

Research Article

Social Media Use Education of Digital Marketing for Disabled Women Community

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Abstract.

The research background stems from the extensive opportunities provided by the internet, serving diverse interests within the community. The integration of new media in business has yielded significant results, bolstering the development of businesses within the community. This inclusivity extends to individuals with disabilities, particularly women, who possess the right to harness new media for creative self-development and empowerment. The research aims to: 1) comprehend how creative women with disabilities in Bandung perceive online marketing communication principles, 2) assess the ability of disabled women in Bandung to grasp online marketing communication applications, and 3) enhance the skills of disabled women in crafting creative messages for online marketing. The study employs a descriptive method with total sampling drawn from participants of social media marketing training. Data collection utilizes questionnaires, interviews, and references. The significance of entrepreneurship development training utilizing marketing communication applications for disabled women in Bandung is evident. The conclusion of this study indicates that the majority of learners comprehend the training content, albeit hindered by diverse disabilities such as blindness, deafness, and physical limitations. Consequently, a specialized approach is necessary to address these disparities. Furthermore, participants are equipped with supporting applications for content packaging and dissemination. This empowers them to navigate different digital media platforms adeptly. Communication prowess, attractive content, and design are paramount for conveying persuasive messages effectively. Participants' reported improved communication skills as a result of the training. However, those facing physical constraints encountered difficulties and required tailored training to accommodate their limitations. In summary, the research underscores the potential of online marketing communication education for women with disabilities. This empowers them to engage in entrepreneurial endeavors, fostering personal growth and community development.

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1. Background

The government has an obligation to encourage its people to live more prosperously through various efforts and programs. These efforts can be carried out together with the community, including universities. The federal and provincial advisory group participants said that tokenistic ways of engagement were a significant barrier. They said that although the government actively solicits stakeholder feedback through the consultation process, there is a gap in communicating whether the inputs have been accepted and how they shape a policy or legislative guidelines. A participant from the provincial government suggested that a balanced approach to co-design is to communicate with stakeholders how much information the government can share and why it cannot engage communities on every matter.(1)

The Purpose of the research these are, 1.Understanding of the creative group of women with disabilities in Bandung regarding the principles of online marketing communication. 2. Ability of the disabled community of women in Bandung in understanding online marketing communication applications. 3. Develop the skills of women with disabilities in developing creative messages for online marketing.

The group that is the target of the research are members of the Women's Association. Stated from the hwdi.org website HWDI, Indonesian Disability (HWDI) is a women's organization whose management and members are mostly women with various disabilities (physical, sensory, mental, intellectual), founded in On September 9, 1997 in Jakarta, under the name Association of Indonesian Women with Disabilities (HWPCI), HWDI was born as a result of global demands for the protection and empowerment of women with disabilities who experience layered discrimination.

Several related studies were carried out by several researchers, entitled Systemic safety inequities for people with learning disabilities: a qualitative integrative analysis of the experiences of English health and social care for people with learning disabilities, their families and carers by Lauren Ramsey, Abigail Albutt, Kayley Perfetto, Naomi Quinton, John Baker , Gemma Louch and Jane O'Hara, the aim of this research is the aim of the study was to understand the care experiences of people with learning disabilities, and explore the potential patient safety issues they, their carers and families raised.(2) . Another study entitled Influencers With Intellectual Disability in Digital Society: An Opportunity to Advance in Social Inclusion, by Mónica Bonilla del Río 1, Bárbara Castillo Abdul , Rosa García Ruiz , and Alejandro Rodríguez Martín In this study, a content analysis of 10 accounts of influencers with Down syndrome from seven different countries was performed. Images, videos, comments, and other interactions with their

followers were analyzed.(3) The research with the title How Disability Income Benefits Affect Employment for Persons with Disabilities in China: An Impairment-Based Work Disability Assessment Perspective done by Yuling Hao 1,2,3 and Rikui Xiao 4, the aim of the research are aims to examine how disability income benefits affect employment for persons with disabilities in China.(4). Another researcher, van Niekerk, Zelna.; Maguvhe, Mbulaheni O ; Magano, Meahabo D, done research about How education, training and development support the wellness of employees with disabilities. The aim of the study was to identify the wellness experiences of EWDs and explore how education, training and development can contribute towards the employees' wellness.(5)

Several similar studies cited did not explain the relationship between persons with disabilities and knowledge of the use of digital applications, especially for business activities or product marketing . other research focuses on the general health and well-being of persons with disabilities Women with disabilities groups in the city of Bandung, Indonesia have the right to develop their entrepreneurial interests more broadly to improve their welfare. So that they have the opportunity to succeed in the field of business and can empower themselves and their environment. It is likely that women's differential experience in methodology is partially attributable to differences in opportunities afforded for networking between men and women (Hesli et al. 2012; Maliniak, Powers, and Walter 2013; Mathews and Andersen 2001; Mitchell et al. 2013). The challenges of networking that women face may seem surprising, given that they are likely to be aware of the importance of networking (Manuel, Shefte, and Switzerland 1999). Nevertheless, male-dominated social networks can provide challenges for women's incorporation into organizations, their career advancement, and their opportunities to influence policy (Barnes 2014, 2016; Franceschet and Piscopo 2014; O'Brien 2015)(6)

Several business-oriented activities have been carried out by members of women with disabilities, such as those carried out by the Indonesian Women with Disabilities Association (HWDI) in West Sumatra with a lecturer at the economics faculty of Andalas University, Padang City, encouraging women with disabilities to have their own businesses that are worth selling in the community. . The mayor of Bandung has initiated that people with disabilities are treated equally and have the same opportunities as stated in the regulation on mayors. Furthermore, the "goal of environmental education is: to develop a world population that is aware of, and concerned about, the environment and its associated problems, and which has the knowledge, skills, attitudes, motivations and commitment to work individually and collectively toward solutions of current problems and the prevention of new ones"(7)

The ability of groups of women with disabilities in the city of Bandung in developing their entrepreneurship can have an impact on the welfare and empowerment of people who are more economically viable so that they can empower other community members. This potential has not been maximized due to the limitations of people with disabilities in marketing, so sales are not optimal. Weinberg (2009) emphasized that social media is one of the ways to engage people in order to move forward their products through social media to take benefit of a bigger group which might not have been reachable by customary promoting mediums. Social web is a standard medium through which people share their thoughts, can post comments on different market articles and can also publicize their products, can also give response to different marketing campaigns which are initiated through online surveys (Weber 2009)(8)

The creativity of people with disabilities can be developed in industrial activities so that they can become an industrial group in the MSME group (Micro, Small and Medium Enterprises) which is one of the driving forces of the economy in Indonesia. This business is part of a very important economic activity in Indonesia. There are so many varieties of these SMEs, including businesses in the culinary fields, education, fashion, automotive, agribusiness, internet technology, and so on. Social media is an internet-based application that established based on ideology framework and Web 2.0 technology which enables the idea creation and information exchange among its users [1]. According to [2] social media is an online community consists of internet users who have the same interest and have a desire to communicate with each other. Nowadays, some of social media that remain popular in Indonesia are Twitter, Facebook, Instagram, and Path. Additionally, Kaplan and Haenlein stated that social media has been the dominating topic in almost all aspects of business and industries. Social.(9) Marketing a product today can not only be done in conventional ways, but also through online marketing media. The development of communication technology that gave birth to online media provides opportunities for business actors to be innovative, introduce their products/businesses to a wider market.

2. Methodology

This research was conducted to explore Social Media Use Education of Digital Marketing for Disabled Women Community in Bandung involved in training activities. The research method used is descriptive to explore the understanding of women with disabilities in using social media for business. The subjects of this study were all women with disabilities involved in digital marketing training. The object of this study is Social Media

Use Education of Digital Marketing For Disabled Women Community in Bandung. Data collection techniques through questionnaires, observations, references, interviews. The sample technique used is the total sample that is all participants in digital marketing training for women with disabilities. The title of training is "Entrepreneurship Development Through Digital Marketing Programs for the Community of Women with Disabilities in Bandung". Through this research, it is hoped that women with disabilities can develop their businesses through social media. Communication is built by various parties in the implementation of learning.

3. Results and Discussion

The view of persons with disabilities who are often seen as human beings who only depend on others throughout their lives can be countered by the efforts of various entities in society to help them become more empowered. As is done by Universities through Community Service activities carried out by lecturers and students in an effort to empower people with disabilities through entrepreneurship development. Without guidance and assistance from relevant outside parties, it is possible that their efforts to become independent through business can stagnate or even stop. For this reason, the solution offered to the problems mentioned above is the training "Entrepreneurship Development through an online marketing communication program for groups of women with disabilities in the City of Bandung". So it can be concluded that some focus in the assessment process at this stage, namely: is necessary collaboration, are preconditions in place, who are the stakeholders, and who might fill key roles (sponsor, convener, and facilitator) have been evident in this stage.(10)

The results of the field review show that most members of the disability group do not optimally understand how to market products through online marketing. Marketing is still done conventionally, so the level of sales is limited. The training that will be carried out is expected to be able to provide understanding and skills to groups of women with disabilities in Bandung regarding the principles of entrepreneurship development, making online marketing communication materials, and practicing communication applications for online marketing communications. Reporting from kompasiana.com that with an increasingly modern life, it requires everyone to have the ability to use increasingly advanced technology. Buying and selling process is starting towards an online system that is easier and more varied. The online market is also increasingly mushrooming because every trader sees bright prospects in this online market. There are many

benefits to service-learning pedagogy for general student development and for promoting positive and transformational creativity specifically. According to Pereira and Costa, service-learning pedagogy utilizes unique assumptions, creating an integration of learning technical and scientific knowledge with personal, social, and community development.(11)

The following table shows that in addition to providing understanding and training on entrepreneurship, this activity is also equipped with the ability to apply digital marketing concepts. Prior to this service, as many 4 participants knew. This changed when the training was given to the participants, with 8 people much more understanding and aware of digital marketing



Figure 1: Understanding of Online Marketing.

The following table show that in implementing a marketing activity, it is necessary to determine the right segmentation and adapt it to the product to be marketed. In this activity, as many as 7 participants knew about determining the right segmentation. That way, it is known that the participants already have a good understanding of segmentation determination and classification, and 4 people understand market segmentation to purchasing power, finance, and market and 3 people understand as Location, seller, and market.

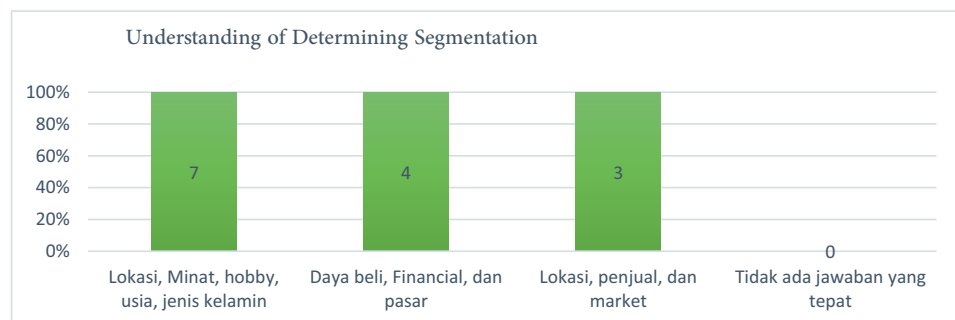


Figure 2: Understanding of Determining Segmentation.

A person's desire to be an entrepreneur is certainly not a temporary thing, in this case the participants are also given an understanding regarding building enthusiasm

and desire to keep fighting and developing the entrepreneurship. In this case, as many as 7 participants know that someone chooses to be an entrepreneur not only to earn a living and to become rich, and the second largest number, as many as 5 participants answered only limited to status in running entrepreneurship. In this case, it can be seen that the participants understand the concept of the purpose of running entrepreneurship correctly and ideally. Research in Bangladesh discovered that 31% of women entrepreneurs were self-motivated to venture into business because they wanted to be self- confident, have extra income for their families, run family businesses and to embark on a quest for economic freedom (Hani, 2015). Research in Swaziland found that economic dependence perpetuated violence against women therefore conversely economic independence could reduce the scourge of gender based violence. After entrepreneurial training, women increased their ability to negotiate relationships with partners and they earn more respect in their communities (Gender Links for Equality and Justice, 2013)(12)

In addition to providing understanding and training on entrepreneurship, this activity is also equipped with the ability to apply digital marketing concepts. The participants also know that online marketing requires understanding in packaging the message and appearance of each marketing presented to the public through the digital media used. From understanding the interesting content of each digital marketing activity, the participants gave reasons why such interesting content is very important to pay attention to because it makes people interested, willing to buy, and feeling satisfied. The repost process on Sina Weibo/Twitter shows that the reposted messages mainly come.

from two sources, namely, messages from the direct and indirect followers of a user. Those users who repost the social media messages of an enterprise are considered latent customers. Therefore, more users must be encouraged to repost a message to improve the dissemination process and for such message to reach more latent customers in the social network. In addition, appropriate messages must be posted to attract more followers and to increase the repost numbers from the direct and indirect followers of an enterprise.(13)

In addition to presenting attractive content and designs, in digital marketing activities, good communication skills are also needed to facilitate disseminating persuasive messages to the target market. In this activity, most of the participants gave the reason that communication skills are necessary for an entrepreneur, because it makes it easier to pack persuasive messages to be conveyed in online marketing media. The participants also know about the types of digital media that can be used to do online marketing. They are able to distinguish the media based on their characteristics and characteristics.

From the results of this service, it is known that most of them know the difference between conventional media and online media in marketing. In addition to the media that can be used, the participants are also provided with supporting applications that can help in packaging content to the stage of disseminating related content. In this case, the participants know that the marketplace and the supporting applications of digital media for marketing are different, so that the participants are not confused and can determine when the time is right to use various applications and platforms/market places simultaneously. That way, in this activity the participants know the concept of digital marketing.

The table below shows that participants also know that online marketing requires understanding in packaging the message and appearance of each marketing presented to the public through the digital media used. As many as 14 participants have an understanding that interesting marketing content on social media needs to pay attention to the elements of information, design (display) and ease of access.

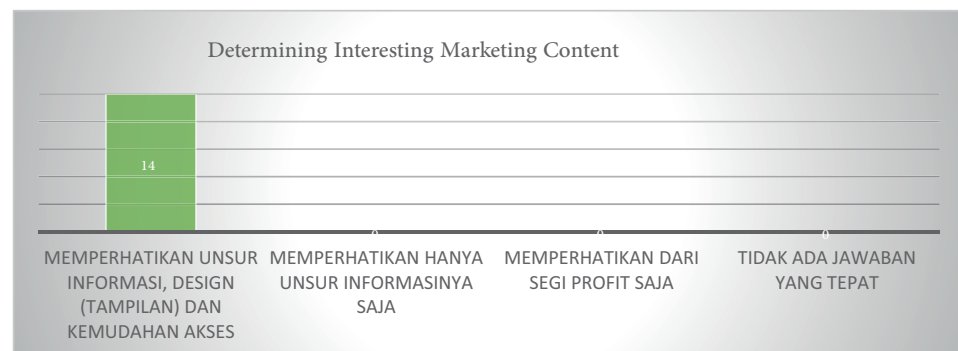


Figure 3: Determining Interesting Marketing Content.

In addition to presenting attractive content and designs, in digital marketing activities, good communication skills are also needed to facilitate disseminating persuasive messages to the target market. In this activity, most of the participants gave the reason that communication skills are necessary for an entrepreneur, because it makes it easier to pack persuasive messages to be conveyed in online marketing media. However, before the training was given, participants understood more as making it easier to pack persuasive messages to be conveyed in online marketing media, so that the messages conveyed were right on target, and so that consumers were willing to take a long time to access the online marketing media that we use.

The following table shows that in general, participants gave positive responses regarding the reasons for the need for good communication skills in digital marketing.

Groups of women with disabilities in their business need to gain the same knowledge and skills as other business people in utilizing communication applications as



Figure 4: Good Communication Skills.

online marketing communications, so that they can increase their business revenue. In summary, the solution framework for solving the problems described above can be described as follows. Consumer engagement has recently become an important concept in the field of relationship marketing (Brodie et al., 2013). Engagement can be used to explain consumer behavior concerning a particular brand or enterprise beyond business transactions (Van Doorn et al., 2010) and has also proven a precondition for consumers to respond to and participate in the enterprise’s activities (Brodie et al., 2013; Porter et al., 2011). According to Brodie et al. (2013), consumer engagement has three levels: cognitive, affective and behavior. Regarding consumers’ participation in co-creation on a social-media-based community, consumers must perceive that an interactive environment exists before engagement can occur. The current study will focus on the affective level and define engagement as consumers’ affective bonds with an enterprise or a brand. We.(14)

Women with disabilities who own businesses are known to be very enthusiastic about digital-based marketing communication activities. Based on the findings in the field, it is known that all participants) know "what is meant by entrepreneurship". That way, when the service team conducts training, it can make it easier to transfer the understanding of the importance of entrepreneurship to the application of ideal entrepreneurship based on applicable ethics. The participants also understood the concept of the role of an entrepreneur internally, that is, all participants know and believe that the role of an entrepreneur is to reduce the level of dependence on others, increase self-confidence, and increase the purchasing power of the perpetrators.

The following table shows that participants also know about the types of digital media that can be used to do online marketing. They are able to distinguish the media based on their characteristics and characteristics. From the results of this service, it is known

that most of them know the difference between conventional media and online media in marketing.

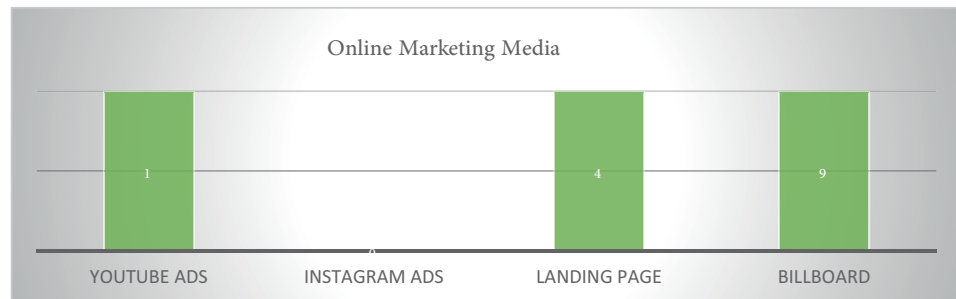


Figure 5: Online Marketing Media.

In addition to the media that can be used, the participants are also provided with supporting applications that can help in packaging content to the stage of disseminating related content. In this case, the participants know that the market place and supporting applications from digital media for marketing are different, so that the participants are not confused and can determine when is the right time to use various applications and platforms/market places simultaneously. That way, in this activity the participants know the concept of digital marketing. However, unlike before the training was given, the participants understood various supporting applications in digital marketing content

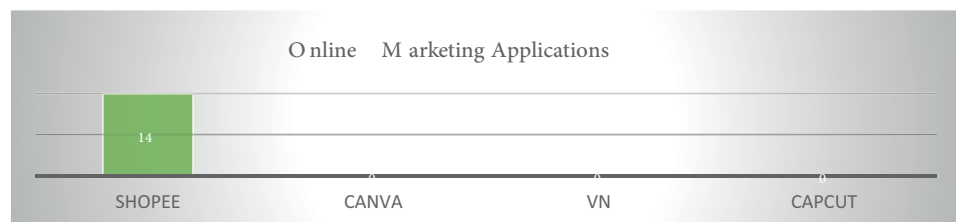


Figure 6: Online Marketing Applications.

In addition to presenting attractive content and designs, in digital marketing activities, good communication skills are also needed to facilitate disseminating persuasive messages to the target market. In this activity, most of the participants gave the reason that communication skills are necessary for an entrepreneur, because it makes it easier to pack persuasive messages to be conveyed in online marketing media. The participants also know about the types of digital media that can be used to do online marketing. They are able to distinguish the media based on their characteristics. From the results of this service, it is known that most of them know the difference between conventional media and online media in marketing. In addition to the media that can be used, the participants are also provided with supporting applications that can help in packaging content to the stage of disseminating related content. In this case, the participants know

that the marketplace and the supporting applications of digital media for marketing are different, so that the participants are not confused and can determine when the time is right to use various applications and platforms/market places simultaneously. That way, in this activity the participants know the concept of digital marketing. Against this background, the use of digital resources by teachers can be seen as a bridge in the promotion of learning of any type of student, regardless of its limitation to improve access to information (Adam & Tatnall, 2008; Heiman et al., 2017). In other words, the use of ICT in various educational contexts will contribute to the development of learning environments, new teaching methodologies and strategies, taking into account the heterogeneity of the students and working from the basis of inclusive education (Hersh, 2017). Inclusive education is 'a permanent process, the objective of which is to offer quality education for all, respecting diversity and the different needs and abilities, characteristics and learning expectations of students and communities, eliminating all forms of discrimination' (UNESCO, 2009, p. 3). (15)

4. Conclusion

Women with disabilities who own businesses are known to be very enthusiastic about digital-based marketing communication activities. Based on the findings in the field, known that all participants know "what is meant by entrepreneurship". The team who conducts training, it can make it easier to transfer the understanding of the importance of entrepreneurship to the application of ideal entrepreneurship based on applicable ethics. The participants also understood the concept of the role of an entrepreneur, that is all participants knew and believed that the role of an entrepreneur was to reduce the level of dependence on others, increase self-confidence, and increase the purchasing power of the perpetrators.

In addition to the media that can be used, the participants are also provided with supporting applications that can help in packaging content to the stage of disseminating related content. In this case, the participants know that the marketplace and supporting applications for digital media for marketing are different, so that the participants are not confused and can determine when the time is right to use these various applications and platforms/market places simultaneously.

To presenting attractive content and design, good communication skills are also required to facilitate disseminating persuasive messages to the target market. In this

activity, most of the participants gave the reason that communication skills are necessary for an entrepreneur, because it makes it easier to pack persuasive messages to conveyed to online marketing media.

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