Digital Marketing Assistance for MSME Survivors of Cianjur Earthquake Disaster

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Abstract. Digital Marketing Assistance for MSME Survivors of the Cianjur Earthquake Disaster. In 2022, there was an earthquake in Cieundeur Village, Warung Kondang District, Cianjur regency, which resulted in physical damage to land and buildings and even landslides that were quite severe and had an impact on changes in land topography. Disasters also have an impact on the socio-economic conditions of the community; even psychologically, the community experienced shock. Various organizations have been involved in disaster response programs, one of which is the Muhammadiyah Disaster Management Center (MDMC) in collaboration with students of the real work lecture (KKN) thematic disaster at the University of Muhammadiyah Yogyakarta in order to carry out post-disaster recovery programs. The focus of the program is psychosocial, which includes community institutions, education, environmental health, and economics. Related to this, the purpose of this service is to improve the post-disaster community economy in Cianjur regency. The methods used are online and offline training. Recovery activities are carried out to form a joint business group. Changes in awareness, knowledge, and skills can result from mentoring carried out by a service team with the support of youth leaders. The end of the implementation of service activities is the formation of a joint business group in the form of clothing design and communication with a digital marketing business plan concept.

Keywords: disaster, earthquake, marketing, digital, convection

1. Introduction

A natural disaster is an event that cannot be avoided and can occur anytime and anywhere. Indonesia is a country prone to natural disasters such as earthquakes, tsunamis, floods, landslides, and volcanic eruptions. Indonesia's geographical, demographic, sociological, meteorological, and climatological dynamics, in addition to making Indonesia rich in natural resources, also make Indonesia vulnerable to disasters (natural, non-natural, and social). Natural disasters can cause great losses, both economic, social, and environmental. Therefore, there is a need for efforts to improve preparedness in the face of natural disasters. The history of disasters in Indonesia shows that the number of incidents and victims of disasters is increasing and complex, so this requires a reliable disaster management system and disaster risk management.¹,²

One of the post-disaster management strategies to improve or restore the standard of living in the community is the empowerment program. Empowerment is a process that aims to improve the ability of individuals or groups to make decisions and act independently to overcome the problems they face. Empowerment can also be interpreted as an effort to provide opportunities to individuals or groups who are less able to develop their potential. Post-disaster empowerment is a process that aims to increase the capacity of the community

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to face and reduce the impact of disasters. This empowerment is carried out after the disaster occurs and aims to restore the lives of people affected by the disaster. Post-disaster empowerment involves various parties, such as the government, non-governmental organizations, and the community itself. Post-disaster empowerment includes several aspects, namely: education and training, health, the economy, and social. Therefore, the empowerment program in the form of joint business assistance in post-disaster management is one of the most appropriate solutions to be implemented in order to restore socio-economic conditions. [3,4,5]

In 2022, there will be an earthquake disaster in the Cianjur regency. Natural disasters that occur can have a tremendous impact on the sustainability of people's lives, especially in the economic sector. The earthquake experienced in the Cianjur area also lowered the economic level of the surrounding community. One of the areas that experienced severe impacts from the earthquake is Cieundeur Village, Warungkondang District.

The Cianjur earthquake incident, a magnitude (M) 5.6 earthquake that occurred in Cianjur regency on November 21, 2022, still leaves some people in pain. Hundreds of people died, thousands of houses were damaged, and many residents of Cianjur regency are still living in shelters because their houses collapsed from the earthquake. Details of the number of buildings damaged by the Cianjur earthquake, according to the report of the Assistant Regional Government of Cianjur, Arief Purnawan, include: 53,408 units; schools damaged: 540 units; places of worship damaged: 272 units; and health facilities damaged: 18 units. The Cianjur earthquake affected 16 districts out of a total of 32 districts in the regency. The affected villages reached 169 out of a total of 360 villages/kelurahan. Then there are 41,166 families (KK) affected and 114,683 residents living in refugee camps, both centralized and independent. The death toll from the Cianjur earthquake reached 334 people. Then there were 593 people who were seriously injured, and 44 of them are still hospitalized.

The Central Board of Muhammadiyah, through the Muhammadiyah Disaster Management Center (MDMC), has distributed assistance of more than Rp 2 billion for the handling of the Cianjur earthquake, with a total receipt of 59,451 people. Assistance is not in the form of financial aid but is distributed to various posts such as emergency housing construction, logistical, and non-logistical distribution. Then Health Services provides psychosocial assistance to those with trauma and other mental disorders.

Muhammadiyah University of Yogyakarta (UMY) held community service in the Real Work Lecture Program. This service program is motivated by the use of digital media, which is expected to have a broad and sustainable impact that can advance the long-term economy. The economy that fell drastically due to natural disasters has closed the way for development.
directly, so there is a need for direction and training on local product management, packaging
innovation, and marketing, which can later become an alternative for community income. Improving
and optimizing the community economy by providing a digital-based economic assistance program is deemed necessary based on the results of post-disaster economic field observations.

Based on the background and conditions that occur, in general, the problem of partners is the economy, which fell dramatically due to natural disasters. In particular, the problems that occur are:

1. Lack of motivation and knowledge of the community related to the souvenir business after the earthquake.
2. There is no idea for a souvenir design that will be marketed.
3. Do not have the skills to use digital media for online product marketing.

Solutions to solving problems in mentoring independent joint ventures must be tailored to the problems, opportunities, and potential that exist. Based on the results of field observations and various studies, the solution offered is “Creative Economy and Digital Business Mentoring Program for Natural Disaster Survivors.” In detail, the solutions to be provided are:

1. Increasing the motivation and knowledge of the community related to the souvenir business after the earthquake.
2. Initiation of souvenir design ideas that will be marketed.
3. Improve your skills in how to use digital media for online product marketing.

2. Methodology

The method of implementation is focus group discussion (FGD) and training. Solutions to problem solving with the assistance of partner communities must be tailored to the existing problems, opportunities, and potentials. Based on the results of field observations and various studies, the solution offered is “Creative Economy and Digital Business Mentoring Program for Natural Disaster Survivors.” In detail, the solutions to be provided are:

1. Increase motivation and business ideas
2. Improving citizen skills in souvenir design
3. Improving citizen skills in the use of digital media for online marketing.

3. Results and Discussion

In the implementation of the recovery program, the main target of empowerment beneficiaries is young people (youth) in Cieundeur Village. Youth can act as social cadres in rural communities. The role of youth mentioned in the law of the Republic of Indonesia number 40 of 2009 on Youth Article 16 on the role of youth is: “Youth play an active role as a moral force, social control, and agents of change in all aspects of national development.” In society, the role of youth is very necessary as a successor to the noble values of the nation's culture, as a foundation and moral strength, and as an agent of change for the better. Therefore, in this empowerment program, the main beneficiaries are aimed at youth. Therefore, it is expected that later, the youth can contribute as a cog in the post-disaster socio-economic recovery in Cianjur.

From the results of the FGD, together with the youth and the people of Cieundeur Village, an agreement was obtained, namely the establishment of a joint business group in the field of convection and design. The initial FGD was held on February 10, 2023, at Mr. Cepi's house. The FGD (Focus Group Discussion) method is one of the methods of community empowerment that is often used in various development programs. This method
aims to collect information and opinions from a group of people who have similar interests or problems. In the context of development, FGDs are used to identify problems, determine priorities, plan programs, and evaluate program outcomes. The FGD method can be one way to involve the community in the development process so that the program design is more in line with the needs and expectations of the community. The Empowerment Team conducts mentoring and training with youth through the following activities. [6]

The Takmir mosque and the chairman of the youth both participated in this activity, which had a total of 25 participants. Mr. Cepi, a prominent member of the community and youth advisor, also attended this event. Mr. Cepi provides information as well as an analysis of the condition in the future, or 1 to 6 months ahead. Currently, people may still have stocks, food reserves, and savings to survive, especially supported by various outside assistance. But in the next few months, when savings and food start to run out, there will be alarming conditions. Therefore, young people are expected to have started moving to try and get back to work.

The activity continued with counseling and entrepreneurial motivation by the speaker, Dr. Aris Slamet Widodo. The material presented is about the motivation to immediately rise up to build the community's economy and how to capture business opportunities in disaster areas. Motivation is the force that drives an individual to perform a certain action or behavior. In the context of empowerment, motivation is very important because it can influence the willingness of individuals or groups to take an active role in the empowerment process. Motivation can also help an individual or group overcome fear, shame, or a lack of confidence in taking action. In the material presented, it is stated that the digital era and social media are developing so quickly that various business opportunities can be created. Even in business development, not having the resources to produce a product is not a major problem. A business actor can develop his business only by becoming a product reseller. [7]

The second FGD was held on February 12, 2023, at the Cianjur Convection. In this activity, the specifications of clothing products were discussed in more detail, such as the type of screen printing, the type of clothing, the price of screen printing, and the price of clothes with convection partners. Then the FGD is more emphasized in relation to the concept of joint ventures that will be run. From the various opinions of the discussion, participants weigh the problems and potential that there is an agreement that is the initiation of a joint venture that focuses only on clothing design (convection) and online marketing (social media). Therefore, in production, everything is handed over to the convection service partner. So that the convection business will run the concept of reseller. Resellers do not manufacture the product themselves but buy it from a manufacturer or distributor and resell it at a higher price. Because they don't require a lot of capital and are open to anyone, reseller business opportunities are very promising. Nowadays, more and more manufacturers or distributors who need resellers to market their products are also a major factor in the development of reseller business opportunities. In addition, the reseller business that is run online is very suitable for newly pioneered businesses. Online marketing has cost-effective advantages because it does not have to hold a place or outlet to display products or services; it can be run alone without having to recruit employees to carry out buying and selling transactions; the time or working hours of transactions are unlimited; they can be done anywhere; and it has a wide market reach. Facebook, Instagram, WA, and others. However, despite the fact that reseller business opportunities promise significant profits, reseller business actors must overcome a number of obstacles. In addition, resellers must also be able to choose the right product with good quality in order to compete in the market. [8,9]

The third FGD was held on February 14, 2023, at Mr. Cepi's house and attended by a total of 13 participants. During the FGD, the focus was on the concept of clothing design. A Cieundeur Village resident who also works as a Japanese anime (cartoon) designer attended this event. Then, from the results of a long discussion, the FGD participants agreed that the
theme or concept of the clothing design in this joint effort would carry the traditional Cianjur theme, which contains landscapes or pictures of the world of agriculture, animal husbandry, roosters, social society, situations that occur, and so on, regarding the theme of the Cianjur area. Design training followed this activity. Training is a learning process that is carried out with the aim of increasing the knowledge, skills, and attitudes of individuals or groups in dealing with certain tasks. Training can be done through various methods, such as lectures, discussions, simulations, and practical exercises. Training has a very important role in empowering individuals or groups. Training can help individuals or groups increase the knowledge, skills, and attitudes needed to overcome the problems they face. In addition, training can also help individuals or groups develop their potential and capabilities so that they can participate actively in development. In the context of community empowerment, training can be conducted to improve individual or group abilities in various fields, such as technical, management, and leadership skills. Training can also be conducted to raise awareness among individuals or groups about their rights and how to fight for them. In this training activity, the participants tried to express their ideas for making designs and learned directly how to design images through several editing applications. The following is an example of the results by participants’ edited photo designs with the theme of the earthquake and natural disaster in Cianjur. \cite{10, 11, 12}

![Image](image-url)

**Figure 2.** The Results Of Clothing Design In The Form Of A Natural Disaster Landscape Earthquake Cianjur.

The next activity is the initial production of clothes, which was held on February 15, 2023. The initial order for the production of clothes was 50 units by lifting the design of clothes with the theme of natural disaster conditions that befell the Cianjur area. This activity also initiated a new design in the form of clothes that contain words of motivation. The design of the words of motivation is also lifted from the natural disaster of the earthquake. Some motivational words that were nominated were as follows: “Cianjur Bankit,” “Ayo Bangkit,” and “Cianjur Earthquake.”. The activity continued with the provision of grants to this joint business group as initial business capital, and the youth also showed one of the designs and screenplays. Here's an example of a landscape or a picture of a dress design that lifted the earthquake that hit Cianjur.
4. Conclusion

Based on the description of activities and targets for changes in service activities, it can be concluded that youth groups who are members of the Joint Business Group have the awareness that they must immediately rise up to make an effort. Some of the motivations carried out by the service team supported by youth leaders are able to provide changes in awareness, knowledge, and skills. Awareness to immediately rise, knowledge about business by utilizing digital media and business skills convection, and also design clothes. In general, the participation of a good youth group with consistent participants was 12 people.

References: