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## Digital-Based Consumer Loyalty Development in realizing an Independent Economy at PSAA PU3 Ceger

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### Abstract

Social institutions play a vital role in supporting underprivileged children and teenagers by offering guidance and essential services. Recognizing that the youth represent the future of our nation and are integral to its progress, it's imperative to empower these institutions. The orphanage, traditionally seen as a financial burden, now faces the imperative of achieving socio-economic independence. In response to this challenge, the Kedaireka grant recipient team has initiated the Green-Techno Sociopreneur Livestock Magot project to bolster the economic autonomy of social institutions. As of October 20, 2022, maggot cultivation has commenced in three social institutions in DKI Jakarta. However, during the assessment phase, it was noted that the residents and administrators of one of the participating institutions, PSAA 3 Ceger, lacked the capability to conduct effective marketing activities. To address this issue, the Community Service team from the Faculty of Economics and Business at Trisakti University intends to organize outreach programs aimed at enhancing the marketing skills of the residents and administrators of PSAA 3 Ceger. The objective of this Community Service project is to impart knowledge and understanding of building consumer loyalty through digital technologies. Participants will receive guidance in content creation, setting up e-commerce platforms, crafting captions, and implementing other digital marketing strategies. A crucial aspect of this initiative is ongoing sustainability monitoring, which will be undertaken by the student team and further developed in a dedicated program.

**Keywords:** Digital Marketing, Green Techno Sociopreneur, Social Homes

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## INTRODUCTION

Social institutions with the tasks of providing guidance and services to underprivileged children and teenagers, play a crucial role in shaping the future generation and driving the nation forward. However, these institutions, traditionally seen as cost centers, are now expected to achieve socio-economic independence. Productive Economic Efforts or know in Bahasa Indonesia as *Usaha Ekonomi Produktif* (UEP) through JakPreneur are among the empowerment activities conducted by the Jakarta Social Service Agency. Trisakti University, as an academic institution, supports Jakpreneur activities to cultivate a start-up with a **Green Techno Sociopreneur** concept. Examples like Santosa, Wijaya, and Esther in 2020 have demonstrated tangible actions by children in saving and caring for their environment by recycling plastic bottles into various crafts like piggy banks, plant pots, and more.

This program aims to foster entrepreneurial interest among social institution residents, focusing on technology-based entrepreneurship with a "*Green Business*" approach and positive social impacts on the wider community. Conventional entrepreneurs typically prioritize

economic factors aimed at financial achievements. However, environmental developments urge the integration of business and environmental aspects through the "Green Economy" concept. Business actors are encouraged to consider social, environmental, and economic aspects fully to achieve sustainable development.

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, numbering around 3.79 million, play a significant role in the country's economy, constituting 99% of all business units. They contribute approximately 60.5% to GDP and employ 96.9% of the national workforce (Limanseto, 2022). Their roles include supporting national economic growth, distributing development outcomes, and creating employment opportunities (Martiningtiyas et al., 2022).

The Kedaireka grant recipient team has conducted the Green-Techno Sociopreneur Livestock Maggot Project to foster economic self-reliance in social institutions. As of October 20, 2022, maggot cultivation has commenced in three social institutions in DKI Jakarta. However, it was identified that residents and administrators of one institution, PSAA 3 Ceger, lack marketing skills.

Previous research also indicates marketing challenges faced by MSMEs during the Covid-19 pandemic. They experienced decreased revenue and market demand due to changes in consumer behavior, including reduced outdoor activities and decreased consumer trust in culinary products (Martiningtiyas, 2022; Asih & Kristaung, 2022).

Collaborating with a group of residents and administrators from PSAA 3 Ceger, mostly inexperienced teenagers, the aim is to leverage the maggot cultivation program to initiate downstream processes like marketing. The proposed solution involves conducting educational outreach and training sessions on marketing aspects to optimize business opportunities.

In addressing these issues, the Community Service team from the Faculty of Economics and Business at Trisakti University intends to conduct outreach activities aimed at enhancing the marketing capabilities of residents and administrators at PSAA 3 Ceger, focusing on building consumer loyalty through digital platforms.

## RESEARCH METHODS

The entire activities implementation utilized technology application. Video conferencing platforms such as Zoom and various social media were actively used to send messages and communicate virtually in the preparation stage of the activities. Social media was introduced as a digital marketing medium that was easy to access and use.

Activity units that are the focus of this digital marketing training are Maggot Farming, Aloe Vera Cultivation, Catfish Farming, and Chicken Farming. The activity implementation can be divided into 3 stages, which are pre-implementation, implementation, and post-implementation. Below is a table explaining in more detail the stages.

**Table 1**  
**Implementation Method**

No	Stages	Activities	Purposes
1	Pre-implementation	Goal Setting	Determine the short-term and long-term goals of this service program, such as increasing knowledge about digital marketing and increasing the use of digital technology in strengthening relationships with consumers.
		Target Identification	Identify target groups, such as social agency administrators, residents, students, and academic staff involved
		Material and Resource Preparation	Develop training materials that meet target audience need, prepare the necessary resources, such as softwares or presentation equipment.
2	Implementation	Socialization	Introducing the program to the participants involved and communicating its objectives and benefits
		Training and Workshop	Organized training sessions and interactive workshops to introduce basic digital marketing concepts, strategies for using e-commerce platforms, and techniques for building customer loyalty.
		Mentoring	Provide hands-on mentoring and guidance to participants in applying the concepts learned in the context of their social institutions
3	Post-Implementation	Evaluation	Evaluate the effectiveness of the program, both from the point of view of the participants and the achievement of the objectives set.
		Advanced Coaching	Provide additional resources and support for social organizations that need further assistance in developing their digital marketing strategy.
		Results Dissemination	Publish the results and findings of this community service program, either through written reports, presentations, or seminars, to share learning and expand its impact.

## RESULTS AND DISCUSSION

### Results Achieved by Participants, Communities, and Organizers

In the pursuit of fostering digital-based consumer loyalty and realizing economic self-sufficiency, the Community Service at Bina Karya Harapan Jaya Social Shelter aimed to explore the dynamics of building consumer loyalty in the digital sphere. This endeavor took the form of a talk show and discussion sessions. The talk show and discussions introduce the digital marketing processes employed by the shelter-managed products to the participants.

The execution of the activities proceeded smoothly, with participants expressing hope that future marketing processes would facilitate access to potential buyers, thereby boosting production and motivating them to engage more enthusiastically in their routine activities across various units, including Maggot Farming, Aloe Vera Cultivation, Catfish Farming, and Poultry Farming.



**Figure 1 & 2 Training and Workshop at PSAA PU3 Ceger**

Source: Documentation

The project yielded several outputs, including videos, intellectual property-protected posters, articles, and coverage in the mass media. The participants were very enthusiastic during the introduction and demonstration of the use of social media in producing digital marketing content. The community service team will try to make this training agenda sustainable.

### Evaluation

Due to adjustments within the Jakarta Social Affairs Office, there were alterations in the implementation timeline, including leadership rotations and the transition of the shelter's original purpose from housing adolescent boys to accommodating homeless individuals. Despite these changes, the project progressed satisfactorily, poised to deliver outcomes and reports according to schedule.

**Table 2**  
**Evaluation Report**

No	Evaluation	Factors
1	Supportive Factors	Excellent teamwork, so that activities can be carried out well and as expected.
		Expertise, each member is an expert who knows the intricacies of the discussion of training and workshops.
		Support, faculty research institute (DRPMF) and the orphanage supported this activity with great enthusiasm.
2	Inhibiting Factors	Uncontrollable conditions, differences and changes that must be made to suit the needs and availability of each party involved.

### **Integration with Research and Academic Programs**

The implementation of this project was integrated with ongoing research on digital marketing and incorporated into entrepreneurship coursework, fostering synergy between community engagement and academic endeavors. By leveraging digital marketing strategies and fostering community engagement, initiatives like these play a vital role in empowering marginalized communities towards economic independence and social inclusion. Through continued collaboration and adaptation, such endeavors can serve as models for sustainable development and inclusive growth.

### **CONCLUSION**

In conclusion, the outreach and training sessions on Digital-Based Consumer Loyalty Development in realizing an independent economy at PSAA PU3 Ceger, have illuminated significant insights. Participants showed great enthusiasm in attending the training, as it significantly broadened their insights into marketing and digitalization. The content provided aligned well with participants' expectations, meeting their anticipated learning outcomes. The outreach efforts facilitated a deeper understanding among participants regarding the benefits of technology in business activities. These observations underscore the effectiveness of such initiatives in equipping individuals with essential digital skills and knowledge, thereby enhancing their capacity to navigate and thrive in an increasingly digitalized economy. As participants eagerly embraced the opportunities presented by digital marketing strategies, it becomes evident that these efforts hold immense potential in empowering marginalized communities towards economic independence and sustainable growth. Moving forward, it is essential to continue fostering such initiatives, ensuring equitable access to digital resources and opportunities for all members of society. Through collaborative endeavors and ongoing support, we can collectively work towards a future where digital literacy serves as a catalyst for inclusive prosperity and social advancement.

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