

DIGITAL MARKETING MANAGEMENT TRAINING FOR FAMILY WELFARE EMPOWERMENT MEMBERS IN BANDUNG REGENCY

Yanti Tayo¹, Siti Nursanti², Wahyu Utamidewi³, Mayasari⁴, Zainal Abidin⁵

Program Studi Ilmu Komunikasi, Universitas Singaperbangsa, Karawang,
Jl. H. S. Ronggowaluyo, Desa Telukjambe Timur, Kabupaten Karawang, Indonesia

¹ yanti.tayo@fisip.unsika.ac.id

Abstract

There is no denying that the COVID-19 pandemic, which broke out at the start of 2020, had an influence on Indonesia's family economy, both positively and negatively. A decline in family income levels is one of the COVID-19 pandemic's negative effects on Indonesian families, although there are also beneficial effects, such as increased usage of digital technologies worldwide, including in Indonesia. Teaching women how to be productive without having to leave the house while still being able to fulfil their responsibilities as mothers is one of the answers suggested by academics from Singaperbangsa Karawang University. This time at the community service, the volunteer proposes a way to improve mothers' knowledge by giving them training in operating digital stores using their social media. This service will be provided to mothers who are members of the Bandung Regency Family Empowerment and Welfare Group of mothers. Participants in this programme should gain an understanding of how women can manage digital shops to boost family income.

Keywords; Digital Marketing, Digital Communication, Productive Mother.

INTRODUCTION

The COVID-19 pandemic has impacted the entire world, and Indonesia is no exception; the government advises people to stay at home and carry out various activities such as work, school, and religion (Nursanti et al., 2021). This has an effect on many aspects of people's lives, including the loss of the family economy (Dewi et al., 2021). A sustained effort must be made to keep the family's financial capabilities from deteriorating. The community must be encouraged and supported to overcome adversity. One approach is to provide training to promote family resilience. Economic downturns, for example, offer both a chance and a challenge for the larger community, including housewives, to be more creative and imaginative. One strategy for increasing housewives' productivity is to provide digital marketing training. Digital marketing training is a type of training that attempts to give information and skills in the promotion of products or services via the use of digital media or the internet. This training can cover a wide range of topics, including digital marketing strategies, social media use, blogging, mobile advertising, evaluation and measurement standards, and more. This course can assist participants in understanding how to market items using digital media in order to enhance product or service sales. Digital marketing training and managing digital micro, small,

and medium business businesses, digital marketing strategy training, and digital sales or digital marketing training are some examples of digital marketing training that may be found through web searches.

Housewives can profit from digital marketing training in terms of raising income and extending company options, among other things.

1. Can assist housewives in understanding how to market items or services through digital media or the internet. Housewives may build efficient marketing strategies and enhance product or service sales by having the necessary knowledge and abilities.
2. Broadening market reach
3. Inexpensive Digital marketing is less expensive than traditional marketing tactics such as print or television advertising.
4. Versatile: This allows housewives to attend training without leaving the house or upsetting their regular routine.

Housewives can build a variety of companies that can be promoted through digital media after receiving digital marketing training. Following digital marketing training, housewives can start the following businesses:

1. Selling food and beverages: Housewives can market various sorts of food and beverages sold online by utilising social media or other digital channels. As a result, housewives can broaden their market reach and enhance product sales.
2. Selling household products online: Housewives can turn household products into a profitable enterprise. Good digital marketing can be used to promote kitchen equipment, furnishings, and other necessities.
3. Renting children's toys and equipment for pregnant or breastfeeding mothers: To reach a larger market, services for renting goods for children and mothers can be advertised through digital marketing.
4. Laundry and home cleaning services: Housewives, as IRTs who are more technologically aware, can sell laundry and house cleaning services through digital media.

As a result, digital marketing training can assist housewives in developing a business that can be promoted via digital media and improve market reach. Digital marketing training activities have been carried out, including training for students in the form of creating digital marketing content (Wijoyo et al., 2020), for managers of micro, small, and medium enterprises in the form of managing digital markets (Susanti, 2020), for indigenous people (Kadek Novayanti Kusuma Dewi & Luh Putu Mahyuni, 2022), and for millennials in order to provide alternative employment options (Purnomo, 2021). Digital marketing training is necessary to socialise the public, particularly mothers, so that moms have more options for earning additional revenue to increase family welfare. As a result, Singaperbangsa Karawang University employees will organise digital marketing training sessions for moms who are members of a family welfare guiding organisation in Bandung Regency.

IMPLEMENTATION METHOD

All marketing activities employ electronic devices and the internet, using a variety of marketing methods and digital media where actors can engage with potential customers who spend time online (Robby Aditya & R Yuniardi Rusdianto, 2023). The levels of digital marketing training are as follows: community service organised by Singaperbangsa Karawang University personnel

1. Establish training objectives. At this stage, the head of community service from Singaperbangsa Karawang University's Communication Studies Programme develops a community service proposal and seeks a team with expertise in the field of digital marketing to formulate research aims and objectives for community service activities. The goal of this community service is to help housewives develop their abilities so that they can boost their family's income and wellbeing. Following the formation of the aims and team, the volunteers sought partners to carry out the activity, and the partner in community service this time was the PKK driving team in Bandung Regency.
2. Select a training method: Choose a training approach based on your demands and the availability of infrastructure, such as online or offline training. Make certain that the training approach chosen makes it easier for housewives to participate. This time, the method chosen is a field simulation method that housewives can apply offline.
3. Establish training materials. Introduction to digital marketing, digital marketing strategies, use of social media, blogging, mobile advertising, evaluation and measurement standards, and other topics may be covered in training materials.
4. Establish a training timetable for two days in April 2023.
5. Promoting training: Use social media or other digital platforms to reach housewives who might be interested in digital marketing training.
6. Implementation of digital marketing training using predetermined methodologies and materials Make certain that participants can readily understand and apply digital marketing concepts.
7. Training evaluation: evaluation is done by surveys or interviews with participants.

The following are the subjects covered in the digital marketing training:

1. Introduction to Digital Marketing: This course will explore the basics of digital marketing, such as its definition, benefits, and function in business.
2. Digital marketing strategy: This course will go through digital marketing tactics such as social media, blogging, mobile advertising, and so on.
3. Evaluation and measurement standards: This course will go through digital marketing evaluation and measurement standards, including how to measure the success of digital marketing efforts.
4. Digital MSME business management: This programme will cover digital MSME business management, such as how to grow a business through digital marketing and improve market reach.
5. Offline marketing: This class will go over offline marketing, such as how to promote items or services via print media or direct marketing. Training materials for digital marketing for housewives must be tailored to the participants' requirements and abilities. Training materials must be simple to understand

and given in a language that participants can understand. Training should also be interactive and include participants actively to guarantee that participants understand and can apply digital marketing concepts readily.

RESULTS AND DISCUSSION

The family economy is the way a family deals with day-to-day challenges in order to survive and provide for children (Maizul Rahmizal et al., 2022). The household economy is founded on the balance of receiving and departing money in a family. In general, the role of women in activities outside the home is to contribute to the family's economic well-being. Husband and wife have equal standing in the family, and the family will be powerful and dignified if each family member is in balance. However, some women have barriers in terms of sharing duties in improving the family economy; one of these obstacles is the mother's lack of skill, which limits mothers' ability to create and innovate to improve family revenue. Based on this, Singaperbangsa University employees collaborated with PKK Bandung Regency to develop a digital marketing training programme for moms, with the goal of improving mothers' talents and understanding of managing digital marketing. The following is how digital marketing training activities are carried out:

1. **Simulation techniques:** Simulation techniques are used in digital marketing training for housewives, such as developing digital marketing content, digital commercials, or digital marketing tactics. This simulation technique can assist participants in readily understanding and applying digital marketing concepts.
2. **Lectures and questions and answers:** Housewives receive digital marketing training through lectures and questions and answers. The resource person will explain the notion of digital marketing in this activity, and participants can ask questions about it.
3. **Group conversations:** Housewives receive digital marketing training through group discussions. Participants in this activity will be divided into groups and given themes to discuss relevant to digital marketing ideas.
4. **Hands-on practise:** Hands-on practise, such as developing digital marketing material or digital advertisements, is used in digital marketing training for housewives. Participants will have the opportunity to immediately use the digital marketing concepts they have studied in this activity.



A total of 10 to 15 mothers participated in each of the two waves of events at the Bandung Regency PKK office. Your mother's skill in digital marketing is used to teach you how to run an online store through simulations, lectures, questions and answers, and hands-on practice. The mothers engaged in this exercise had the following communication experiences:

1. Give participants hands-on experience: Using a simulation technique, participants will have the chance to put their newfound knowledge of digital marketing concepts into practice. Participants can learn by doing and improve their understanding of digital marketing ideas as a result.
2. Develop new skills: Through the simulation technique, participants will have the chance to learn new digital marketing techniques such as developing digital content, digital commercials, and digital marketing strategies. Participants will be better able to use digital marketing principles and develop their digital marketing skills as a result.
3. Getting enlightenment from friends and the team: Participants in the simulation technique will collaborate in groups or teams. Participants in this activity can benefit from the team and their friends by exchanging knowledge, ideas, and experiences.
4. Promote understanding: Using a simulation technique, participants will get the chance to put digital marketing concepts into reality firsthand. Participants will be better able to comprehend the idea of digital marketing as a result.



The following are the stages of these activities:

1. Hands-on practice: Housewives will have the chance to experiment with developing digital marketing content, digital commercials, or digital marketing tactics during the simulation. Housewives can experience and comprehend firsthand how digital marketing concepts are applied in actual settings by engaging in direct practice.
2. Use of computer equipment: In some simulations, housewives will work with computers to do digital marketing-related activities. Housewives can learn how to use digital marketing tools and experience them firsthand by using a computer device.
3. Housewives will collaborate in teams or groups during the simulation. They will work together within the team to accomplish responsibilities relating to digital marketing. Housewives can learn directly from their friends' experiences and gain enlightenment in comprehending digital marketing concepts through our collaboration.
4. Conversation and reflection: Following the simulation, housewives will interact with other participants in a conversation and reflection. They can share their simulation-related information, insight, and experience throughout this debate. Housewives' comprehension of digital marketing principles is deepened as a result of these discussions and reflections.



The resources offered include:

1. Introduction to Digital Marketing: This article discusses what digital marketing is, how it works, and how it affects companies.
2. Digital marketing strategy: This information covers things like using social media, starting blogs, running mobile ads, and more.
3. Evaluation and measurement standards: This information discusses how to gauge the effectiveness of digital marketing campaigns and digital marketing measurement standards.
4. Digital MSME business management: This information explains how to grow a company's market reach using digital marketing.
5. Offline marketing: This information covers how to advertise goods or services using direct mail or print advertisements.



These resources can be replicated in a simulation by developing digital marketing content, digital ads, or a digital marketing plan. Additionally, participants can practice utilizing computers to do activities linked to digital marketing firsthand. Participants can also work together to perform projects linked to digital marketing in teams, and they can engage in debates and reflections with other participants to better grasp these concepts. How should housewives evaluate their digital marketing training?

1. Questionnaire: Following the training, participants may be requested to respond to questions on how satisfied they were with the training, the materials provided, and the methods employed. This survey can be used to assess the training's effectiveness and pinpoint areas that need improvement.
2. Interviews: In addition to questionnaires, participant interviews can also be used to carry out evaluations. Participants can express their honest opinions regarding the training, resources, and techniques by participating in this interview. These interviews can offer more in-depth details about the training's effectiveness and potential improvement areas.
3. Direct observation: Evaluation can also be carried out while the training is being conducted. This observation can be used to gauge how well participants comprehend and put their knowledge of digital marketing into practice.

4. Data analysis: By analysing data such as sales data or website visitor data, evaluation may also be done. This data can be analysed to determine the extent to which housewives' firms have benefited from digital marketing training.

An online search will turn up the following criteria that were employed to gauge participants' proficiency following the digital marketing training:

1. The ability to use digital marketing principles: Participants should be able to use the digital marketing concepts they have learned to grow their businesses' revenue and marketing reach.
2. Digital device skills: Participants must be able to use digital devices correctly and productively when putting digital marketing concepts into practice.
3. Participation in training activities: Participants are encouraged to actively engage in training activities such as discussions, role plays, or practical exercises.
4. Participant satisfaction: Attendees should feel content with the training they received and that it has helped their businesses.
5. Impact on business: Analysis of business data, such as sales data or website visitor data, can also be used to perform evaluation. This data can be analysed to determine the extent to which housewives' firms have benefited from digital marketing training.

CONCLUSION

Activities for teaching housewives about digital media offer a tremendous deal of promise to improve their digital literacy and give them more control over how they use technology. Several inferences can be drawn based on the outcomes of the research and actions undertaken, including the following:

1. Poor Digital Media Literacy: According to research, the majority of Bandung Regency housewives are unable to use digital media effectively.
2. This demonstrates the necessity of giving housewives instruction and education on how to use digital media.
3. Housewives may benefit from participating in digital media training activities. The information offered in the seminars and training sessions is customized to the knowledge and needs of micro, small, and medium firms, the majority of which are run by women.
4. By adopting digital technology, they can assist in growing their organization.

It is envisaged that housewives' digital literacy will rise as a result of the training they receive in digital media, giving them more power over technology. They can benefit from this in a variety of areas of their lives, such as professional development, education, and soft skills.

REFERENCES

- Dewi, A. A., Aulia, D., Sumunar, K. I., & Hernawati, E. (2021). Pengaruh Covid-19 Terhadap Perekonomian Di Negara Asean. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 5(3), 673–681. <https://doi.org/10.36312/jisip.v5i3.2228>
- Kadek Novayanti Kusuma Dewi, & Luh Putu Mahyuni. (2022). Pelatihan Digital Marketing Kepada UMKM di Banjar Pitik untuk Daya Saing Usaha. *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*, 6(3), 716–724. <https://doi.org/10.31849/dinamisia.v6i3.6302>
- Maizul Rahmizal, Aminar Sutra Dewi, Habibatul Hidayati, Suci Handayani, Winda Yuliasuti, & Venny Gusmainy. (2022). Penyuluhan Manajemen Keuangan Untuk Meningkatkan Perekonomian Keluarga Di Masa Pandemi Covid-19. *Journal of Community Service*, 4(1), 014–019. <https://doi.org/10.56670/jcs.v4i1.74>
- Nursanti, S., Utamidewi, W., & Tayo, Y. (2021). Kualitas komunikasi keluarga tenaga kesehatan di masa pandemic COVID-19. *Jurnal Studi Komunikasi*, 5(March), 233–248. <https://doi.org/10.25139/jsk.v5i1.2817>
- Purnomo, N. (2021). Peningkatan Sumber Daya Manusia Melalui Pelatihan Dan Pendampingan Digital Marketing. *Jurnal Karya Abdi Masyarakat*, 4(3), 376–381. <https://doi.org/10.22437/jkam.v4i3.11307>
- Robby Aditya, & R Yuniardi Rusdianto. (2023). Penerapan Digital Marketing Sebagai Strategi Pemasaran UMKM. *Jurnal Pelayanan Dan Pengabdian Masyarakat Indonesia*, 2(2), 96–102. <https://doi.org/10.55606/jppmi.v2i2.386>
- Susanti, E. (2020). Pelatihan Digital Marketing Dalam Upaya Pengembangan Usaha Berbasis Teknologi Pada Umkm Di Desa Sayang Kecamatan Jatinangor. *Sawala : Jurnal Pengabdian Masyarakat Pembangunan Sosial, Desa Dan Masyarakat*, 1(2), 36. <https://doi.org/10.24198/sawala.v1i2.26588>
- Wijoyo, H., Ariyanto, A., Sunarsi, D., & Faisal Akbar, M. (2020). Pelatihan Pembuatan Konten Digital Marketing Dalam Meningkatkan Kompetensi Mahasiswa. *Ikra-Ith Abdimas*, 3(3), 169–175.