

DIGITAL MARKETING TRAINING AND GUIDANCE FOR THE VIRAGEAWIE DISABLED COMMUNITY

Dian Permadi¹, Sabrina Maharani², Shafa Dwi Marshanda³, Rama Chandra Jaya⁴, Ahmad Taufiq Maulana Ramdan⁵, Ira Aryanti Rasyi Lubis⁶, Detya Wiryany⁷

¹Accounting Study Program, Universitas Indonesia Membangun, Bandung, Indonesia

^{2,3,4} Management Study Program, Universitas Indonesia Membangun, Bandung, Indonesia

^{5,6,7} Communication Study Program, Universitas Indonesia Membangun, Bandung, Indonesia

¹dianpermadi03@student.inaba.ac.id, ²sabrinamaharani@student.inaba.ac.id,

³shafadwimarshanda@student.inaba.ac.id, ⁴rama.chandra@inaba.ac.id,

⁵ahmad.taufiq@inaba.ac.id, ⁶ira.aryanti@inaba.ac.id, ⁷detya.wiryany@inaba.ac.id

ABSTRACT

Training as well as digital marketing guidance has been held for the disability community VirageAwie in Cimareme Village, Ngamprah District, West Bandung Regency. This activity aims to increase knowledge and skills in digital marketing, especially for disability community members. The program starts with FGD to identify problems, then to be continued with VirageAwie.com website creation and training themed Digital Marketing Introducing Business Through Social Media Content. Training covers discussion about marketing through social media, methods photography, videography, and product promotion. Findings show the existence of significant improvement in participants' understanding about digital marketing as well as their ability to use digital platforms to enlarge market reach. A good influence was seen in the increased ability and independent financial sustainability of the participants. This initiative needs more cooperation continued with communities, academics, and government to strengthen network marketing as well as quality power work, so that VirageAwie products can compete in the local to global market.

Keywords: digital marketing; disabled community; bamboo crafts

INTRODUCTION

Disabled is everyone who experiences physical, intellectual, mental, and/or sensory limitations in terms of long time in interacting with the environment can experience obstacles and difficulties to participate in a way fully and effectively with other citizens based on equal rights (Taruk Allo, 2022). People with disabilities not only experience difficulties at the time

interacting or doing activity only, but also at the time try to register themselves as workers because they often get discrimination.

Even though based on Law no. 8 of 2016 concerning The Bearer Disability, there are five categories that differentiate disabilities recognized in Indonesia. The five are physical, intellectual, mental, sensory, and

multiple disabilities (Ahmadi et al., 2023). Limitations of people with disabilities are often underestimated and considered vulnerable and weak group so that it creates a stigma of helplessness which ultimately hinders development in all aspects of life lived by people with disabilities (Az-Zahra & Hamid, 2022).

Therefore that, empowerment of persons with disabilities is carried out as an important step in an effort to reduce the obstacles experienced by persons with disabilities, restore their social role in society, and make persons with disabilities more independent in meeting their needs without depending on others (Az-Zahra & Hamid, 2022)

VirageAwie is a community as well as MSME founded by Adang Muhidin. This Community focuses on empowering and improving the economy of residents around Cimareme Village, District the Journey West Bandung Regency by using natural source power in the form of bamboo. This MSME was established to improve the economy of local residents. MSMEs are one of the foundations in the national economy by making a great contribution to improve the economy, create jobs, and reduce

poverty (Vira Adilla & Vina Merliana, 2024). MSMEs are proven to have driven national economic growth sustainably (Iqbal Alamsyah et al., 2023). MSMEs hold great potential to be able to develop the national economy (Camelia Ronika Augustin I & Ferry Kosadi, 2024).

Already lots of crafts are produced by people with disabilities, starting from dining equipment, furniture to tools music electronics named with "Awietronix". Craft work bamboo made race disabled This is even already sold until abroad such as Japan, Singapore, Malaysia, England, and Germany.

Although so, marketing work on bamboo crafts in the country is not yet completely effective. Lack of usage and understanding in digital-based marketing techniques becomes one of the problems. In this modern era, the development of technology and information is increasingly advanced, which has changed the habits of many people (Adiyono et al., 2021). In an all-digital era, of course, business activities are required to be adaptive. Business people cannot do marketing in a traditional way alone, but must keep up with technological

developments that continue to change (Feby Nur Aini, 2024). In today's rapidly evolving digital era, e-commerce has become a great power in the world of global trade (Meltareza et al., 2024).

VirageAwie faces challenges in teaching skills to people with disabilities. In addition, this community does not have an official website to do branding, and the digital marketing strategies implemented are still limited, resulting in a lack of ability to keep up with trends and maximize marketing potential in the digital world. Even though, branding allows MSMEs to get more attention and increase sales of their products, so they can grow further (Taufiq et al., 2024).

Based on the problem above, the problems that must be quickly overcome by providing training and mentoring related to digital marketing. The goal is to increase understanding especially for race disabled and in general to the VirageAwie community related to the importance of digital marketing in the current era. So, it is expected that with the holding of training and mentoring this digital marketing, VirageAwie's business group can more compete in the

domestic and international markets abroad for increase economy public around specifically race disabled.

RESEARCH METHOD

The initial stage used to find a solution to a partner's problem is by conducting an FGD (Focus Group Discussion). This FGD was held on August 28, 2024, attended by the parties from Universitas Indonesia Membangun and partners with the aim of doing discussion and study beginning to problems that partners have. The results obtained from the implementation of this FGD activity include the need to update production equipment to increase production volume, and the need to improve the quality of human resources through training and mentoring. But in this activity, more emphasis was placed on improving digital marketing knowledge and skills, so that the implementation of digital marketing training and mentoring activities was determined. And to increase sales digitally based, the manufacturing website is also done to increase sales.

In addition, to measure the increase in knowledge and skills, pre-test and post-test were conducted, and

online surveys to determine participants' perceptions of the benefits of this training. Descriptive analysis was conducted on the collected data to measure the success of the program, especially the economic independence of the disabled group which has an impact on increasing the income of the target community and the community around Cimareme Village.

This digital marketing training and mentoring is providing knowledge and understanding related to digital marketing to all members of the viral community as well as to the public around. This digital marketing training and mentoring is implemented on:

Table 1. Detail the Event

Day:	Friday
Date:	September 27, 2024
Theme:	Digital Marketing: Introducing Business with Social Media Content
Location:	VirageAwie Headquarters, Jalan Raya Batu Jajar No. 81 West Bandung
Lecturer Speaker:	Ridho Riadi Akbar, SE, MAB.

Activity training and mentoring attended by 20 participants attended by the disability community VirageAwie and society around. The concept used in training and mentoring is

presentation using in focus media and power point slides that have been prepared by the party of Universitas Indonesia Membangun and VirageAwie.

This digital marketing training and mentoring is aimed for:

1. The development of training sessions on community service is given to optimize the use of e-commerce based on websites and mobile applications, both through the marketplace and social media. (Chandra Jaya & Kosadi, 2022). This can be done by the “introduction social media marketing” material, which will be presented by Universitas Indonesia Membangun lecturer.
2. Relevant digital marketing to become the basis of independent economic community. Digital marketing training in activity devotion for SMEs to produce improved sales products, increase the number of consumers, expand network promotions, and minimize marketing funds with brochure (Azizah, 2019). This can be done by the

“introduction social media marketing” and “practice method of selling products on social media Facebook” material, which will be presented by Universitas Indonesia Membangun lecturer.

This digital marketing training and mentoring consists of from overview activity as follows:

Discussion is lack of HR (Human Resource) knowledge and skills in marketing product digitally so that it is not enough to attract buyers' interest. (2) minimal use of science and technology and lack of friendly digital marketing disabled result in no maximum output and impact on minimum income of partners compared to with potential income that is still wide.

Table 2. Rundown of digital marketing training and mentoring events

Time	Description
13.50 – 14.15 WIB	<ol style="list-style-type: none"> 1. Explain material introduction social media marketing. 2. Explain basics in videography. 3. Explain and practice picture taking techniques. 4. Explain various camera corners For Photo products. 5. Explain various camera movements. 6. Practice method of selling products on social media Facebook
14.15 – 14.25	Do discussions and QnA sessions with the audience



Figure 1. Community Service Discussion with VirageAwie Indonesia

To overcome problems, the community service activities are shared into 2 stages, namely: (1) creating a website, (2) digital marketing training

RESULT AND DISCUSSION

The partner problem based on the results of the Focus Group

and assistance to increase knowledge and skills of partners.

First stage was implemented by the team in August 2024 at the Universitas Indonesia Membangun to create the website "VirageAwie.com" through funding from Directorate of Research, Technology and Community Service Ministry of Education and Culture Research and Technology Higher Education to introduce the brand names and products to increase marketing reach through online sales to maximize sales and revenue.

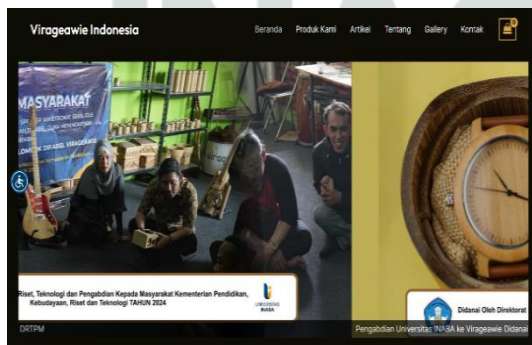


Figure 2. VirageAwie.com website

Stages second implemented for one day in September through a workshop event with the theme

"Digital Marketing: Introducing Business with Social Media Content" presented by Universitas Indonesia Membangun Lecturer, Ridho Riadi Akbar, S.E, MAB.

This activity was attended by a disabled group and public around VirageAwie. At this activity, participants given materialization and understanding as well as doing session ask answers related to Digital Marketing.

In training and mentoring, the speaker explained an introduction to social media marketing, photography techniques, videography, and practice in making advertisements as well as taking product photos.

Table 3. Participants in digital marketing training and mentoring activities

No	Participant activity	Amount
1	Deaf and Mute	3
2	Deaf	1
3	Physically Disabled	8
4	mentally disabled	3
5	Normal Society	5
6	Total	20





Figure 3. Implementation of digital marketing training and mentoring activities

Before the existence of training, many of the participants did not know the importance of digital marketing in today's era for doing marketing. However, after following this digital marketing training and mentoring, the participants' knowledge showed quite an improvement beyond usual. Many of the participants are now capable of understanding the method for marketing his product and can apply the technique of taking photos of products that have been taught previously.



(Before)



(After)

Figure 4. Comparison Photo "Awietronix" product before and after digital marketing training and mentoring

The Community Service activities have a positive impact on participant awareness of the importance of the brand awareness through the website (Suryani et al., 2020). The participants previously only used social media such as Instagram, Facebook, and WhatsApp for promotion, but after training, participants succeeded in managing more websites focused on promotion products and wider market reach wide.

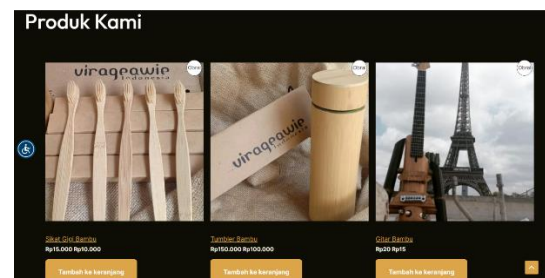


Figure 5. Promotion marketing products on the website VirageA wie.com

CONCLUSION

The Community Service program implemented in Cimareme Village successfully achieved the main objective, namely increasing understanding and skills of digital marketing, especially for disabled communities through Digital Marketing Training and Mentoring to Community Disabled VirageAwie. Devotional participants show significant improvement in knowledge and skills marketing products and website management. With intensive assistance, partners have succeeded create wider market reach wide through marketing on the website. This success shows that the approach is based on technology in empowering groups in society that is not productive in the economy, not only in strengthening knowledge and skills, but also in the independent economy of disabled people.

For sustainability of this program, training and mentoring in a sustainable way Still required collaboration with VirageAwie community, academics, government,

and related agencies. Program devotion to public next can focus on improving quality of human resources, improving digital skills, sustainable and strengthening marketing networks. With these steps, it is hoped that craft products bamboo VirageAwie can penetrate market Which more wide, good in level local, national, and internationally, so that the impact is increasingly felt for the economic independence of the community, especially in Cimareme Village.

REFERENCES

- Adiyono, N. G., Rahmat, T. Y., & Anindita, R. (2021). Digital Marketing Strategies To Increase Online Business Sales Through Social Media. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(2), 31–37. <https://doi.org/10.51715/husocpument.v1i2.58>
- Ahmadi, R., Nafis, M. M., & Restendy, M. S. (2023). Resiliensi Kolektif Lembaga Keagamaan Komunitas Difabel. *Dinamika Penelitian: Media Komunikasi Penelitian Sosial Keagamaan*, 23(01), 1–24. <https://doi.org/10.21274/dinamika.2023.23.01.1-24>
- Azizah, N. (2019). Pelatihan Pemberdayaan Istri Nelayan Melalui Pelatihan Digital Marketing Strategy (DMS) Darah Biru. *Dinamisia: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 131–141.

- <https://doi.org/10.31849/dinamisia.v3i1.2675>
- Az-Zahra, A., & Hamid, A. (2022). Pemberdayaan Penyandang Disabilitas Fisik Melalui Program Keterampilan Di Panti Sosial Bina Daksa Budi Bhakti Jakarta Barat. *Journal of Social Work and Social Services*, 3(2), 86–95.
- Camelia Ronika Augustin I, & Ferry Kosadi. (2024). Pengaruh Pemahaman Akuntansi, Sosialisasi SAK EMKM Dan Pemanfaatan Teknologi Informasi Terhadap Penerapan SAK EMKM Pada UMKM Yang Terdaftar Di Kecamatan Lengkong Kota Bandung. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 10(3), 2154–2164.
<https://doi.org/10.35870/jemsi.v10i3.2530>
- Chandra Jaya, R., & Kosadi, F. (2022). Optimization of Online Selling Through Website-Based E-Commerce Applications and Mobile Applications for Msmes. *Inaba of Community Services Journal*, 1(1), 1–12.
<https://doi.org/10.56956/inacos.v1i1.31>
- Febby Nur Aini, R. C. J. (2024). *Perancangan Strategi Pemasaran 4c Menggunakan*. 5(4).
- Iqbal Alamsyah, M., Kosadi, F., & Ridwan, R. (2023). TRAINING AND MENTORING FOR ONLINE-BASED TRANSACTION RECORDING (ONLINE TRANSACTION PROCESSING SYSTEMS-OLTP). *Pasundan International of Community Services Journal (PICS-J)*, 5(1), 1–10.
<https://doi.org/10.23969/PICSJ.V5I1.6744>
- Meltareza, R., Jaya, R. C., & Ramdan, A. T. M. (2024). Pendampingan e-commerce untuk UMKM Cililin: Upaya peningkatan penjualan dan keberlanjutan. *Abdimas Siliwangi*, 7(1), 75–89.
<https://doi.org/10.22460/as.v7i1.21622>
- Suryani, T., Fauzi, A. A., & Nurhadi, M. (2020). The Effect of Website and Social Media On Customer Behavior Responses. *The 2nd International Conference on Business and Banking Innovations (ICOBBI)*, 175–182.
- Taruk Allo, E. A. (2022). Penyandang Disabilitas di Indonesia. *Nusantara: Jurnal Ilmu Pengetahuan Sosial*, 9, 127–142.
- Taufiq, A., Ramdan, M., Aryanti, I., Lubis, R., Zubair, F., Chandra Jaya, R., & Surya Tawaqal, R. (2024). Pelatihan Fotografi Untuk Meningkatkan Branding dan Digital Marketing Produk UMKM Cibiru Wetan. *Jurnal Media Pengabdian Komunikasi*, 4(1), 32–47.
- Vira Adilla, & Vina Merliana. (2024). Pengaruh Persepsi Pelaku Umkm, Pemahaman Akuntansi, Kompetensi Sumber Daya Manusia Dan Tingkat Pendidikan Terhadap Penerapan Sak Emkm. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 10(3), 1945–1955.
<https://doi.org/10.35870/jemsi.v10i3.2490>