Avocado seed tea products also have the potential to penetrate local and regional markets, particularly if supported by village authorities through advanced training, simplified licensing processes, or promotional activities.

Thus, this socialization activity not only provides new knowledge but also fosters community awareness that the creative utilization of underdeveloped local resources can serve as an effective strategy for reducing extreme poverty.

1.1. Community Engagement Activities

The community engagement activity was conducted in Namu Ukur Village using a participatory approach. Community members were involved from the initial stages through observation and socialization to identify local potential and existing challenges. The activity then continued with socialization on the utilization of avocado seeds as raw materials for herbal tea with health and economic value. Community members, particularly housewives and village youth, actively participated in hands-on practices of avocado seed processing, including cleaning, drying, roasting, and packaging stages. In addition, participants were provided with an understanding of business opportunities and simple marketing strategies. This activity aimed to enhance community knowledge and skills in utilizing local potential as an effort to strengthen the local economy and reduce extreme poverty.

1.2. Community Engagement Activities

During the implementation stage, the activities focused on mentoring and hands-on practice to ensure that community members were able to independently apply the knowledge they had acquired. The KKN team provided technical guidance on the simple and hygienic production process of avocado seed tea, as well as direction on product quality and packaging. In addition, the community was introduced to basic marketing strategies, such as direct selling and the use of social media platforms. This mentoring process aimed to encourage the sustainability of the activity and to enhance community readiness to develop avocado seed tea as a home-based enterprise utilizing local potential.

D. CONCLUSION

The activity entitled *"Socialization of Avocado Seed Processing into Healthy Tea as a Business Idea to Address Extreme Poverty"* conducted in Namu Ukur Village successfully provided community members with knowledge, skills, and motivation to utilize avocado seeds as an economically valuable product. Participants were able to understand and independently practice all stages of the processing, from cleaning to packaging, enabling them to produce avocado seed tea on their own.

The program also broadened community awareness regarding business opportunities based on local resources. The easy availability of raw materials and low production costs make avocado seed tea a viable business opportunity that can contribute to increasing household



income and reducing extreme poverty. In addition to its economic potential, the health benefits of avocado seed tea serve as an added attraction for consumers.

Overall, this socialization activity demonstrates that the utilization of organic waste such as avocado seeds can become a simple yet promising business innovation when communities are provided with appropriate education and assistance. It is expected that similar activities can be continued through sustainable empowerment programs to further strengthen community independence and encourage the creative and productive development of local products.

E. ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to all parties who contributed to and supported the successful implementation of this community service activity. Appreciation is extended to the Government of Namu Ukur Village and the village officials for their permission, support, and cooperation throughout the program. The authors also gratefully acknowledge the active participation of the Namu Ukur Village community, particularly housewives and village youth, who were fully engaged in all stages of the socialization and training activities.

Furthermore, the authors extend their appreciation to Universitas Islam Negeri Sumatera Utara and other related parties for providing moral, academic, and logistical support, which enabled the successful implementation of the KKN program and the completion of this article. It is hoped that this activity will generate sustainable benefits for the community and serve as a positive contribution to local potential-based economic empowerment.

F. AUTHOR CONTRIBUTIONS

The authors' contributions to the community service activity and the preparation of this article were carried out collaboratively, with each team member contributing according to their respective roles. Auliya Shalha Nasution, Dinda Haswen, Hanifa Ayu S, Muhammad Darul Aswad Saragih, Pira Azara, and T. Razita Syahindah were involved in the implementation of the community service activities in Namu Ukur Village. The preparation and planning of the program were conducted by Auliya Shalha Nasution, Dinda Haswen, and Hanifa Ayu S, while data collection and field observations were carried out by Muhammad Darul Aswad Saragih, Pira Azara, and T. Razita Syahindah.

The analysis of the outcomes and impacts of the activity was performed by Auliya Shalha Nasution, Hanifa Ayu S, and Muhammad Darul Aswad Saragih. The drafting and writing of the manuscript were undertaken by Auliya Shalha Nasution, Dinda Haswen, and Pira Azara, whereas manuscript revision and editing were carried out by Hanifa Ayu S and T. Razita Syahindah.



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