

Empowerment Through Integrated Marketing Communication (IMC) Assistance and Training to Improve the Economy in Orphanage Communities

¹Fatimah*, ¹Ananda Putri, ¹Veronika Setyadji

¹Universitas Indonesia Maju, Indonesia

*Corresponding author

E-mail: fatimah.stikom@gmail.com

Volume

6

Issue

1

Edition

May

Page

139-144

Year

2025

Article History

Submission: 04-12-2024

Review: -

Accepted: 14-03-2025

Keyword

Integrated Marketing
Communication;
Improve The Economy;
Siti Khadijah;

How to cite

Fatimah, Putri, A., Setyadji, V.
(2025). Empowerment Through
Integrated Marketing
Communication (IMC) Assistance
and Training to Improve the
Economy in Orphanage
Communities. Jurnal Pengabdian
Masyarakat, 6(1), 139-144
<https://doi.org/10.32815/jpm.v6i1.2540>

Abstract

Purpose: Since the Covid-19 pandemic, the Siti Khadijah Al-Kubra Orphanage has initiated self-reliance in its operations, particularly through small businesses. This effort was driven by the decrease in donors since the Covid-19 pandemic, which affected the economy in the orphanage's surrounding community. The business ventures include refillable water and laundry services.

Method: The methods used in this service include training, technology application, technology assistance, and sustainability.

Practical Application: The goal of this community service is to provide training and guidance on integrated marketing communication within the orphanage environment to improve the economy. This initiative is carried out in collaboration with the Siti Khadijah Al-Kubra Orphanage.

Conclusion: This community service activity resulted in approximately 90% understanding among participants regarding integrated marketing communication, small business management, and the application of technology to support business sustainability.



Introduction

This community service activity is in collaboration with the Khadijah Al-Kubra Orphanage. It was established in 1993 and located at Jl. Syukur 54, Lenteng Agung Village. Initially, in 1982, Muhammadiyah Pasar Minggu received a land donation, and the land was originally intended to be developed into a junior high school. However, due to financial constraints, an orphanage was built instead. When it was first established in 1993, the orphanage supported 20 children, and now it currently cares for a total of 52 children. Since the COVID-19 pandemic, the Khadijah Al-Kubra Orphanage has initiated operational independence through small businesses, prompted by the scarcity of donors during the pandemic, which has affected the economic condition of the orphanage.

The businesses include a laundry service and gallon water distribution. During the observation, the laundry service generated a monthly income of 1-1.5 million IDR, and around 100 gallons of water were sold. The strategic location near residential areas, the UIMA campus, and schools has provided economic benefits (Nataly & Purnamasari, 2022). However, like other businesses, it faces operational ups and downs and challenges. Management and profitability analysis have been conducted, but it has not yet had a significant impact on sales. The goal of this community service activity is to provide socialization and training in integrated marketing communication for small businesses at the Khadijah Al-Kubra Orphanage (Tinggi et al., 2019).

Method

The implementation of this community service activity was carried out at the Siti Khadijah Al-Kubro Orphanage in South Jakarta with the theme of Integrated Marketing Communication (IMC) Empowerment through Mentoring & Training to Improve the Economy in the Orphanage Environment, held on October 26, 2024.

Community Service Activity Plan:

1. Training:

The training will be conducted face-to-face using lecture and Q&A methods. The training will be divided into two sessions: morning and afternoon. The training and mentoring will be led by:

Fatimah, SE, M.Ikom, Ananda Liani, M.Ak and Veronika Setyadji, S.Sos, MA

The training will cover integrated marketing communication, including planning, creation, integration, and implementation of various promotional tools such as advertising, promotions, direct selling, and economic analysis. The implementation will include mentoring on how to manage a website and laundry app, as well as how to analyze economic data and use an accounting system to facilitate the orphanage's implementation of integrated marketing communication through media to improve its economy (Nataly & Purnamasari, 2022).

Training and Mentoring Materials:

- a) Provide training on how to conduct promotions (e.g., buy one get one free, wash 10 times get 1 free).
- b) Provide understanding of advertising using media such as banners, billboards, websites, and WhatsApp. Creation of promotional media and how to apply them.
- c) Educate the orphanage staff on how to carry out direct sales using media such as brochures and websites.
- d) Provide understanding of accounting systems so the orphanage can track the number of laundry and gallon water users, helping them calculate the profits generated.
- e) Train on how to pack neatly and effectively, adding a logo sticker for aesthetic appeal (Fatimah & Hida, 2024).

2. Technology Implementation:

Mentoring on how to use a laundry app (integrated marketing communication)

and an accounting app (economic aspect). The use of an accounting app aligns with economic academics, while the development of a laundry app is closely related to integrated marketing communication (Argiansah & Fatimah, 2023).

3. Mentoring and Evaluation

During this activity, the orphanage is expected to apply what has been learned in this community service project, which will serve as a solution for the partner. The evaluation phase will involve compiling results based on indicators provided to the orphanage to assess the impact of the activities conducted (Wijaya & Wijaya, 2021).

4. Sustainability:

This community service project is expected to enhance marketing skills, which in turn will increase the income of the Khadijah Orphanage. The success of the activity can be measured by the interactivity during the socialization and training sessions. However, the impact on sales may not yet be significant.

Result

Based on the stages of implementation that have been systematically designed, such as initial surveys, training, direct practice, and evaluation, here are the results and further discussion of the activity:

1. Training & Mentoring:

This activity successfully provided knowledge in the areas of integrated marketing communication, economic analysis strategies, and packaging knowledge. One indicator of the success of this program is the increased understanding among small and medium business (SME) actors regarding the importance of integrated marketing communication, economic analysis strategies, and packaging knowledge. They are now able to operate the website umkmpantiasuhanalkubro.my.id. After the training, they were able to understand and implement what was delivered during the Community Service activity (Mulyana & Deddy, 2012).

2. Technology Implementation:

The achievement of business sustainability has advanced and brought economic impact to the Siti Khadijah Al-Kubra Orphanage. This Community Service activity will enhance knowledge on how to use the website umkmpantiasuhanalkubro.my.id, the laundry system, and the cashier system. With this knowledge, it is hoped that the orphanage can improve its economy, compete with competitors, and be able to identify competitors (Febryansyah Nataly, 2022).

Figure 1. Speaker of the Community Service at the Siti Khadijah Al-Kubra Orphanage



Figure 2. Speaker of the Community Service at the Siti Khadijah Al-Kubra Orphanage



Figure 3. Speaker of the Community Service at the Siti Khadijah Al-Kubra Orphanage



Figure 4. Handover of a Number of Dikti Grant Funding Items for Community Service in 2024 at the Siti Khadijah Al-Kubra Orphanage



Discussion

Based on the stages of implementation that were systematically designed—such as initial surveys, training, direct practice, and evaluation, the following are the results and further discussion of the activity.

The short-term impact of this activity lies in its success in providing knowledge on integrated marketing communication, economic analysis strategies, and packaging. One of

the indicators of the program's success is the increased understanding among small and medium business (SME) actors regarding the importance of these concepts. As a result, they are now capable of operating the website umkmpantiasuhanalkubro.my.id. After participating in the training sessions, the participants were able to comprehend and implement what was delivered during the Community Service activities (Tinggi et al., 2019).

The long-term impact anticipated from this program is the achievement of sustainable business growth, which is expected to have a positive economic effect on the Siti Khadijah Al-Kubra Orphanage. This community service initiative aims to enhance knowledge on how to utilize the website umkmpantiasuhanalkubro.my.id, as well as the laundry and cashier systems. With this knowledge, it is expected that the orphanage will be able to improve its economic condition, compete with other businesses, and identify its competitors (Nisa, 2015).

Despite the positive outcomes, several challenges were encountered during the implementation. One major challenge was related to the age of the audience. The participants, who were between 15 and 17 years old, experienced difficulties in fully understanding the material presented. Another challenge was the effort to shift from manual to digital processes, which required breaking existing habits and adapting to new systems.

Conclusion

This community service activity was held at the Siti Khadijah Orphanage. The service was attended by around 10 participants. The materials covered included training in website development, WhatsApp Business, and plastic laundry packaging, as well as knowledge on how to run a laundry business and achieve profits through this community service training.

Acknowledgements

We would like to express our deepest gratitude to the Directorate General of Higher Education, Research, and Technology (Ditjen Dikti) through the Directorate of Research, Technology, and Community Service (DRTPM) for providing the funding for this Higher Education Community Service Grant with Contract Number 1039/LL3/DT.06.01/2024. We also sincerely thank our partner, the Siti Khadijah Al-Kubra Orphanage, for granting us at Universitas Indonesia Maju the opportunity to carry out this activity.

Reference

- Adat, W. M. (2023). Peran Aliansi Masyarakat Adat Nusantara (AMAN) dalam Pencegahan Covid-19 di Wilayah Masyarakat Adat the Role of the Alliance Indigenous Peoples Archipelago (AMAN) in Preventing Covid- 19 in the Territory of the Indigenous Peoples. 12(1), 44–48.
- Argiansah, M. H., & Fatimah, F. (2023). Strategi Produksi Dinamika News Megaswara Tv (MGSTV) Bogor dalam Mempertahankan Eksistensi di Pertelevisian Lokal. Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA, 15(03), 12. <https://doi.org/10.38041/jikom1.v15i03.270>
- Elvira, M., & Sofyan, A. (2020). Prosiding Manajemen Komunikasi Strategi Komunikasi Pemasaran Jasa Pengiriman Kurir PT. Pos Indonesia di Era Digital Marketing. Prosiding Manajemen Komunikasi, 601–606.
- Fatimah, F., & Hida, R. El. (2024). Komunikasi Public Relations Aman (Aliansi Masyarakat Adat Nusantara) dalam Program Prioritas Vaksin Covid-19. Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA, 16(01), 33. <https://doi.org/10.38041/jikom1.v16i01.350>
- MULYANA, Deddy, et al. (2012). Cultures and communication. Rosda.
- Nataly, Febriansyah, & Purnamasari, Y. (2022). Jurnal Abdimas Komunikasi dan Bahasa Penerapan Pemasaran Digital Dalam Meningkatkan Personal Branding Jurnal Abdimas Komunikasi dan Bahasa. 2(2), 28–34.
- Nataly, Febriansyah. (2022). Strategi Komunikasi Aliansi Masyarakat Adat Nusantara (

144) Empowerment Through Integrated Marketing Communication (IMC) Assistance and Training to Improve the Economy in Orphanage Communities, Fatimah, Putri, A., Setyadji, V.

- AMAN) Dalam Memperjuangkan RUU Masyarakat Hukum Adat. 14(03), 116–124.
- Nisa, N. K. (2015). Strategi Kreatif Iklan Layanan Masyarakat (ILM) Dalam Pemasaran Sosial. *Jurnal Interaksi*, 4(2), 158–164.
- Tinggi, S., Komunikasi, I., & Maju, I. (2019). Jurnal Ilmiah Komunikasi Strategi Promosi Warkop Panus dalam Mempertahankan Eksistensi Pelanggan Tahun 2018 *Jurnal Ilmiah Komunikasi*. 01(01), 1–8.
- Wijaya, H. A., & Wijaya, L. S. (2021). Analisis Strategi Komunikasi Pemasaran Terpadu dalam Meningkatkan Penjualan dan Brand Awareness. *Jurnal Ilmiah Media, Public Relations, Dan Komunikasi (IMPRESI)*, 2(1), 1. <https://doi.org/10.20961/impresi.v2i1.51711>
- Fatimah, F. (2018). Komunikasi Persuasif Agen Asuransi Dalam Merekrut Calon Agen (Studi Kasus Tentang Perekrutan Calon Agen Dalam Meningkatkan Penjualan Polis di Asuransi PT. AXA). *Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA*, 10(02), 110-116
- Lestari, F. A., Nataly, F., & Fatimah, F. (2020). Studi Deskriptif Kualitatif Loyalitas Brand Wardah di Sekolah Tinggi Ilmu Kesehatan Indonesia Maju. *Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA*, 12(01), 10-17.