

The effectiveness of online marketing training to improve the human resources skills

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Abstract- The obstacle that is often faced in the real world is that business actors do not master the online sales method so that they stick to conventional sales and experience a decline in sales. So that there must be available experts who can develop the new marketing method. With collaboration between business actors and online marketing resources as well as expedition and shipping companies, it is hoped that increased sales will be realized. This community service program partners with the Orphanage Community and Al Amin Putri Muhammadiyah Islamic Boarding School, Ardirejo Village, Kepanjen District, Malang Regency. This institution was founded by the Al Amin Foundation. This orphanage cares for the younger generation who will later become business people and human resources who have the potential to advance economic activity. By understanding online marketing, it is hoped that the training participants will be able to expand marketing for their own businesses as well as be able to provide online marketing program services. Training participants are familiar with online shops and can use applications as buyers, but they have not mastered how to make advertising media and brochures online and cannot use market place applications as sellers or service providers. The training participants will be given an interview regarding the selection of online media that is right for the situation at hand. And also, how to display good products and use social media accounts and market place applications.

Index Terms- truss bridge, redesign, steel profile, K-truss type

I. INTRODUCTION

Residential care is a primary form of alternative care for Orphans. The government is responsible for ensuring that adequate financial resources are available to meet the expense of caring for orphans at these institutions. However, African country such as researched by [1] in Ghana is currently outsourcing this job to foreign individuals and organizations as a result of its reliance on their donations and gifts. Thus, the wellbeing of vulnerable children in Ghana has been transformed from a mandatory entitlement into a charitable endeavour [1].

To question implicit and deeply held assumptions about the nature of childhood does not imply a lack of concern for the vulnerabilities of children or compassion for the lived experience of the many children in Cambodia that studied by [2] who face the challenges of poverty and other social problems in post-conflict societies. Due to the emotional nature of conversations about children, however, underlying assumptions must be identified and questioned dispassionately. The increase of uncontrolled orphanage tourism and the potential for harm associated with it is unquestionably cause for serious worry. But critiques are more legitimate when they are based on true understandings of phenomena and their real repercussions, and concerns for the well-being of children are best served when one is as knowledgeable as possible regarding childhood and child development [2].

Vocational orphanages were designed as part of a wider vision of Ottoman urban reform, which aimed to reorganize urban life in terms of social and economic order. The discourse surrounding the institution was equally focused on the modernization, beautification, and security of the cities, as well as the progress, welfare, and self-sufficiency of the economy, as well as the disciplining and socialization of homeless children and youth, along with their poor and/or immigrant families. In this sense, said reference [3], the institution sought to remodel both the urban environment and the urban poor. Nonetheless, despite the deliberate efforts and planned tactics of Ottoman reformers, it would be myopic to examine these institutions exclusively from the viewpoints of social control and law enforcement. As much as reformers desired to challenge the patriarchal control of families/fathers over their children and offer 'state parenting' to vagrants, impoverished and needy parents agreed to hand up at least a portion of their 'parental burden' to these institutions, according to archival evidence. In the second part of the nineteenth century, the expansion of organized child welfare programs was not just the product of decisions made by a unified and effective Ottoman state. In addition, they sprang from the material need and popular aspirations of the impoverished, who actively sought out communal institutions of charity and assistance [3].

Researcher, as a society, and with the assistance of programs such as those described in reference [4], as well as

comprehensive therapeutic programs and government agencies, must develop a system that provides foster children with comprehensive programs that give them strength, support, hope, and a sense of continuity, as opposed to abandonment and desertion. Foster children must experience what it is like to have a joyful family life, including a sense of belonging and the knowledge that someone truly cares for them. It is crucial that national, state, and local policies be implemented that encourage effective educational reforms and creative practices. We must provide foster children with ongoing programs and activities that have relevance in the real world [4].

According to [5] few institution-based therapies have targeted the development of emotion control in orphans (ER). In contrast, research demonstrates that early infancy is a crucial period for ER development, and that creative play is a useful aid. This article intends to investigate if and how group play might assist the ER development of young orphans [5].

II. LITERATURE REVIEW

A. Entrepreneurship training

The research by [6] concludes that entrepreneurship training and mentoring models that have been validated and tested include: (1) Training curriculum, (2) Training syllabus, (3) Training Scenario, and (4) Training materials for orphanages throughout Malang. The training materials cover (a) entrepreneurship, business planning, and rudimentary bookkeeping, (b) retail management, marketing management services, and organic vegetable growing [6].

B. Government support

Reference [7] addresses that a certified caregiver or social worker is required to assist qualified human resources; this certification might be administered by the social service. In the event that this need cannot be met, the Child Welfare Institution shall offer social welfare professionals who have undergone training in child care systems and who are regularly supervised by professional social workers, designated social institutions, or the Social Service.

C. Vocational skills education to orphans

The study by [8] identified the various types of life skills training provided to orphans in Temeke area orphanages and institutions. The sample consisted of orphans who resided in the orphanage facilities and those who were receiving vocational training at the orphanage centres but did not reside there. Officials from the department of social welfare and directors of orphanages also participated in the study.

Normal orphanage age in the country is considered to be below 18 years, yet the investigation uncovered instances in which orphans were older than 18 years. There are numerous reasons for this; first, due to the nature of the vocational skills training that is provided, it is imperative that the orphans remain as long as possible to ensure that they have mastered the program they are enrolled in, even if this means that they must remain beyond the typical orphanage age. Second, several of the orphans in the visiting orphanages had not completed the standard education ladder, i.e. elementary or secondary school. Thus, occupational skills training was offered to these orphans only

after they had completed the standard schooling system and reached the age of 18 while still residing in orphanages [18].

They discovered that there are substantial differences in the time required to complete occupational skills training. The insufficiency of the center's physical, financial, and human resources has been cited as one of a number of contributing factors. It was also determined that the sorts of skills taught vary from centre to centre based on the availability of resources. As regards mastery of the skills, various reasons were advanced but inadequate funds and de-motivation due to un-voluntary placement in particular vocational skills training are major reasons for dismal mastery of the vocations [8].

Study's key conclusion [8] reveals that vocational skills training in the Temeke area is not very successful at empowering orphans. Due to socioeconomic circumstances, the majority of orphans were unable to pursue training. In most cases, orphanage centers were required to ensure that orphans received a primary or secondary education. In the event that an orphan fails to complete his or her education, the center decides to train him or her in a vocational skill in order to empower the orphan [8].

III. CASE STUDY OF AN ORPHANAGE COMMUNITY AND ISLAMIC BOARDING SCHOOL

A. The case

The difficulty that is frequently encountered in the actual world is that business actors do not grasp internet sales, so they continue to conventional sales and incur a sales loss. Therefore, there must be available professionals capable of developing the new marketing strategy. It is believed that greater sales would result from coordination between company players and internet marketing resources, as well as expedition and shipping businesses. This community outreach initiative collaborates with the Orphanage Community and Al Amin Putri Muhammadiyah Islamic Boarding School, both located in Ardirejo Village, Kepanjen District, Malang Regency. The Al Amin Foundation created this institution. This orphanage caters for the youth who will eventually become businesspeople and human resources with the capacity to enhance economic activities. It is intended that through understanding online marketing, training participants would be able to increase marketing for their own enterprises and give online marketing program services. Participants in the training are familiar with online stores and can utilize apps as shoppers, but they have not mastered the ability to create online advertising media and brochures, nor can they utilize market place applications as sellers or service providers. The participants in the program will be interviewed on the selection of appropriate online media for the circumstance at hand. In addition to how to display quality items and utilize social media and marketplace tools.

This service activity is designed to play an active role in community development by providing entrepreneurial women from the community with training in estimating the cost of production and establishing the selling price. This activity is meant to develop knowledge and capacity to grasp how to create advertising media and brochures online for those who cannot yet utilize the market application as a seller or service provider. The participants in the program will be interviewed on the selection of appropriate online media for the circumstance at hand. In

addition to how to display quality items and utilize social media and marketplace tools.

B. Introduction to digital marketing types

Online marketing channels consist of (1) social media or social commerce; (2) website; (3) market place; (4) search engine optimization and marketing; and (5) online chatting make up the online marketing channels (WhatsApp, WeChat, etc) as depicted in Fig. 1.



Fig. 1 Digital marketing types

By leveraging digital technology, marketers may overcome geographical and time zone limitations. In addition to the internet as the axis, it is crucial for marketers to have a defined marketing strategy to assist them stay focused, ensuring that marketing efforts are linked with corporate goals, and, most importantly, target customers effectively. Elements constitutive to a digital marketing strategy.

a. Know your industry

An UMKM (such business organization supported by Indonesian government) players must understand the business's fundamental competencies. Is the current business model compatible with digital marketing? Is a company's product acceptable for use in internet promotional media? Does the enterprise have the necessary capabilities, talents, and technology to execute digital marketing?

b. Know your competitors

UMKM actors must be aware of their primary rivals in the firm they manage. Are competitors use digital marketing equally? Have they effectively implemented the marketing strategy? Do we desire to Observe-Imitate-Alter? Exists a market possibility for my company? Remember that competition in the digital age may come from anywhere, regardless of location. Because of technology, it is possible to reach a larger geographical region, a larger market, and even for major corporations to access the local market. Therefore, it is necessary to conduct more research on competitor analysis and implement the correct market penetration strategy.

c. Know your clients

Become familiar with the clients of the firm you manage. As a businessperson or owner of a small or medium-sized enterprise (SME), you must know who your customers are. What do they wish for? Are they willing to receive internet promotions? Is the firm entering a new or established market? and Can the

organization employ expertise and technology to participate in long-lasting customer relationships?

d. Know your desired outcome

Businesspeople must be aware of the company's objectives. If you do not know where the firm is headed, then the business you manage will not grow. Does the business intend to implement digital marketing? What are the company's long-term objectives? What is the significance of strategy in digital marketing operations? By knowing what the firm wants, the organization's direction and goals can be measured accurately, allowing the company's capacity to fulfil these goals to continue to be enhanced.

e. Know your progress

The effects of digital marketing are more measurable, which is a benefit. The firm may track and compare the progress that has been made, whether it is on goal or not, and if it is in agreement with the provided KPIs (Key Performance Indicators) or not. Because digital marketing is a constant and iterative process, businesspeople are able to measure, modify, and enhance if it is not suitable.



Fig. 2 Presentation slide given to the orphanage teachers in the language of Bahasa Indonesia

As stated previously, the goal of this community service program is to expand participants' understanding of how to create online advertising media and brochures and use marketplace apps as sellers or service providers. Participants in the training will get expertise about selecting the most appropriate online medium for the particular circumstance. In addition to how to display quality items and utilize social media and marketplace tools. In order to create information on fresh marketing opportunities and how to correctly utilize them. The teacher and human resources there will be taught the marketing theory such depicted in Fig. 2. For this reason, the technique of implementation involves intense support and guidance, with the following implementation phases:

1. The design phase:

- Introducing online marketing media kinds and exhibiting online marketing uses.
- Explain the benefits and drawbacks of each medium and the rationale for selecting the media that best meets the circumstances of each entrepreneur.
- Designing the look of items and services to attract customers' attention
- Creating product and service descriptions so as to supply consumers with necessary information
- Establish a profile on each application and customize the look of products and services.
- Detailed description of the order fulfilment procedure

g. Description of the approach for picking a delivery service

2. The implementation phase

The execution of intense support and advice is carried out in the following three sessions:

- a. The initial training session taught participants how to select the most appropriate internet media for the given circumstance. In addition to how to display quality items and utilize social media and marketplace tools. In order to create information on fresh marketing opportunities and how to correctly utilize them.
- b. In the second session, the look of items that will be sold through web marketing is prepared.
- c. The third session assists with account creation and the entry of partner items and businesses into the program.

3. The assessment phase:

During this evaluation phase, the service team and partners will conduct a joint evaluation to determine whether the mentoring activities have increased participants' comprehension and capacity to gather information about picking acceptable online media for a given occasion. In addition to how to display quality items and utilize social media and marketplace tools. In order to create information on fresh marketing opportunities and how to correctly utilize them. with the subsequent stages:

- a. The service team examines the accomplishments successfully accomplished by partners by examining the correctness of filling in all forms, including the accurate posting and quantity.
- b. The service team gives and discusses examples of instances in which partners must calculate the cost of manufacturing and determine the selling price.

If the partner still lacks comprehension of the content being directed, the service team will provide more extensive input and direction so that the partner may truly learn how to pick online media that is appropriate for the given scenario. In addition to how to display quality items and utilize social media and marketplace tools. In order to create information on fresh marketing opportunities and how to correctly utilize them, independently.

C. Problem Solving Framework

In this community service project, the problem to be solved is to enhance knowledge and competence in assessing the cost of commodities and selling prices. The formulation of the problem-solving paradigm model is as depicted in Fig. 3.

D. Training Methodology Approaches

Method approach training is comprised of lectures, questions, and practice. This strategy is used to impart information on the determination of product cost prices and competitive selling prices, as well as an introduction to the significance of social media as an effective and efficient promotional tool. In this last session, participants were required to demonstrate their understanding of selecting the appropriate online medium for the given circumstance. In addition to how to display quality items and utilize social media and marketplace tools. In order to create information on fresh marketing opportunities and how to correctly utilize them.

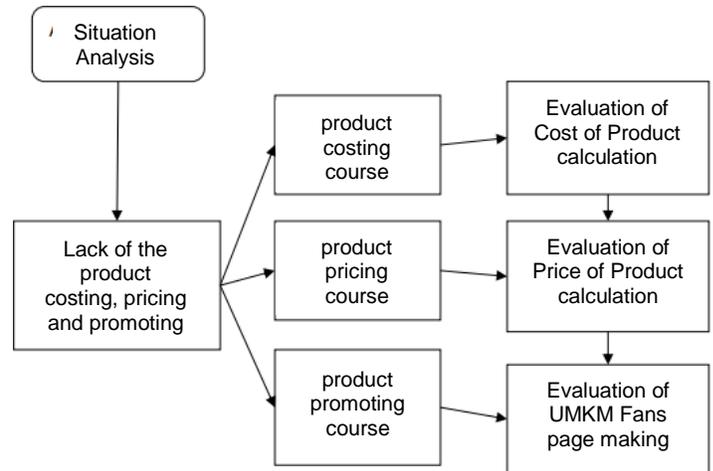


Fig. 3 Problem solving framework

The training consists of lectures, questions and answers, and exercises. This technique is used to communicate information on calculating the fundamental pricing of items and competitive selling prices, as well as an introduction to the significance of social media as an effective and efficient promotional tool. Practice In this final session, participants were tasked with selecting the appropriate internet medium for the given circumstance. In addition to how to display quality items and utilize social media and marketplace tools. In order to create information on fresh marketing opportunities and how to correctly utilize them.

IV. RESULTS AND DISCUSSIONS

Twenty instructors, administrators, alumni, and students from the Al-Amin Putri Muhammadiyah Orphanage and Islamic Boarding School in Ardirejo Village, Kepanjen District, Malang Regency attended this seminar. There were 60% of participants that interested in the food and beverage processing industry, followed by 20% in trade, 10% in arts and crafts, and 10% in cosmetics and soap.

Promotion of digitally-based products is taught through media zoom tools and presentation slides, as well as hands-on practice with social media. In the early phases, participants were asked to complete a pre-test, and in the final step, a post-test was administered to assess digital marketing-related knowledge and attitudes. The pre- and post-tests were administered through a Google form given to training participants. The training's outcomes included the evaluation of knowledge and attitudes. For measuring of knowledge, see Table 1. While the findings of the attitude assessment are presented in Table 2,

Table 1. Distribution of knowledge level at digital marketing before and after training

| Knowledge level | Before | % | After | % |
|-----------------|--------|-----|-------|-----|
| Good | 2 | 10% | 14 | 70% |
| Fair | 12 | 60% | 4 | 20% |
| Poor | 6 | 30% | 2 | 10% |

Table 2. Distribution of attitudes about digital marketing before and after the training

| Knowledge level | Before | % | After | % |
|-----------------|--------|-----|-------|-----|
| Excited | 6 | 30% | 14 | 70% |
| Fair interested | 8 | 40% | 6 | 30% |
| Not interested | 6 | 40% | 0 | 0% |

On the basis of the results of the training, it was determined that the majority of participants had intermediate knowledge prior to the training, namely 60%, and that after the training, the majority of respondents had good knowledge, specifically 70%, hence eventually there is a substantial improvement in knowledge.

In addition to measuring the participants' knowledge and attitudes, they were also evaluated on their ability to use market place applications and picture editing software. The outcomes of these measures are displayed in Table 3 and Table 4.

Table 3. Distribution of market place application operations expertise

| Knowledge level | Before | % | After | % |
|-------------------------------|--------|-----|-------|-----|
| Never operated | 4 | 20% | 0 | 0% |
| Just create an account | 16 | 80% | 10 | 30% |
| Can input a description | 0 | 0% | 8 | 60% |
| Successfully uploaded product | 0 | 0% | 2 | 10% |

Table 4. Distribution of proficiency with picture editing software

| Knowledge level | Before | % | After | % |
|-------------------------------|--------|------|-------|-----|
| Never operated | 20 | 100% | 0 | 0% |
| Just create an account | 0 | 0% | 6 | 30% |
| Can input a description | 0 | 0% | 12 | 60% |
| Successfully uploaded product | 0 | 0% | 2 | 10% |

On the basis of the results of the training, it is known that the majority of trainees have skills up to the point of merely creating an account, namely 80%. Furthermore, after participating in the training, the majority of respondents have skills up to the point of being able to create product descriptions, namely 60%. And 10% of participants completed all phases of the program satisfactorily. Hence, there is an increase in talents in general, eventually.

V. CONCLUSION

From the outcomes of this community service, the following may be deduced:

- Orphanage participants in the training course were able to expand their knowledge in a well-designed manner.
- Orphanage participants in the course were able to increase their operational abilities in both marketplace apps and photo editing.

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