

## Digital Marketing and Building a Business Network for Indonesian Migrant Workers in Malaysia

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### Abstract

*Indonesia is one of the countries sending migrant workers to Malaysia. The economic situation is one of the reasons they want to improve their lives when they work in that country. However, they experienced many problems when they returned to Indonesia. Lack of opportunity to work in Indonesia and lack of preparation in doing business is one of the problems when returning to Indonesia. In the digital era, doing business does not have to be with large capital, as long as there is assistance and building a clear network that can help develop a business. This community service aims to make the Indonesian migrant workers in Kuala Lumpur who take part in this community service have insight into digital marketing and build business networks. The method in this service is face-to-face and delivery of material by academics from the Muhammadiyah University of Purwokerto.*

**Keywords:** Digital Marketing, Building Network, Indonesian Migrant Worker

### 1. INTRODUCTION

In 2013, Indonesia ranks as the second largest contributor of migrant labor within the ASEAN region, and plays a prominent role as a major source of low- and semi-skilled workers in Asia (Nations, 2013). Indonesia's migrant workers have clearly preferred Malaysia as a destination country since 2011, with other popular destinations including Brunei Darussalam, Saudi Arabia, Hong Kong, and Taiwan. The primary reason for this trend is the high demand for low- and semi-skilled workers, such as maids, construction workers, and plantation workers in these countries. For instance, over the period of 2011-2016, the number of Indonesian migrant workers in Malaysia totaled 731,651, while in Saudi Arabia it was 304,747. (BNP2TKI, 2016). The driving force behind the majority of Indonesian labor migrants seeking work abroad is economic in nature, with the primary objective being to improve their financial status and that of their families. This is further compounded by the high rates of unemployment and underemployment within Indonesia, which have led many to seek job opportunities overseas. Typically, migrant workers are able to secure higher salaries abroad than they would be able to earn in their country of origin (IOM, 2010). The majority of Indonesian labor migrants tend to seek employment opportunities overseas for a finite duration, during which their primary objective is to accumulate sufficient funds to invest in property, establish a business, or support the education of their children or other family members (Arisman & Jaya, 2021).

The matter of migrant domestic workers has emerged as an urgent predicament in the contemporary globalized era, given that these individuals frequently encounter various difficulties and susceptibilities in their employment and residential circumstances. The challenges faced by migrant domestic workers upon their return to their home countries are numerous and complex, ranging from difficulties in reintegrating into their communities and finding employment opportunities. Challenges can arise for Indonesian migrant workers upon their return to their home country, as they may struggle with managing their finances effectively. Specifically, the lack of financial management skills can result in workers consuming the entirety of their earnings earned abroad, leaving insufficient savings and potentially driving a return to overseas employment (Prihantika, Meiliyana, & Caturiani, 2016).

Thus, Preparing a business for domestic migrant workers is important because it can provide them with opportunities for entrepreneurship and economic empowerment. Many domestic migrant workers face challenges such as limited job opportunities, low wages, and lack of job security. By providing them with the tools, resources, and knowledge needed to start and run their own businesses, they can become self-sufficient and potentially create job opportunities for others in their community.

Additionally, supporting domestic migrant workers in starting their own businesses can also have wider economic and social benefits. For instance, it can contribute to the growth of the local economy by creating new businesses and increasing consumer spending. It can also foster a sense of community and social cohesion by encouraging entrepreneurship and providing opportunities for individuals to connect with each other and share resources.

The solution offered to prepare migrant workers upon their return to Indonesia is to provide training in business skills, including digital marketing. Learning digital marketing is important for beginners like Indonesian migrant workers with no experience because it is becoming essential to modern business practices. With the increasing use of technology and the internet, businesses are shifting towards digital platforms to reach and engage with their customers. This means that digital marketing skills are in high demand, and having them can open up opportunities for employment or entrepreneurship. Digital marketing allows businesses to target specific audiences, track their marketing efforts in real time, and adjust their strategies accordingly. By learning digital marketing, beginners with no experience can gain a competitive edge by being able to offer these valuable skills to potential employers or clients.

## 2. METHOD

Community service activities were carried out in Kuala Lumpur Malaysia, to be precise at Wisma Sabaruddin, 30, Jalan Raja Alang, Chow Kit, 50300 Kuala Lumpur, Kuala Lumpur Federal Territory, Malaysia. This activity was carried out face-to-face by means of the speaker presenting material related to digital marketing, then the participants listened. At the end of the session, the presenter conducted a question and answer session with the participants regarding the material presented by the presenter.



Picture 1. Activity Location



Picture 2. Brochure of the activity

Participants who take part in community service activities are Indonesian migrant workers who work in factories and households in the Kuala Lumpur area. Participants who took part in community service activities totaled 40 participants. Most of the participants had not prepared a business plan that they would do when they returned to Indonesia. The activity has been carried out on February 24th, 2023 from 8:00-10:00 PM Malaysian time. There are 2 speakers who delivered the material from Muhammadiyah Purwokerto University.

### 3. RESULT AND DISCUSSION

Community service activities with the theme "Digital Marketing and Build Business Network for Indonesian Migrant Workers in Malaysia" which were carried out face-to-face went well and smoothly. In addition, the participants were also very active in the activity. It can be seen how at the end of the activity many participants asked questions to the speaker regarding the material presented.

Indonesian migrant workers receive many benefits from the activities carried out and have new insights on how to start a business in this digital era and build networks before they finally return to Indonesia. The delivery of the material content provided by the speaker changed the perspective of the participants in building a business. Building a business is not easy, business people must go through various processes and preparations so that they can survive in various business situations.



Picture 3. The first speaker delivered material



Picture 4. The second speaker delivered of material

#### 4. CONCLUSION

From the implementation of community service activities, it can be concluded that the existence of this activity is very helpful for an Indonesian migrant worker to prepare plans for the

future when he returns to Indonesia. Indonesian migrant workers have new insights regarding digital marketing and building business networks.

Most of the Indonesian migrant workers still allocate their salary only for the necessities of life and send money to their families for household needs. With this activity they are more careful in spending and start preparing for their needs in the future.

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