EMPOWERING KLATEN BAMAGNAS COMMUNITY THROUGH DIGITAL MARKETING TRAINING

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Abstract

To support the digital transformation program from the Ministry of Religious Affairs, BAMAGNAS in Klaten acknowledged the necessity of providing its members with the knowledge that is essential to thrive in the modern digital economy. This knowledge can be taught to their congregation afterwards, particularly in digital marketing, so that they can establish a successful and sustainable business in this digital era. This workshop aimed to teach participants about the significance of digital marketing, including online promotion, how to use promotional media effectively, and how to create engaging content. The workshop taught participants how to use social media platforms like Shopee and Instagram and to produce visually appealing content. The training approaches used are presentations, interactive group discussions, and practical activities for all participants. At the end of the training, results showed an improvement in participants' understanding of the necessity of digital marketing and the creation of interesting promotional content.

Keywords: digital marketing, training effectiveness, social media, community

1. INTRODUCTION

As technology improves, the internet and digitization of the economy become more and more linked. This changes the way people shop. In fact, there has been a significant shift in the shopping experience, which has become increasingly interconnected with the online realm. The increasing social media utilization has facilitated the integration of e-commerce platforms with social media profiles, resulting in a hybrid platform called social commerce (Leong et al., 2020). In this platform, consumers can experience the whole shopping process, starting from browsing the products to actual purchases in a seamless and integrated process. Along with the increasing popularity of such platforms, to understand about why consumers invest their time and effort in social commerce activities becomes crucial (Busalim et al., 2021), especially if businesses want to survive in the new digital world. Recently, following the Covid-19 pandemic, online shopping was found to be a preferred choice since its perceived convenience and security. Fifty-two percent of 1,020 Indonesian respondents reported that they were aware about shopping on social media platforms. Moreover, 86%

of individuals, or four out of five, reported that they have shopped online using social networking platforms (Populix, 2020).

Furthermore, Populix (2022) reported that consumers on social media are predominantly young individuals from 18 to 25 years (67%), and that 70% of them are single. The majority of the users have a Senior High School (SMA) degree (56%), while\ 32% graduate from the university. The survey also found that the most common product categories in Indonesian social commerce are clothing (61%), beauty products (43%), food and beverages (38%), and mobile phone accessories (31%). Instagram is the most popular social media channel for online purchasing globally, because more than one third of social media users use this application to share photographs and videos, make connections by following others, and make purchases. Worldwide, TikTok ranks third with 1 billion monthly active users, following Facebook in second place, in 2022 (Dwi, 2023). Approximately 92% of businesses chose Instagram to showcase their store, host live broadcasts, and collaborate with celebrities or influencers (Dwi, 2023). Instagram continues to experience a steady rise in new users, mostly from the millennial and Gen Z demographics. Demographically, Instagram has a robust user demographic, primarily aged 18 - 34. Compared to Instagram, TikTok users are younger, as they are mostly 13 - 24 years old.

Considering the current development, BAMAGNAS Klaten realized the need to teach and train its members in Digital Marketing. BAMAGNAS is an institution that oversees the activities of servants of God and Christian activists to communicate, share abilities, and provide a forum for discussion for its members. They come from various church denominational backgrounds and function as a unifier of Christians in Klaten Regency. It is hoped that BAMAGNAS Klaten will become a unifier for churches in Klaten Regency, a hub with different religions, and a bridge between the government and the church. To serve their congregation better, BAMAGNAS members expressed the importance of understanding digital economy principles and especially digital marketing efforts to build better businesses for their congregation in this digital era, as well as fulfilling one of the main foundations in strengthening religious moderation, namely digital transformation (Minister of Religious Affairs program).

The Digital Marketing training activity is part of one of the service areas BAMAGNAS, namely the social aspect, which focuses on human resource development. Through this training, BAMAGNAS members are expected to improve their understanding of the concepts and practical applications of digital marketing, as well as develop attitudes and skills to optimize their services in this disruptive era. A total of 42 participants took part in the Digital Marketing training, representing 32 different church congregations. Among them, 53% already owned various types of businesses, including those in food, garment manufacturing, fisheries/farming, property, wood crafts, tour and travel, decoration, oyster mushroom businesses, and health and beauty tools. But just a small number

of these enterprises had employed digital marketing to get additional customers or to promote their goods. In fact, a lot of the people who took part said they had trouble making effective material for social media and didn't know how to get and keep new clients. Groeger et al. (2016) did a study that showed that customers' actions, such as not paying for their products, can change how people see a firm. The study also revealed that firms can establish and later build connections with their customers through e-commerce since it creates an interactive atmosphere and gives customers more useful information to improve their entire experience.

Considering the importance of understanding the current digital economy landscape for businesses to survive and even thrive, it is important to train business owners to become more proficient in using social media and e-commerce platforms to leverage their business. Therefore, the training program needs to address this specific need, while keeping in mind the organization's goals, in order to be successful (Suci & Jamil, 2019). In this case, the training needs to take into account BAMAGNAS Klaten's aim to equip the members with an understanding of digital economy principles, particularly in digital marketing, so that they can build sustainable businesses for their congregation. Therefore, this training aims to broaden the participants' understanding of digital marketing and its practical implications, and provide hands-on experience in using a social media platform that plays an important role in the digital economy. There are six training objectives, namely: 1) ensuring the participants understand the concept of digital business in general, 2) helping the participants understand the digital platforms and tools that can be used to support a business, 3) guiding the participants in using Instagram professionally for marketing, 4) teaching the participants create engaging content on Instagram and apply it, 5) helping to participants to view online shopping platform from the buyer's perspective, 6) guiding the participants to conduct online selling through a Shopee account.

In this training, effectiveness was assessed using Kirkpatrick's (2007) model, which consists of four dimensions (Kirkpatrick & Kirkpatrick, 2016). This method has been widely used to assess training program effectiveness. For example, Holcomb et al. (2022) conducted three two-hour training sessions via WebEx with seven state-certified Community Health Workers to improve their active listening, Teach Back, and action planning within a clinical environment. A survey was done to assess their knowledge, abilities, attitudes, and responses to training methodologies, instructors, and applicability, employing Kirkpatrick's evaluation model (Reaction and Learning) (Kirkpatrick & Kirkpatrick, 2016). Similarly, Tseng & Hsu's (2022) study also used Kirkpatrick's four-level model to evaluate training effectiveness, by using a company that makes movies as the study subject. After using the model, the study found that training and education was indeed crucial since most workplace accidents in Taiwan's factory sector are "caught-in" accidents, and these accidents happened despite the regulation saying that certain machines and tools must meet safety standards before leaving the

workplace. Therefore, Kirkpatrick's model was also used to evaluate the effectiveness of the present training program.

2. METHOD

The Digital Marketing training activity took place at the Apius Prayer Garden in Tegalyoso Village, South Klaten District on December 5-6, 2024. The Apius Prayer Garden is a prayer house that provides 13 prayer rooms, a counseling room, an office, a wailing wall, and a pavilion, all of which are equipped with reliable wi-fi connections. Selecting the most appropriate training venue is important because it is actually a part of the learning environment that can determine the success of the training; in fact, a conducive training environment can make everyone feel welcome, have fun, and be motivated to learn more (Mohanty et al., 2018).

Five lecturers from Petra Christian University were involved as trainers and facilitators, guiding a total of 42 participants from 32 church congregations. The training activity was designed by completing three steps: (1) preparation, (2) execution design, and (3) evaluation. Several important aspects require verification, including the veracity of the content, the logical flow of the materials to be presented, and the alignment of the proposed course, learning objectives, and outcomes with the participants' needs in attending the training program (McNamara, 2023).

Preparation

The first stage began when the lecturer in charge met with Pastor Tri Waluyo and the committee of BAMAGNAS Klaten to discuss the expectations and goals of the training. The last meeting to coordinate everything took place in early November 2024. The objective was to confirm the number of participants, the run-down of events, and the transportation, including lodging arrangements. It was confirmed that 50 participants had registered, and the event schedule was designed along with the necessary details. Later, the trainers departed by car to the training location on December 5, 2024.

In addition to the coordination meetings, a questionnaire was distributed to the participants to identify their details, such as name, gender, age, education, and church name. Participants were also asked whether they had a business and had used social media. Moreover, we also asked which social media platforms they used for their business and the challenges that the businesses faced. This questionnaire helped the speakers in modifying the training materials to fit the participants' needs.

Execution Design

The method for this training included presentations by the team members about the material given by the speakers, followed by direct practice to apply the knowledge. Basically, the first delivery method was one-way presentations from the trainers with a question-and-answer (discussion) session at the end. The second method is mentoring each group of participants in creating social media for

their own chosen business. In addition, the mentors also presented several successful Instagram posts and reels of certain businesses or institutions to give participants an example of what other businesses had done. McNamara (2023) emphasized the significance of selecting training activities that will successfully enhance the teaching and learning process. These activities are instructor-led sessions, computer-based training, web-based training, as well as self-directed, interactive, or multimedia-enhanced lessons. By choosing the most appropriate media and materials, the trainers may improve the participants' skills, knowledge, and attitudes towards the training program.

Evaluation Design

In evaluating the program and deciding that it is successful, it was determined by how well the activities were completed within the planned schedule and sessions, which depended on good coordination between mentors and participants. While about the participants, the success measurement of this program was determined by their ability to create engaging Instagram content and to keep using the platform continuously in order to promote and enlarge their businesses, even though the training and workshop ended.

In addition, after finishing the training activities, a questionnaire was distributed to the participants to measure their satisfaction level with the training. The participants were asked to rate the following items using a scale of 1 (extremely dissatisfied) to 4 (extremely satisfied):

- The overall execution of the training

- The match between the training materials and the needs of the participants

- The wholehearted service of the speakers

- The responsiveness of the speakers when there are problems

The training and workshop were considered successful if the average of the items' rating was 3.5.

3. RESULTS AND DISCUSSION

Results Preparation

Results from the pre-training survey were used to tailor the training materials, and indicated that 72% of participants struggled to create digital promotional ads to promote their business. For those who already used social media, they had difficulties producing creative content that attracted customers for businesses. In addition, 17% lack capital and 11% had difficulties in managing the human resources (Figure 1). The key information from this initial survey was that only 35% of the participants used social media for their business (Figure 2).
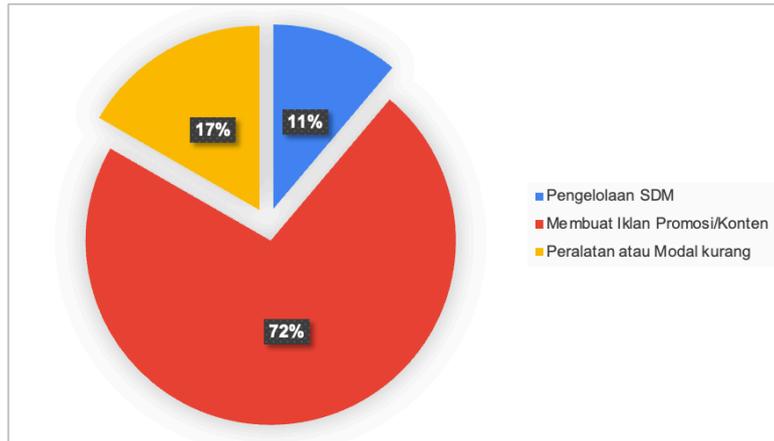
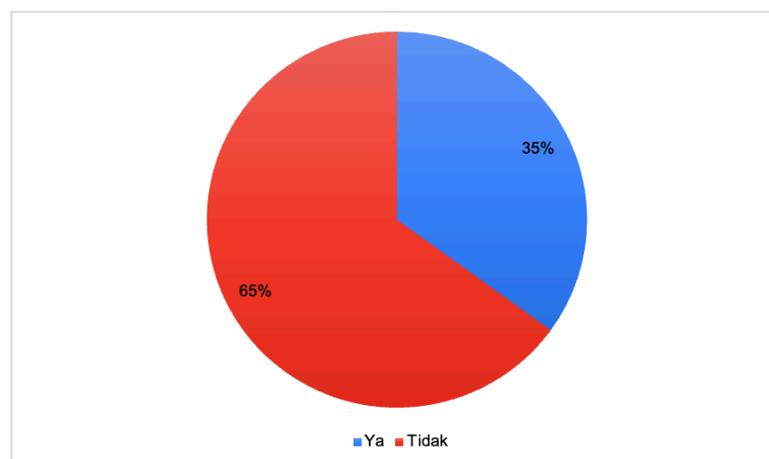Figure 1. Current Problems of the Business

Figure 2. Having Social Media for Business

Most of the businesses (36%) still used Facebook instead of Instagram (25%) or TikTok (18%) in Figure 3. This was also a main issue, because both TikTok and Instagram currently have the highest number of users, both buyers and sellers, in Indonesia.
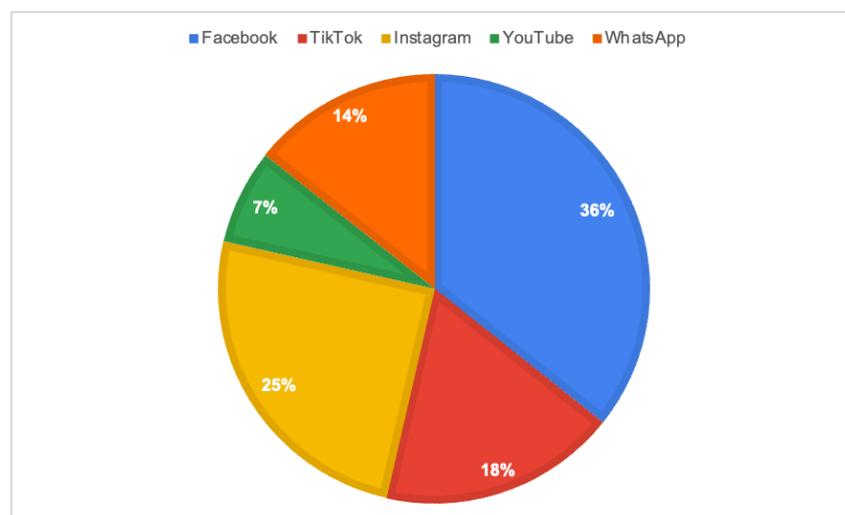

Figure 3. Social Media used for the Business

According to Javaid et al. (2024) the digital economy is "the economic activities that emerge from connecting individuals, businesses, devices, data, and operations through digital technology". It includes online transactions across various sectors and technologies and it holds a very important role in today's business world. Businesses that use online platforms, such as online marketplaces and social media platforms are considered digital economy operators.

With the importance of the digital economy, digital tools, E-commerce, and social media platforms for businesses in mind, and while adjusting to training to target the participants' struggles to promote their business through social media, the trainers ensured that participants were guided to transition its business to digital platforms. There were five sessions in total for the two-day training.

Table 1. The rundown for the two-day training

Thursday, 5 December 2024

1.	10.00 – 10.30:	Registration, opening, and introduction
2.	10.30 – 12.00:	Session 1: Business in the Digital Era (Mr. Ricky)
3.	12.00 – 13.00:	Lunch
4.	13.00 – 14.30:	Session 2: Digital Tools (including Instagram for Marketing) (Ms. Ruth)
5.	14.30 – 16.00:	Break
6.	16.00 – 16.30:	Afternoon Tea
7.	16.30 – 18.00:	Session 3: Online Shopping from Buyers' Perspective (all) + Introducing E-Commerce (Ms. Adelina)
8.	18.00 – 18.30:	Dinner

Friday, 6 December 2024

1.	06.00 – 06.30:	Morning Devotion, DPO: BAMAGNAS Klaten Team
2.	06.30 – 07.00:	Morning Exercise
3.	07.00 – 07.30:	Personal Preparation and Breakfast
4.	07.30 – 08.30:	Session 4: Content Creation: Ms. Ruth (Managing IBM IG) and Ms. Nataliia (Do's and Don'ts)
5.	08.30 – 11.30:	Session 5: Content Creation – Group Activity
6.	11.30 – 12.30:	Lunch
7.	12.30 – 14.30:	Group Presentation dan Session 6: Sustaining a Digital Business (Mr. Ricky)
8.	14:30 – 15:00:	Closing and Documentation

Execution Stages

Material Presentations

The training started with snacks for light breakfast, then all participants gathered in the main hall (Figure 4). The first session is "Business in The Digital Era" (Figure 5). The session started with an introduction on how to conduct business digitally and the important things that must be considered in its implementation.

In this session, the trainer explained the extent to which digitalization has changed the way people do their business, especially about how they market or communicate their product to their target market. It is very important to ensure that the business is offering value to its customers (Kotler & Keller, 2016). Value-added products should be communicated using the AIDA framework of Awareness, Interest, Desire and Action (Belch & Belch, 2018). Businesses in the digital era require

marketing efforts utilizing digital tools or platforms that could be evaluated using the AIDA framework.

Figure 4. Participants of the Training

Figure 5. Session of Business in the Digital Era

The second session in the training was titled "Digital Tools". Having the right digital tools and being able to use them can greatly help businesses, especially those in rural areas, to improve their business process. For a business to promote their products effectively online, it is necessary to own tools like smartphones that have at least 32 Gigabytes of storage, 4G connectivity, and a camera with a minimum of 8MP. If their device meets these minimum standard requirements, small business owners can easily create attractive, high-quality content and stay connected to online marketplaces with little issue (Liu et al., 2023). These tools also help in keeping transactions safe and make it easier for business owners to organize and manage daily business activities.

Marketing and selling products in the digital world requires business owners to strategically utilize social media's flexibility and the more structured functionality of e-commerce platforms. Social media platforms like Instagram and Facebook allow business users to have direct connections with their customers through interactive content such as posts, stories, and targeted ads, which have been exhibited to significantly affect customer engagement (Wang, 2021). E-commerce sites like Shopee and Tokopedia, on the other hand, help sellers by giving them good tools for managing their inventory, displaying their items, running promotions, making secure payments, and speeding up shipping, which makes logistics easier for business owners (Naim et al., 2020). Each platform has its own strengths that can help businesses in getting more customers, managing their sales better, and developing a strong social presence at the same time (Licong & Ghosh, 2023).

Linktree and other technologies like it can help make digital content easier to access by letting firms combine several links into one URL. This is especially helpful for business owners who utilize social networking sites like Instagram that don't let them share links. This tool lets businesses and people in the community point customers to other resources regarding the business, such as its online stores, blogs, FAQs, other social media accounts, or other resources. This can make the customer experience better and get them more involved (Sashi, 2012). Small business owners who may not be able to create a website can use technologies like Linktree to keep a quality digital presence with little technological knowledge (Wahida et al., 2024).

Another challenge that participants need to be aware about how successfully establishing a business online is to ensure that the payment system is safe. Fortunately, now it is possible to have two-factor authentication (2FA), which is an effective way to keep accounts safe from unauthorized access, even if one's personal information is compromised. Small and medium-sized enterprises (SMEs) have benefitted from applying this method because it has been proven to be a robust layer of defense (Rezanov & Kuchuk, 2022). Additionally, using AI technologies like ChatGPT can help with things like writing product descriptions, talking to clients, and doing data analysis. This lets organizations focus on strategic development instead (Hermansyah, 2023).

The following session was about the right and wrong ways to use Instagram as a marketing tool after the essential digital tools were set up. This session was titled "Dos and Don'ts: Tips for Successfully Using Instagram." Recent studies have found that it is critical to adopt social media marketing strategies to enhance the growth of MSMEs. For example, free social media platforms like Instagram can significantly enhance business performance (Chatterjee et al., 2021). But, this session did not focus on the technical aspects of Instagram features, such as the step-by-step (i.e. what to click) for creating a Feed post or an Instagram Story. Instead, this workshop was about how to use Instagram features to get people interested in your business and create a relationship with them until

they become loyal customers. Previous research has shown that keeping a good relationship with clients can increase their loyalty greatly (Dandis et al., 2023). Further, research also showed that ethical and audience-centered communication, in particular when the communication is transparent and responsible, it is crucial in fostering trust and positive relationships with customers because it helps align business practices with consumer values and societal expectations (Chong & Patwa, 2023).

In this session, participants also learn to create content that is both transparent and comprehensive while framing messages in ways that highlight benefits for the audience by using Instagram features such as Instagram Reels, Stories, and Highlights. Moreover, this session also focused on the importance of avoiding only listing product features; instead, business owners can create stories about the products that show the products in context while emphasizing their benefits, conversationally and persuasively. The participants were also shown actual examples from three different MSMEs in Indonesia that have practiced effective message creation. In addition, the session also covered communication faux-pas that must be avoided when using Instagram. Previous research suggests that ineffective communication practices can disturb the benefits of customer relationships, leading to lower loyalty and negatively affecting business performance. Such practices may undermine consumer trust and the perception of value, which are crucial for encouraging long-term loyalty in competitive markets (Channa et al., 2022).

The next session was "Online Shopping and E-Commerce". In this session, the participants were taught the importance of e-commerce for business, particularly Shopee. Shopee was the biggest e-commerce player in Indonesia, with 36% market share in 2022 (Putra, 2024), and so, businesses need to sell their products on Shopee. In this session, the participants were guided by the speakers to create a Shopee Seller account. After the session on the first day ended, there were some participants staying to ask further about how to make Instagram account and also Shopee account since they were still not yet successful in creating one, moreover, having a consultation about the best way to promote the business they have (Figure 6).


Figure 6. Coaching

Group Practice

The last session was dedicated to content creation. The outcome of this activity was that participants were able to create video content to promote their products or services, as well as provide content descriptions. Participants were asked to work in a group (Figure 7) and create an Instagram content for a business owned by one of the group members, which was then directly posted on the Instagram account of the business. The posts were then evaluated based on the comprehensiveness, creativity, and quality of the information, and the trainers provided feedback for each group.

Figure 7. Discussion of Content Creation
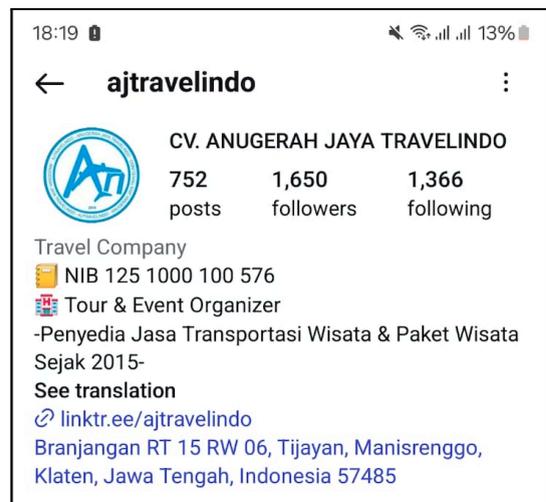
Figure 8. Instagram Biography of AJTravelindo

Participants must complete two activities during the workshop session for content creation. First, participants were asked to write the Bio section for their business on Instagram, which should reflect a clear and unique business identity (e.g. Tour & Event Organizer), credibility (e.g. Nomor Induk Berusaha/NIB and Since 2015), and call to action (e.g. Linktree). Figure 8 shows the complete info in the Bio section of a business in Instagram, created by one of the workshop participants. Second, participants were required to create Instagram reels to attract new customers. The reels should fulfil three criteria, namely quality, creativity and comprehensiveness. The El-Yoel group's reel, which promoted powdered goat milk, won first place. Examples of videos made by the participants for AJ Travelindo and AKN Property can be accessed at https://www.instagram.com/p/DDY6MCrPqjF/ and https://www.instagram.com/p/DDOemvzvztK/ respectively.

DISCUSSION

During the two-day training, there were no serious issues that required changes to the initial plan. All sessions were conducted according to the rundown created beforehand and all materials were also delivered based on the initial plan. Furthermore, the workshop ran smoothly and the participants were enthusiastic in creating their videos to the point that the committee had to remind them that time was running out. All participants created the video seriously and creatively utilized all areas nearby the hall.

After the training, one particular business owner has continuously used Instagram for their business purposes, particularly to promote their business instead of using Instagram for personal purposes, like the case of AJ Travelindo (https://www.instagram.com/ajtravelindo/). In addition, a property business called AKN Property has also utilized Instagram more to post video promotions or a feed (https://www.instagram.com/aknproperty/). Prior to the training, they only used Facebook to promote their business. This indicated that the training and workshop achieved the objective to make participants to transition to Instagram to promote their business.

The last evaluation point was from the participants' satisfaction of the training and workshop. The fundamental component of assessing training efficacy is to establish the intended learning objective or competency. The assessment of training efficacy was initially proposed by Donald L. Kirkpatrick (2007), which encompasses four dimensions of training: the degree of satisfaction with training activities, the assessment of the training's impact on the advancement of skills, knowledge, and attitudes, as well as the observable changes in performance subsequent to the training (Kirkpatrick & Kirkpatrick, 2016). In this training, only levels one and two are applied to evaluate the training effectiveness by first measuring the trainees' attitudes toward the training.

The subsequent stage involved the assessment of learning, which evaluates the knowledge acquired by the trainees as well as the areas in which they have not yet achieved proficiency, thereby facilitating enhancements in future training initiatives. By applying Kirkpatrick's levels 1-2 method (2007), namely reaction and learning, it was found that the overall training experience was satisfactory for the participants (scale of 1-4:; which means the higher the score, the better the evaluation) (see Figure 10). Most of the participants gave a score of 4 and the average score was 3.93.
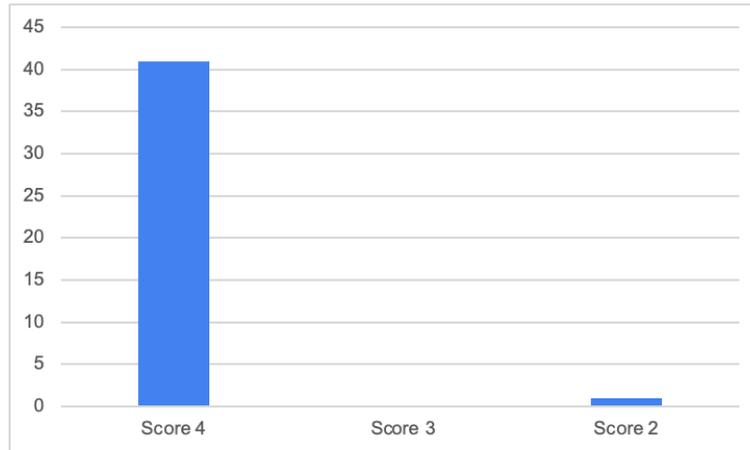
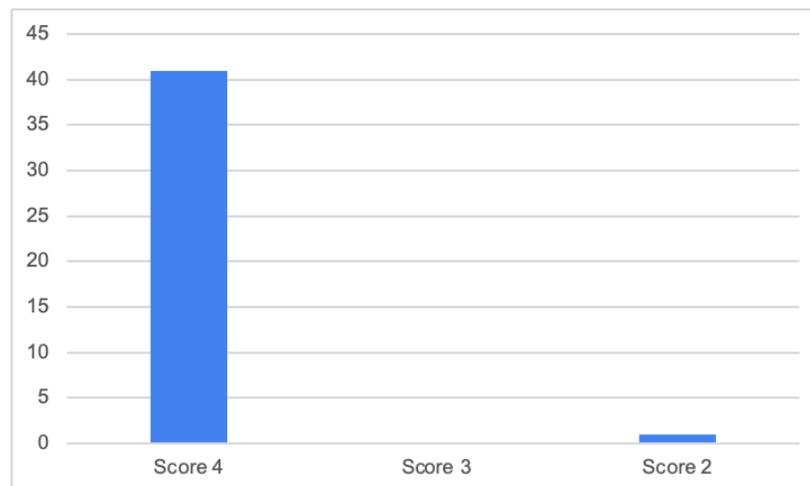**Figure 9**. Satisfaction level about overall training experience

Furthermore, whether or not the materials delivered, and the trainer's expertise matched participants' needs can be seen in Figure 10 (scale of 1-4: the higher score the better). Most of the participants gave a score of 4, with an average score of 3.88.
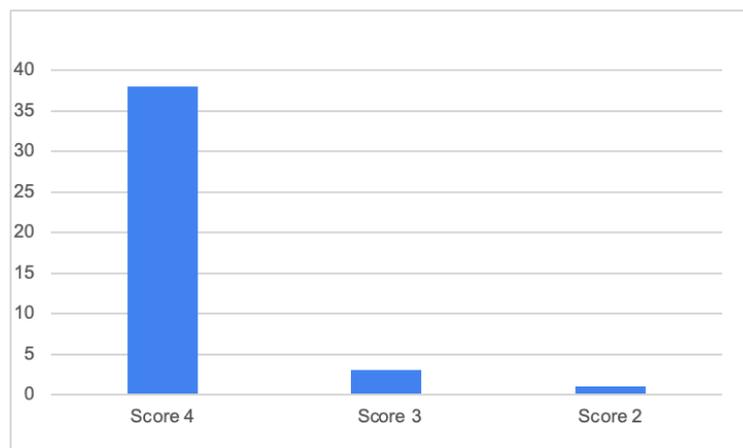
Figure 10. Satisfaction level about the Compatibility of Material and Participants' Needs
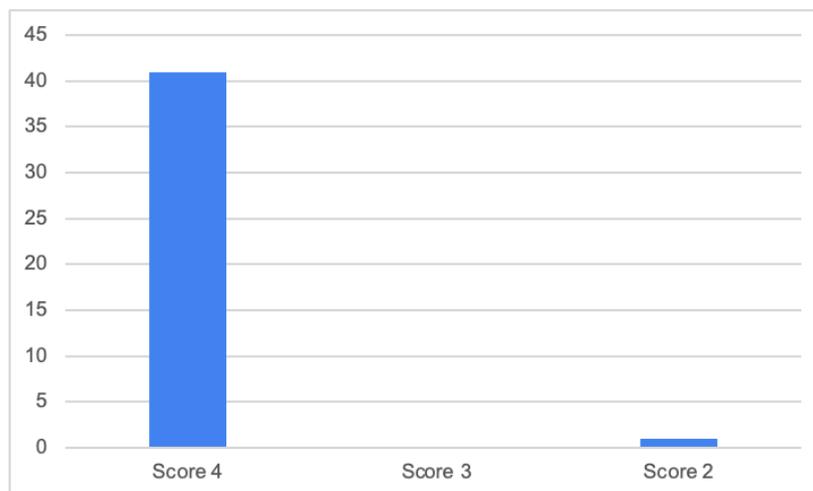
Figure 11. Satisfaction level about Sincerity of the Team

Figure 12. Satisfaction level about Responsiveness of Team

At last, the satisfaction survey asked participants about the service given by the lecturer team and how responsive the team was in handling problems during the training. The chart can be seen in Figure 11 and 12. Both survey results found that most of the scores received are 4 (score 1-4: the higher score the better), with an average score of 3.95.

Seeing all the results from each indicator of satisfaction from participants (Figure 9-12) that depicts average point higher than 3.5 then it can be concluded that this training and workshop are successfully delivered according to the expectation and objective of the committee of BAMAGNAS Klaten.

4. CONCLUSION

The increased use of social media has made it easier to integrate our preferred e-commerce platforms with our social media identities, a practice known as social commerce. BAMAGNAS in Klaten realized this importance and expects the members to get digital marketing training anticipating a greater understanding of the concepts and practical applications of digital marketing, as well as attitudes and skills for optimizing their services in this disruptive period. Engagement in Community Service activity done in BAMAGNAS Klaten is exhibiting a transition towards enhancing comprehension and refining competencies for the participants during the materials delivery and the implementation of Shopee and Instagram for Business. This condition is clearly demonstrated through the assessment of the survey before and after the activity (refer to participation satisfaction evaluation) and the fact that participants are also updating their Instagram account with more promotional videos of their business compared for personal matter. This training also gives participants chances to improve the brand of their business and products. Understanding the reputation in the digital market,

participants can grow and expand their company online, this is also boosting sales and their presence in the digital market, which is increasingly competitive.

The outcomes of this community service program provide beneficial insights for organizations, legislators, and educators striving to make digital inclusion easier for everyone. The training program shows how faith-based communities like BAMAGNAS Klaten may play a crucial role in bridging the digital gap by helping their members to learn practical skills in online marketing and digital literacy. When people are provided with skills and knowledge to promote their products through social media and e-commerce platforms, the community service changes from social support into a tool to empower society's economy. Not only did the participants learn how to use Instagram and Shopee, but they also learned how to deliver their business stories online, get new clients, and join the digital economy world. The delivery method also made it clear that people learn best when they practice things. Doing things on-hand, like making digital material, posting product photographs, and writing interesting captions, worked better than traditional lectures. Along with the time and participants applied these new abilities, they were more enthusiastic, more creative, and more willing in finding digital solutions to solve their businesses' problems. This encourages the importance of designing community programs that are not only informative but also interactive, practical, and empowering.

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