

Training on Basic Digital Marketing and Business Mentality to Children of Mandhanisiwi Orphanage PKU Muhammadiyah Purbalingga

Alfalisyanto¹, Muchammad Agung Miftahuddin², Edi Joko Setyadi³

^{1,2} *Management Study Program, Faculty of Economics and Business*

³ *Accounting Study Program, Faculty of Economics and Business*

Universitas Muhammadiyah Purwokerto

e-mail: alfalisyanto@gmail.com

Abstract

The program aims to create a strong and independent generation in terms of economy, creativity, mentality, and self-reliance through business motivation. In addition, this program also aimed to provide an open mindset in utilizing technology for positive and productive activities. This program was implemented by collaborating with partners in the Purbalingga district, namely Mandhanisiwi Orphanage PKU Muhammadiyah Purbalingga. Participants in this program were 47 orphanage children of junior high school (SMP) and senior high school (SMA) levels. The result of this program is an output in the form of increasing participants' knowledge about fostering the entrepreneurial spirit through the ease of technology by carrying Islamic values based on a solid mentality and giving a way to deal with situations that will occur when running a business, both independently and in groups.

Keywords: *Digital Marketing, Business mentality, Mandhanisiwi*

1. INTRODUCTION

Innovation factors strongly influence a business's success (Amanda & Nawawi, 2023). In addition to product innovation, business motivation directly influences business success (Utami, 2019). Conversely, business success will be low if a person's business motivation and innovativeness are low.

The oldest orphanage in Purbalingga has a strategic location near the Purbalingga City GOR in Purbalingga sub-district. Every year, it graduates foster children and distributes scholarships to continue their education to higher education. However, only a few scholarships are channeled, meaning more foster children return to their relatives and work or do petty trading. This will be a problem if foster children are not given reasonable provisions while still in the care of the orphanage.

In 2019, Purbalingga had an unemployment rate of 5.61%, with 14.99% on the poverty line (setda.purbalinggakab.go.id). One thing that can be done is to grow and improve the skills of Purbalingga residents to boost MSMEs so that the regional economy increases (Siburian & Ompusunggu, 2023). Entrepreneurship education should start from early education. Two points that need to be instilled in children early on are fostering an entrepreneurial mentality (soft skills) and teaching essential digital marketing (hard skills).

An entrepreneurial mentality is essential in delivering success and building a business (Ferli et al., 2023). In addition, a person's mental strength in building a business is an entrepreneur's initial and foremost capital. Not only mental education in business but also training in business hard skills are some of the main assets for someone daring to start

a business. One of the mandatory skills that teenagers must have in this digital era is the skill of marketing commodities through various digital platforms.

The problem faced by partners is that there needs to be a unique program to prepare special cadres in entrepreneurship, either by providing interest, motivation, or skills. The mindset in orphanages, in general, is to carry out formal education and graduate with a good predicate so that they can continue to the world of higher education. This is ironic when data on orphanage graduates do not continue to higher education, so it is as if the future has run aground at that time. This fact invites a solution to the need for immediate guidance and direction regarding soft skills and skills. For this reason, this article describes the implementation of the service program through counselling, training, and mentoring.

2. METHOD

The implementation of community service to the Foster Children of Mandhanisiwi PKU Muhamadiyah Purbalingga Orphanage uses presentation methods and two-way communication between speakers and participants. Both methods are intended so that participants can receive the material presented optimally. The flow of activities of this activity can be described as follows:

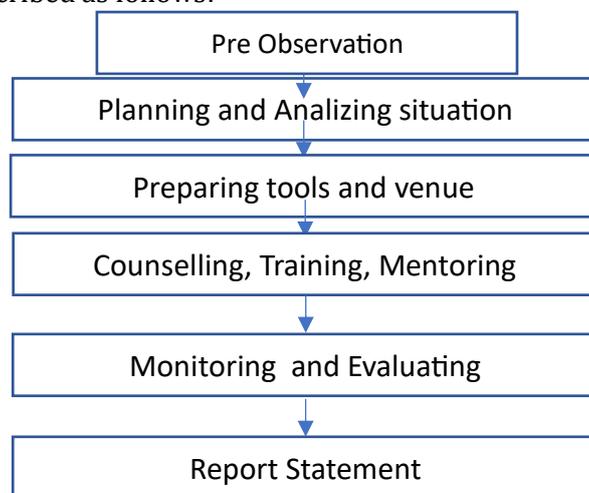


Figure 1. *The flow chart of society empowerment*

The program implementation method began with counselling on the business mentality that business people must possess. The counselling was conducted in several regular and measurable stages under the problems faced and the expected output. The stages of counselling material in this activity are:

- a. Key mindsets for businesses
- b. Differences between entrepreneurs and employees
- c. Flexibility of entrepreneurs
- d. Success stories of inspiring entrepreneurs
- e. National and global business opportunities

3. RESULT AND DISCUSSION

In general, the stages in the implementation of this community service program can be seen in the table below:

Table 1. *Implementation method and success indicators*

No	Method		Indicators
	Step	Activities	
1	Planning	Pre-observation and debriefing to the team	Team already formed
2	Actuating		
	Counselling	Counselling on business mindset for business owners	Post-test results are better than pre-test
	Training	Training on creating social media and e-commerce accounts	Participants can practise creating accounts
	Mentoring	Providing opportunities for participants to develop promotional content independently and observe each other's potentials and constraints.	Participants are able to explore their own ideas, which are then translated into content.
3	Evaluating	Creating solutions to problems that arise	There are no obstacles

By the implementation of community empowerment can be got several outputs as bellow:

Table 2. *Activities and Output*

No.	Activities	Output
1.	Socialising about mindset and dismantling mindset to get out of the comfort zone, and enter the creative and innovative world.	Increased understanding of mindset and unpacking mindset to get out of the comfort zone, and enter the creative and innovative world
2.	Socialisation of success stories of business people who use digital media (digital marketing).	Broad insight into the success stories of business people who use digital media, thus providing inspiration to the younger generation.
3.	Socialisation of examples and models of marketable and profitable product innovation	participants understand marketable and profitable product innovation models
4.	Socialisation of digital facilities that are affordable and easy to apply by participants, as well as marketing strategies carried out using these media	Participants understand and are able to implement various affordable and easy digital facilities.

The program was held at the Mandhanisiwi Orphanage PKU Muhammadiyah Purbalingga on 3 January 2024. The results or outcomes obtained include, First, an increased understanding of mindset and dismantling mindset to get out of the comfort zone and enter the creative and innovative world; Second, Broad insight into the success stories of business people who use digital media, thus inspiring the younger generation; Third,

Understanding of marketable and profitable product innovation models; Fourth, Understanding and ability to implement various digital facilities that are affordable and easy to apply by the foster children of Mandhanisiwi PKU Muhammadiyah Purbalingga Orphanage.

This activity was well organized; apart from the team's preparation, the participants' high enthusiasm also supported it. In addition, the orphanage caregivers are very supportive and open to activities to help the progress of their foster children.

4. CONCLUSION

Program participants gained new insights and knowledge about mindset and dismantling mindset to get out of their comfort zone and enter the creative and innovative world. They also learned how to implement digital facilities owned to start participants' business activities. The high enthusiasm of the participants and the support from the orphanage caregivers made this activity exciting and ran smoothly. Suggestions for further activities and follow-up of this service activity include:

- a. It is necessary to conduct further digital marketing training to increase the skills and expertise of the participants (foster children of Mandhanisiwi Orphanage PKU Muhammadiyah Purbalingga).
- b. It is necessary to prepare a digital marketing curriculum, which is included in one of the activities (internal routine training) at the orphanage to hone and sharpen the participants' business enthusiasm and strategy.

REFERENCES

- Amanda, Dea Putri dan Zuhrial M. Nawawi. 2023. Pengaruh Jiwa Kewirausahaan dan Inovasi terhadap Keberhasilan Usaha. *ManBiz: Journal of Management and Business*. Vol. 2, No. 2.
- Andry, Salim. 2014. *The Internet Millionaire Blueprint Bisnis Internet Paling Update, Menciptakan Aset Bukan Hanya Quick Cash*. Media Pressindo: Yogyakarta.
- Ferli, Ossi, dkk. 2023. Pengaruh Mental dan Motivasi Wirusaha terhadap Perkembangan UMKM pada Asosiasi UMKM Pondok Petir Sejahtera, Bojongsari, Depok. *Comserva: Jurnal Penelitian dan Pengabdian Masyarakat*. Vol. 03 No. 03.
<https://jateng.tribunnews.com/2019/03/28/lesunya-industri-di-purbalingga-berdampak-pengangguran-meningkat-plt-bupati-pilih-kembangkan-umkm>
https://www.researchgate.net/publication/270592573_Analisis_faktorfaktor_yang_memengaruhi_kesuksesan_usaha_kecil_dan_menengah_UKM_di_Surabaya_Sidoarjo_Gresik
<https://setda.purbalinggakab.go.id/konsultasi-publik-pemkab-purbalingga-sepakati-6-prioritas-pembangunan-tahun-2025/#:~:text=Sekda%20menyebutkan%20evaluasi%20tahun%202023,rata%2Drata%20provinsi%20dan%20nasional>
- Khambali, Imam, dkk. 2005. *Model-Model Pemberdayaan Masyarakat*, Yogyakarta: Pustaka Pesantren.
- Nisrina, 2015. *Bisnis Online Manfaat Media Sosial Dalam Meraup Uang*. KOBIS: Yogyakarta.
- Reynolds, Blair, 2012. *The eMarketing Guide: Strategies for the Online Marketplace*. BookBaby
- Setiawan, Latif. 2018. *Instagram Business roadmap part I: Bagaimana Memulai Bisnis di Instagram dari Awal hingga Menghasilkan Omzet Ratusan Juta Rupiah*. Yogyakarta: PT Citra Aji Pratama
-

- Siburian, Anjelina Elisabet, Dicky Perwira Ompusunggu. 2023. Pengaruh Pertumbuhan Usaha Mikro, Kecil dan Menengah Terhadap Pertumbuhan Ekonomi di Palangka Raya. *JUEB: Jurnal Ekonomi dan Bisnis*. Vol. 2, No. 2.
- Utami, Esti Margiyanti Dkk. 2019. *Pengaruh Motivasi Berusaha Dan Inovasi Produk Terhadap Pertumbuhan Usaha Pada Pelaku Usaha Mikro Dan Kecil Di Kabupaten Purworejo*, Segmen Jurnal Ekonomi dan Bisnis.