



## Capacity Building of Rural Society: The Contribution of Pakuan University's Students in Enhancing Community Empowerment in Paseban Village

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### Abstract

In the era of globalization, adapting to changes is crucial for individuals to compete in business development. Saung Lebah Madu Paseban, located in the village of Paseban, Megamendung, faces challenges due to limited human resource utilization attributed to a lack of skills, knowledge, and motivation among the locals. To address these issues, the community is being empowered through direct training and coaching activities, including practical sessions on making honey-based products like soap, jelly, and aromatherapy candles. Additionally, residents receive training in marketing and finance. The success of this empowerment initiative depends on the active participation and determination of the community members. Questionnaires distributed before and after the training sessions reveal that a significant number of individuals have genuinely benefited from the activities. The training outcomes demonstrate a clear improvement in the understanding and abilities of the participants, as evidenced by their honest feedback. Utilizing clustering analysis with the K-Means algorithm, participants are grouped into clusters based on their knowledge levels—cluster 1 (High Knowledge) and cluster 2 (Low Knowledge). Overall, the training not only enhances the community's understanding but also equips them with the skills to produce high-quality honey derivative products.

*Keywords:* Capacity building of society, human resources, improvement, trainee

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### 1. Introduction

In essence, human resources are the thing that plays the most important role in supporting the achievement of a goal and is the main driver in the planning process in an organization. The existence of quality human resources (HR) within the organization will be an important asset in the future for the progress of the organization. Human Resources is an ability that exists in every human being which is determined by their thinking power and physical strength (Sunarmintyastuti & Suprpto, 2019). As time goes by, abilities are increasingly difficult to develop if people only rely on what they have without ever following a training and coaching process. So human resource development activities become very important and influence the effectiveness and efficiency of an organization. In this regard, it is hoped that empowering human resources will further improve the performance of human resources within them, so that their abilities can be utilized optimally in order to achieve increased performance of human resources.

Changes in the era of globalization require the existence of people who have the ability to compete in business development (Sihombing & Verawati, 2020). This community becomes human resources in an organization. Human resources are the main asset of every organization because they play a major role in business success (Ansah & Rita, 2019). Therefore, the quality of an organization's human resources is very important for its success, so every organization must try to improve the quality of its workforce, one of which is through training and development programs. (Karim, 2019). This program is something that organizations must provide to human resources in their organizations so that they can work better in their respective fields.

Human resource development activities aim to create superior and productive human resources (Liu et al., 2020). Therefore, Development and training can be one solution in overcoming the problem of declining organizational

performance caused by a decline in the capabilities of its human resources. The development required is conceptual skills, while the training required is technical skills (Gustiana et al., 2022). Human Resource Development is a planned effort by an organization to improve Human Resource competency which is carried out continuously in the long term, which is carried out to ensure the availability of Human Resources in accordance with position needs, and is aimed at improving individual performance which leads to organizational performance (Kurniawati, 2020). Training is the process of acquiring important skills required for a specific job (Jahan Chowdhry, 2022). With training it can help concentrate on identifying and overcoming community weaknesses, improving the quality of products and services, developing community performance, reducing output and monitoring costs. Not only that, training can help improve the progress of human resources in terms of attitudes, skills, knowledge and behavior. Not only that, training can also be one of the organization's efforts to increase its value. Training for human resources is a necessity that will support companies to improve their capabilities, namely the company's ability to survive and compete in this era of globalization. Good training will produce good work performance so that it benefits the company and employees, where as bad training will have a detrimental impact on employees and the company so that the company's goals are not achieved (Ichsan & Nasution, 2021).

Rural areas are generally associated with high levels of poverty primarily due to lack of economic opportunities, poor infrastructure development, and limited access to basic services (Jaafar et al., 2022). Rural residents have lower income levels than urban residents (Tsvegemed et al., 2018). Likewise, the village located in Megamendung, namely Paseban. Paseban is one of the areas in Megamendung District, Bogor Regency, West Java. Even though it is already famous as a tourist village that stands out for historical, religious and artistic tourism. However, there are still places where there is minimal contribution from the local community. Saung Lebah Madu Paseban is one of the destinations that has great opportunities to be utilized to improve the local economy, but there are still not enough opportunities to be utilized. The opportunity is not only in terms of what the hut produces, but also in terms of human resources. Saung Lebah Madu Paseban is already famous for cultivating Apis Cerana and Trigona Itama honey bees. But if you look at the opportunities, there are many derivative products that can be processed from these two types of honey. These derivative products can be consumer or non-consumable products.

Throughout the previous period, the use of human resources in Saung Lebah Madu Paseban was still minimal and limited. This is because it is based on a lack of ability, knowledge and motivation of the people in the Paseban area. In this regard, a mechanism for empowering human resources is needed in order to increase abilities, knowledge and motivation in the area. Factors that influence performance include: their abilities, motivation, support received, the existence of the work they do and their relationship with the organization. Based on self-determination theory, motivation is a multidimensional construct that includes motivation, extrinsic regulation, introjected regulation, identifiable regulation, and intrinsic motivation (Sheikh Khairuddin et al., 2019). Motivation talks about how to encourage someone's work enthusiasm, so that they want to work by providing their abilities and expertise optimally in order to achieve organizational goals. Motivation focuses people's energy and excitement on a single goal (Nafe & Nezakati, nd). Therefore, not only ability and knowledge, but motivation can also be a problem in an organization, including the Saung Lebah Madu Paseban.

In connection with the problems that occurred in Saung Lebah Madu Paseban, this activity aims to empower the community in the Saung Lebah Madu Paseban area through developing human resources in the form of training and coaching which is expected to increase the community's abilities and knowledge which can later be utilized in carrying out activities in the Saung Lebah Madu Paseban. Community empowerment is an effort to increase the dignity of the lower classes of society who are currently unable to escape the trap of poverty and backwardness. (Karim, 2019) Empowerment is defined as enabling and empowering poor communities. Empowerment not only includes strengthening individual members of society but also its institutions (Agarwal, 2020) (Heckert et al., 2019). Not only that, another aim is to provide support to the community in the Saung Lebah Madu Paseban so that they feel motivated to be able to contribute to activities at the Saung Lebah Madu Paseban. By increasing the ability, knowledge and sense of motivation in the Paseban community, it will have a good impact on the progress of the Saung Lebah Madu Paseban (Ribeiro et al., 2020). In this regard, it is also hoped that people will continue to be motivated to continue to innovate and produce processed products made from honey. Empowerment of the Paseban community is expected to improve the economy of the Paseban area and will certainly bring the Paseban area to the attention of the wider public. Because the success of an organization really depends on the standards of its human resources (Kuruppu et al., 2021).

## **2. Materials and Methods**

### **2.1. Materials**

This activity is an activity of the Student Organization Capacity Strengthening Program (PPK Ormawa) organized by the Directorate General of Higher Education, Research and Technology (Ditjen Diktiriset) through the Directorate

of Learning and Student Affairs (Belmawa). The partner in this activity is Saung Lebah Madu Paseban. This activity also involves the local community in training and coaching activities.

The implementation method used to overcome related problems is by empowering the community in the Saung Lebah Madu Paseban by providing activities in the form of direct training and coaching. Besides that, collecting data using a questionnaire from the community, to see the mapping using a spider web.

## 2.2. Methods

### 2.2.1. Activity Strategy

This community service program is carried out using direct practice strategies, utilizing processing methods using spider webs, and citations through the journal *Effect of Process Innovation and Market Innovation on Financial Performance with Moderating Role of Disruptive Technology* (Muharam, et.al., 2020). Direct practice is an experience that involves people actively manipulating objects to increase knowledge or experience. The benefits of using direct practice strategies are: a. Will apply the material presented more, b. Able to prove and believe a theory after practicing it, c. Be not confused by the theory presented, d. Directly faced with real problems, e. Skills increase. Through this, the method chosen was to provide learning in the form of material and work practices through direct training at Saung Lebah Madu Paseban. Apart from that, the practical training will be accompanied by coaching and mentoring. The processing method uses spider webs to find out changes that occur in society both before and after training. Then, the use of citations in the journal is used as a reference in marketing training. This journal is related to the activities carried out in PPK Ormawa 2023.

Implementation of this activity is carried out through several stages, namely the site inspection stage, the meeting stage with the community, the stage of dividing the community into several training groups, establishing cooperation with the training team, and collecting information about the people who want to participate in the program. Implementation of this program is divided into several stages including:

#### 1. Review Stage to Partner Locations

At this stage, a search for information was carried out regarding partner problems, the number of people around the Saung Lebah Madu Paseban, activities carried out and information about opportunities that could be exploited in the Saung Lebah Madu Paseban. Apart from that, various considerations that exist in the Saung Lebah Madu Paseban are reviewed. The considerations made include whether the location is close to raw materials or markets or consumers, costs and production area.

#### 2. Socialization Stage

Socialization is a social process where an individual develops attitudes to behave in accordance with the behavior of the people around him. So on this occasion, introducing the implementing team to the community so that the implementing team and the surrounding community can get to know each other and establish good chemistry. Not only that, at this stage an understanding was also given to the community at the Saung Lebah Madu Paseban regarding the activities of the Student Organization Capacity Strengthening Program (PPK Ormawa) and the planned activities that will be carried out in the future.

#### 3. Honey Soap Making Training Stage and Honey Jelly

Training activities for making honey-based soap and jelly products are provided so that the public can find out what products can be made from honey-based ingredients. Apart from that, this can increase the local community's abilities regarding honey-based preparations, because at this stage the community is not only given the materials, they are also directly involved in the process of making the honey soap. Through this training, it is hoped that it can train and develop people's mindset to continue to innovate to make honey derivative products.

#### 4. Aromatherapy Candle Making Training Stage

Apart from training on the products above, training was provided on making aromatherapy candles from honeycomb to further improve good chemistry between the implementing team and the surrounding community. Apart from that, this training is provided with the aim of increasing people's abilities and knowledge regarding products that can be made from honeycomb. Not only that, this can also help in achieving green economy values. This aromatherapy candle making training was inspired by opportunities in the surrounding location with several villas and glamping. In the future, it is hoped that the production of aroma therapy candles can collaborate with these two places to make it easier for the target community to sell and buy their products.

#### 5. Marketing Training Stage

The marketing training stage is provided by utilizing digital technology through mass media which is currently very popular with the public. Digital marketing is an initiative that provides a platform for promotions and seeking opportunities in the market by utilizing online media (Andria, et al., 2022). At this stage, the public is

equipped with knowledge about how to do good marketing by utilizing existing social media such as TikTok, Instagram, Facebook, and others to attract customer attention. Most businesses fail due to lack of innovation, or innovative capacity, as well as lack of adoption of technology and/or disruptive technologies that help Indonesia (Muharam et al., 2020). Through this marketing training, it is hoped that people can be innovative and understand digital marketing with today's technology. Training is sought so that people are not left behind in technology even though they are in rural areas.

#### 6. Financial Training Stage

People do not separate their personal finances from their business finances when doing business, resulting in a lack of understanding whether their business is making a profit or experiencing a loss (Rahmi and Alipudin, 2020; Andria, et al., 2022). The public is given financial training on how to calculate Cost of Goods Sold (COGS). Cost of goods sold is the total expense divided by the amount of production (Balqis et al., 2022). This is because no business will survive without profit to support it. So management accounting needs to carry out profit planning on the products to be sold. In order to make a profit, there are three main factors in the company that must be considered, namely the number of goods that must be produced, the cost per unit of production and the selling price per unit of the product.



**Figure 1:** Implementation of Training

### 3. Results and Discussion

In the results phase of the PPK Ormawa activities, the community, especially women around Saung Lebah Madu Paseban, have participated in training provided by the PPK Ormawa Team. Apart from that, people can produce honey soap products, Honey Jelly and aromatherapy candles on a regular basis. In connection with this, in one week up to 10 packages of honey soap are produced, where in one package of honey soap there are two soaps with different shapes. The shapes are round and rectangular. Not only honey soap, up to 15 pcs of aromatherapy candle products made from a mixture of honeycomb can be produced in one week. All of this was produced directly by women around Saung Lebah Madu Paseban while still being supervised by the PPK Ormawa Team HMM FEB-Unpak.

The women at Saung Lebah Madu Paseban put in a lot of fighting spirit to be able to produce a superior and high quality honey derivative product. Not only focusing on form, the community empowers the surrounding environment, such as the California Lemon Garden, to become one of the aromas used in processed products. Apart from lemons, people innovate using one of the leaves, namely Rosemary Leaves, which have an identical and distinctive aroma. Through this aroma, it can become a selling point for products produced by the Paseban community. Not only that, this can also be a characteristic of the products produced in Paseban. Currently, people have started to create e-Commerce accounts as a forum for online buying and selling transactions. The e-commerce used is Shopee and Tokopedia.

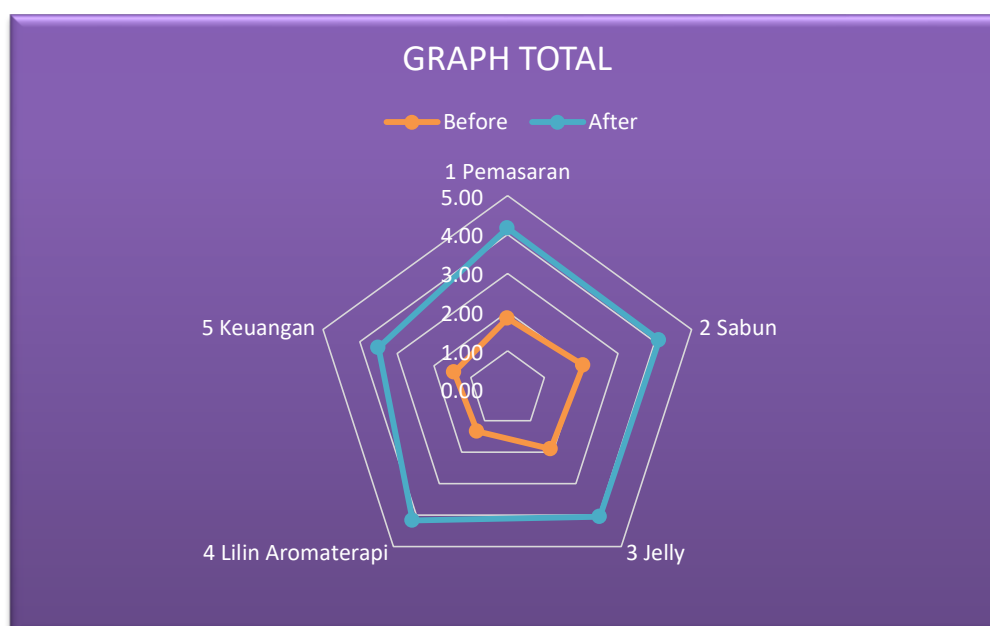
Through E-Commerce, people in the Saung Lebah Madu Paseban will be able to buy and sell the products they have made. Apart from E-Commerce, people also have social media such as TikTok, Facebook and Instagram which can support marketing activities for the products they have created. E-Commerce and social media were created to help the community be able to market and sell processed Paseban products to the wider community outside Paseban village. Of course, this can have a positive impact on Paseban, because with this social media the products made by

Paseban women can be known by many people from various regions. With this, of course, not only the Bogor area can find out about the products made by Paseban women, but all of Indonesia can also find out about the products that have been made by Paseban women.



**Figure 2:** Honey Jelly Products, Aromatherapy Candle Products and Honey Soap Products

The results of data processing using spider webs were obtained through the Questionnaire regarding Empowering the Paseban Community through Marketing Training and Development, Soap Making, Jelly Making, Aromatherapy Candle Making, and Finance obtained the following results.



**Figure 3:** Graph of Total Spider Webs

Based on the results of observations of the training carried out by eighteen Paseban residents through distributed questionnaires, simultaneously all variables experienced a relative increase before and after the training. Scores obtained from marketing training and training on making aromatherapy candles were the highest attributes that experienced an increase in scores after the training was held with the same score, namely 4.17. So, Paseban residents have an understanding of marketing and making aromatherapy candles. This high increase in score is due to the fact that making aromatherapy candles is considered easy for the public to do. Apart from that, the tools and materials used are easy to remember.

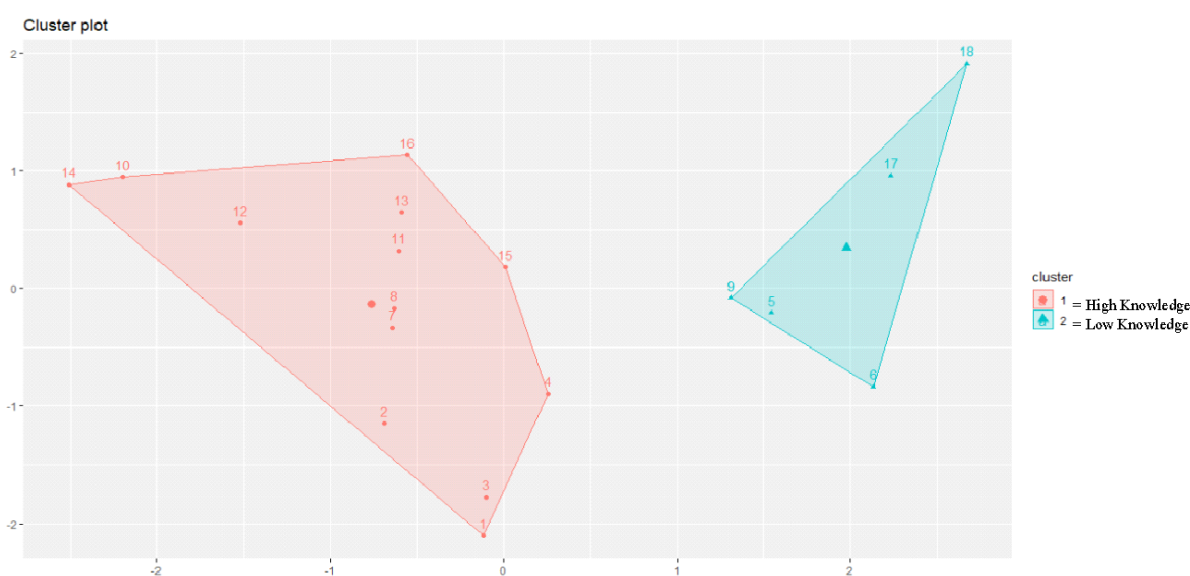
Then for marketing training, people find it easy because it involves digital marketing which utilizes the social media system that mothers like. The ease of training makes it easier for people to understand the training provided. The next result is experience in making soap and honey jelly. It is known from the spider web above that before taking part in the training activity, the Paseban people had minimal knowledge regarding making soap and honey jelly. Before taking part in the training activity, the Paseban people had minimal knowledge regarding making honey-based soap and jelly with the results obtained of 1.89.

Then, after training in making soap and jelly, data acquisition increased by 4.06. The results of the questionnaire analysis before and after the activity can be seen from the graph above, which means there is an increase in public knowledge in processing honey into soap and honey jelly. This figure was obtained because soap and honey jelly is quite easy to make. Apart from that, people are happy because in making soap, they can innovate and be creative

using the natural fragrances found around the paseban. They can also create honey jelly in terms of shape and taste. In contrast to financial training, the average respondent stated that they did not know and had no experience in calculating using an accounting system. After carrying out the activity, the total score on the graph for all questions increased, although not significantly. With an average of 3.7 from the previous 1.4. Even though the figure is not very high, this has increased quite significantly because previously people did not know at all and had never used an accounting system. In connection with this financial training, it increases people's knowledge and skills regarding the accounting system in the form of Cost of Goods Sold.

The results of obtaining the citizen's understanding score depend on the ability and perseverance of the citizen in participating in the training that has been held. These results show that the majority of people really benefit from the activities carried out. The results of the training that has been carried out have clearly proven that it can increase the understanding and abilities of each citizen. This can be seen through people's honest reviews when filling out the questionnaire. Apart from that, from this training the community can also make and produce honey derivative products well.

Apart from using spider web analysis, clustering analysis uses Rstudio with the K-Means algorithm. This analysis was carried out to see the grouping of participants in terms of understanding of the various training that had been carried out. Then a cluster plot is produced as in Figure 4.



**Figure 4:** Training Cluster Plot

Based on the cluster plot above, there are 2 groups of 5 training that have been implemented, namely marketing training, soap training, jelly training, candle training, and financial training. Cluster 1 is a group with high levels of understanding or knowledge from the training carried out, or is included in the high knowledge cluster. Meanwhile, cluster 2 is a group with low understanding or knowledge results, namely low knowledge. For cluster 1, dominant mastery of marketing training, honey soap training and jelly training. Then for cluster 2 they tend to be weak in mastering financial training because as previously explained, participants who take part in the training have never used an accounting system in doing business.

#### 4. Conclusion

The results phase of PPK Ormawa activities in Saung Lebah Madu Paseban involves training the community, especially mothers, to produce honey derivative products such as honey soap, Honey Jelly and aromatherapy candles. In one week, the ladies succeeded in producing 10 packages of honey soap (each package contains two different shaped soaps) and 15 aromatherapy candles. All of this production is carried out by women around Saung Lebah Madu Paseban with the supervision of the PPK Ormawa Team HMM FEB-Unpak. During this process, people not only focus on the form of the product, but also utilize the surrounding environment such as the California Lemon Garden and Rosemary leaves to create the distinctive aroma of their product. People have also started e-Commerce activities using platforms such as Shopee and Tokopedia to sell their products online and have a presence on social media such as TikTok, Facebook and Instagram to support the marketing of their products.

The results of the evaluation carried out using a questionnaire showed that the training had increased the community's understanding and skills in various fields, including marketing, making aromatherapy candles, soap making, and financial management. These results indicate that the community has received significant benefits from

the training activities that have been carried out. Thus, this project succeeded in empowering the Paseban community through training, increasing their understanding of processing honey into quality products, and helping them market these products online through e-commerce and social media.

The implementation of PPK Ormawa activities runs offline by providing training to the local community, and this activity runs smoothly. Products can be produced and are ready to be sold on various e-commerce platforms that are run. In this regard, good teamwork and unity in partnership means that the implementation of this activity will run as expected.

## 5. Acknowledgments

We would like to express our deepest thanks to the Directorate General of Higher Education, Research and Technology (Ditjen Diktriset), the leadership of Pakuan University, Megamendung Village, Megamendung Tourism Village, Mitra Saung Lebah Madu Paseban, and accompanying lecturers who have provided a lot of assistance and support throughout the program until completion. The Center for Research and Innovation Excellence (PURI), Faculty of Economics and Business, Pakuan University, Bogor, has assisted in the preparation of this journal. Don't forget to also say thank you to the community, especially the women in the Saung Lebah Madu Paseban who have contributed to this program..

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