



Implementation of Digital Marketing for Household Businesses to Accelerate Economic Recovery During the Covid-19 Pandemic

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Abstract: *This mentoring aims to help household-based small businesses accelerate their economic recovery. Household business in Ciledug District, Tangerang, Banten, is a potential sector that must be managed properly, especially in implementing technology marketing strategies to survive and be sustainable. Therefore, the co-essential service team needs to provide assistance related to the implementation of digital marketing strategies for household businesses to achieve economic recovery in Ciledug District, Tangerang, Banten, by maximizing the potential of household businesses in the region. 36 housewives and homemakers attended this assistance participated in running businesses and social activities. In this assistance, material was given on marketing concepts and digital marketing practices for business products. The result of this community service is that the form of assistance in the augmentation of digital marketing can be seen from two things: knowledge of marketing theory and skills of implementation.*

Introduction

Based on data reported through the website of the Central Statistics Agency¹, Indonesia experienced a contraction in economic growth with a figure of 2.07 percent from 2019 to the end of 2020. Economic contraction is a condition of deep decline in the economic cycle so that the number Of domestic grosses is in the average minus. Since the third month of 2020, there have been changes in conditions felt in all corners of the world. These changes in conditions are, among others, related to changes in the economy,

¹ Badan Pusat Statistik, n.d., accessed October 30, 2017, <https://www.bps.go.id/publikasi/view/4238>.

financial condition, health, and also daily habits.

Governments worldwide then implement rules and policies that can reduce the spread of the Covid-19 virus, including tightening health protocols such as wearing masks, maintaining physical distance, washing hands, and avoiding crowds. As a result, many companies have subsequently implemented a work-from-home policy, for sectors whose work allows it to be done online. However, many sectors of work need to be done online.

The sector that is considered the most affected by the Covid-19 pandemic is the economic sector. In terms of companies, the drastic economic decline has caused a worsening in its business income, forcing companies to cut costs, one of which is labor costs. Therefore, many companies carry out termination significantly impact their employees due to the deterioration of their business income. This has caused the unemployment rate in Indonesia to increase².

One of the articles written by Fatmawati et al. ³significant impact on small businesses or household businesses. One of the studies concluded that when the family/household economy increases, it affects welfare improvement. Therefore, the community service team feels that the role of household-based small businesses is vital to be driven more optimally.

During this pandemic, the use of social media has become something important because the restrictions on movement space and the necessity of social distancing make merchants in conventional stores or markets not free to market their products, so it is necessary to transform a marketing model that is suitable to be implemented during a pandemic so that there is no significant decrease in household businesses that are run.

On the one hand, economic and financial conditions are declining due to the Covid-19 pandemic. However, on the other hand, the development of information technology continues to occur rapidly, especially with internet access that can only be separated from some aspects of life ⁴. Therefore, it is appropriate for technological developments to be utilized for economic recovery efforts starting from a small scale, namely families/households ⁵ Household businesses need to take advantage of this technological

² A Ika Fahrika and Juliansyah Roy, "Dampak Pandemi Covid 19 Terhadap Perkembangan Makro Ekonomi Di Indonesia Dan Respon Kebijakan Yang Ditempuh," *Inovasi* 16, no. 2 (2020): 206–213.

³ A Ika Fahrika and Juliansyah Roy, "Dampak Pandemi Covid 19 Terhadap Perkembangan Makro Ekonomi Di Indonesia Dan Respon Kebijakan Yang Ditempuh," *Inovasi* 16, no. 2 (2020): 206–213.

⁴ Bethani Suryawardani et al., "Creative Digital Marketing and Advanced Internetworking Assistance Programs for Micro, Small and Medium Enterprises in Buah Batu District Bandung," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 5, no. 2 (2021): 361–376..

⁵ Heppi Millia et al., "Digitalisasi Pemasaran Produk Industri Rumah Tangga Di Desa Galu Kecamatan Anggalomoare Kabupaten Konawe" 5, no. 2 (2021): 361–368; Nazori Suhandi and Rendra Gustriansyah, "Pengembangan Branding Dan Pemasaran Industri Rumah Tangga Pempek ' Happy ' Di Kota Palembang" 5, no. 2 (2021): 71–76; Liana Dwi Septiningrum et al., "Pengenalan Digital Marketing Dalam Upaya Meningkatkan Penghasilan Ibu Rumah Tangga (IRT) Majelis Taklim Al Auladiyah," *Dedikasi Pkm* 1, no. 3

development to make their business grow and become more profitable.⁶

One form of technology utilization that can accelerate economic recovery through household businesses is to implement a digital marketing strategy called *digital marketing*. *Digital marketing* is an adaptive and technology-enabled process where companies collaborate with customers and partners to jointly create, communicate, deliver, and maintain value for all stakeholders.⁷

Digital marketing must be implemented to maintain business *sustainability*, survive in the face of pandemic conditions, and realize the acceleration of family economic recovery⁸. The role of digital technology can increase time and cost efficiency, and expand marketing for household business products whose marketing reach is not too wide⁹

Marketing with digital media can also increase public *brand awareness* related to household business products to increase *competitive advantage*¹⁰ This applies not only in large-scale business environments but also to small businesses, especially those in the Ciledug District, Tangerang, Banten.

Ciledug Subdistrict is located in Tangerang City, Banten Province. In Ciledug Subdistrict, there are groups of housewives who actively participate in the social and economic fields, for example, social service activities and small business activities such as food, handicrafts, clothing, and so on. In previous studies, housewives are a group that has great potential if they look at productive activities carried out before the Covid-19 pandemic until now¹¹

(2020): 1; Pristi Sukmasetya et al., "Pemanfaatan Digital Marketing Sebagai Media Pemasaran Global Untuk Meningkatkan Penjualan Produksi Pada Home Industry," Community Empowerment 5, no. 2 (2020): 28–35..

⁶ Millia et al., "Digitalisasi Pemasaran Produk Industri Rumah Tangga Di Desa Galu Kecamatan Anggalomoare Kabupaten Konawe.

⁷ P. K. Kannan and Hongshuang "Alice" Li, "Digital Marketing: A Framework, Review and Research Agenda," International Journal of Research in Marketing 34, no. 1 (2017): 22–45..

⁸ Rahmi Rosita, "PENGARUH PANDEMI COVID-19 TERHADAP UMKM DI INDONESIA," *JURNAL LENTERA BISNIS* (2020).

⁹ Suhandi and Gustriansyah, "Pengembangan Branding Dan Pemasaran Industri Rumah Tangga Pempek 'Happy' Di Kota Palembang."

¹⁰ Millia et al., "Digitalisasi Pemasaran Produk Industri Rumah Tangga Di Desa Galu Kecamatan Anggalomoare Kabupaten Konawe."

¹¹ M.Th. Handayani and Ni Wayan Putu Artini, "Kontribusi Pendapatan Ibu Rumah Tangga Pembuat Makanan Olahan Terhadap Pendapatan Keluarga," Piramida V, no. 1 (2009); Yani Sugiyani, Tb Ai Munandar, and Harsiti Harsiti, "Pemberdayaan Ibu Rumah Tangga Usia Produktif Melalui Pembinaan Wirausaha Mandiri Mini Konveksi," Wikrama Parahita: Jurnal Pengabdian Masyarakat 1, no. 1 (2017): 33; Arif Sholahuddin et al., "Pemberdayaan Perempuan Desa: Produksi Dan Pemasaran Nata de Coco," Bubungan Tinggi: Jurnal Pengabdian Masyarakat 1, no. 2 (2019): 49; Habibullah Jimad et al., "Pemberdayaan Ibu Rumah Tangga Melalui Pelatihan Ekonomi Kreatif: Produksi Dan Pemasaran Produk Rajutan," Sakai Sambayan Jurnal Pengabdian kepada Masyarakat 4, no. 1 (2020): 11; R Rudi Alhempy, Nia Anggraini, and Mutia Ulfah, "Pemberdayaan Kewirausahaan Bagi Ibu Rumah Tangga," Prosiding Seminar Nasional Hasil Pengabdian Kepada Masyarakat, no. 42 (2019): 59–66; Sakina Nusarifa Tantri et al., "Perencanaan Bisnis

Based on a survey conducted there are 36 housewives who are members of two large groups of housewives in Ciledug who actively communicate through the WhatsApp Group, housewives in Ciledug have an age range between 26 to 47 years, with varied educational *backgrounds*, starting from SMA / SMK / equivalent to Bachelor in various fields, including the fields of religion, the Quran, social and political sciences, information technology, and teacher education. Daily housewives in Ciledug carry out their roles as full-time housewives, and only a small part have the status of working mothers.

Housewives in Ciledug run businesses of various types, with a business span of about 2 months to 10 years. With the Covid-19 pandemic, housewives in Ciledug have felt a significant impact. This can be seen from the economic activity originally carried out by many housewives groups in Ciledug began to decline. Before the pandemic, groups of housewives had many active activities in the social and economic sphere. However, during the pandemic, economic activity was drastically reduced. At the same time, social activities were actually carried out more to help fellow members of the housewives group who were exposed to Covid-19 and self-isolated.

Based on the assessment of the survey results by the pengabdian team to the community, housewives in Ciledug experienced business problems in general, including a decrease in the number of consumers, difficulty attracting new consumers. These business products were not competitively superior, resulting in decreased income levels. The difficulty of marketing products widely makes housewives less able to expand their consumer reach. Meanwhile, the use of digital technology to maximize the potential of household business in housewives has yet to be optimized. Housewives have been happier running their businesses with conventional systems without using social media. Even if someone uses social media, housewives only use it to communicate with customers and take orders, but it should be optimized for product marketing media seriously. As a result, social media owned by housewives in Ciledug needs to be better managed as a means of marketing.

Based on the analysis of the situation, the community service team felt that it was very important to address the problems faced by optimizing the use of digital technology to implement marketing strategies to accelerate the family's economic recovery. Therefore, the community service team held a mentoring with the topic "Implementation of Digital Marketing for Household Businesses in the Context of Accelerating Economic Recovery during the Covid-19 Pandemic".

The specific objectives of this mentoring activity include: 1) providing assistance to housewives about marketing concepts and strategies; 2) providing assistance to housewives related to digital marketing ; and 3) providing skills to housewives in implementing digital marketing in household businesses. Through this mentoring

activity, it is hoped that housewives in Ciledug District can play an active role in helping to accelerate the family's economic recovery by implementing digital marketing to market their products.

Method

The method used in this community service activity is mentoring which is carried out online using the Zoom Meeting application. This assistance was held on the basis of cooperation with partners, namely representatives of the housewives group (Ibu Rumahtangga) in Ciledug District, Tangerang, Banten. This series of mentoring is carried out in three stages. This assistance uses the *service-learning* method, which is a method to introduce concepts such as cultural awareness, sensitivity, knowledge and skills (material for multicultural competence) to students that allows them to plunge directly into diverse cultural groups through the preparation stage, service stage, and reflection stage¹². The *service learning* method of mentoring was chosen because mentoring is a strategy that determines the success of community empowerment programs, by the principle of social work, namely helping people to help themselves¹³.

The first stage is the preparatory stage, which is implemented with a needs assessment. The second stage of the series of mentoring is service, in this case it is the implementation of mentoring, in which there is a presentation of material and practice of implementing *digital marketing*. Meanwhile, reflection or evaluation is carried out as the final stage of the mentoring series to obtain an overview of the effectiveness of the assistance that has been carried out. In addition, an overview of what must be improved from the implementation of mentoring can also be obtained.

The preparation stage, namely the *need assessment* as the first step in a series of community service has the aim of assessing the needs of housewives in Ciledug. This is important for the community service team to do to get an overview of what are the problems faced by housewives in Ciledug and what are the needs of housewives needed to overcome the problems faced, related to the household business being run.

To carry out the needs assessment process, community service community service compiles a questionnaire as a survey instrument that is distributed through an *online* form in the form of a Google Form. The link from the survey link was shared with housewives who are members of two large groups of housewives in Ciledug who are actively communicating in the WhatsApp Group, both through private messages and *group* messages. The number of members of the group/group is still being determined,

¹² Silviana Nurfaizah et al., "Pendampingan Orang Tua Siswa Melalui Penyusunan Media Alat Hitung Manual (ALHIMA) Dalam Mendampingi Anak Belajar Dari Rumah Selama Masa Pandemi Covid-19," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 4, no. 2 (2020): 327–342.

¹³ Rauf A Hatu, "Pemberdayaan Dan Pendampingan Sosial Dalam Masyarakat (Suatu Kajian Teortis)," *Inovasi* 7, no. 4 (2010): 240–254.

because there are often additional members every day, and it is always growing. When the *need assessment survey was conducted*, the number of members of the housewives group was 86 people, with a response of 36 housewives who filled out the survey link.

The survey conducted for approximately four weeks consisted of questions related to a household business or business run by housewives. These questions include: how long the household business is running, the type or field of business being run, experience in marketing products, marketing problems encountered while running a business, social media used in marketing products, and the targets to be achieved from the ongoing business.

Based on the need assessment survey results, the community service team carried out a needs mapping. This needs mapping is used as a reference for the team to design a mentoring model and compile mentoring materials. This is important so that the assistance provided is able to answer and provide solutions to the business problems faced.

The second stage of community service activities is the service stage or the implementation of assistance "Implementation of Digital Marketing Amendments for Household Businesses in the Context of Accelerating Economic Recovery During the Covid-19 Pandemic". The assistance is carried out to provide understanding / knowledge and skills for participants, namely household business actors in Ciledug (in this case housewives) related to marketing theories and concepts, digital marketing strategies, and digital marketing implementation practices to market the products of each business. It is hoped that through this assistance, the acceleration of family economic recovery in Ciledug District can be helped.

The *digital marketing* assistance is carried out online using the Zoom Meeting application. Mentoring is provided with a duration of 120 minutes which is divided into two sessions. The first session was given material on marketing concepts, while the second session was about *digital marketing* and its implementation. In detail, assistance is provided by presenting material on: marketing theory, including *segmenting*, *targeting*, and *positioning*, marketing strategies for household businesses, branding, digital marketing, and then *digital marketing* practice exercises. The digital marketing practice that is simulated during the mentoring is *social media marketing*. The implementation of social media marketing in this assistance is carried out by marketing business products using social media, namely WhatsApp, Instagram, and Facebook.

The final stage of this series of community service activities is the reflection stage, which is carried out through an evaluation process. The evaluation was carried out using a survey method using a questionnaire in the form of an *online* form, namely the Google Form. Unlike the *need assessment* stage, at the evaluation stage, the online questionnaire link was distributed to housewives who participated in mentoring alone, which was 36 people. The evaluation is carried out to assess the success of the assistance that has been

carried out. Hasil evaluation survey can provide an overview of whether mentoring provides benefits for mentoring participants.

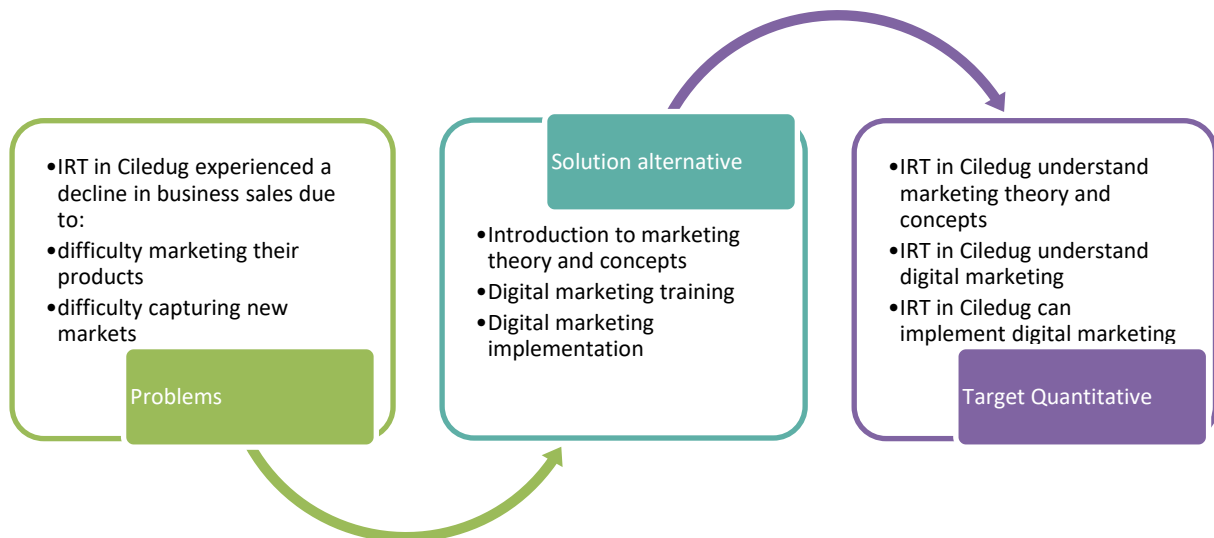


Figure 1. Problem Overview, Solution, and Quantitative Target Chart
Source: Community Service Team (2021)

Result

The results of community service activities can be broken down into three categories, namely the results of *need assessment*, the results of mentoring, and the results of evaluation. Based on a survey conducted at the time of *the need assessment*, the community service team mapped the profiles of 36 housewives as shown in Table 1. Based on Tabel 1, it can be seen that most of the housewives in Ciledug who filled out the survey had the age of 40 to 44 years. The educational background of housewives in Ciledug is tiered starting from SMA / SMK / Equivalent, Diploma, and Bachelor. The last field of education pursued by housewives is quite varied, including in the fields of religion, the Quran, social and political sciences, information technology, and teacher education.

Table 1. Profile of housewife in Ciledug District, Tangerang, Banten

Aspects	Category	Percentage
Age	25 - 29	6%
	30 - 34	22%
	35 - 39	28%
	40 - 44	33%
	45 - 49	8%
	50 or more	3%
Education Level	High School/Vocational High School as Equal	50%
	Diploma	14%
	Bachelor	36%

Status	Full-time IRT	86%
	Working women	14%
Age of business	Less than 1 year	33%
	1-5 years	39%
	6-10 years	17%
	More than 10 years	11%
Line of business	Food, drink	55%
	Clothes	18%
	Care and herbal products	9%
	Grocery store	9%
	Miscellaneous business	9%
Implement digital marketing	Ever	25%
	Never	75%
Targets to be achieved	Increased turnover	50%
	Consumer expansion	30%
	Branding reinforcement	20%
Digital media most commonly used for marketing (if ever)	Instagram	35%
	Facebook	15%
	WhatsApp	50%

Source: Survey Data (2021)

Related to the household business that is run, the long span of establishment of a business run by housewives in Ciledug is quite wide, ranging from 2 months to more than 10 years. The business fields run by housewives in Ciledug include food and beverage businesses, adult and children's clothing, beauty and herbal care, grocery stores, tutoring services, and others.

In the digital marketing experience, as many as 75 percent of housewives in Ciledug have never run digital marketing, while as many as 25 percent have done digital marketing. of the housewives who have done digital marketing, as many as 35 percent most often use Instagram as a marketing medium, while 15 percent answer Facebook as the most used medium in marketing product. Meanwhile, as many as 50 percent of housewives answered that they most often use WhatsApp media as a means of digital marketing. Regarding the target desired by housewives in Ciledug, 50 percent of housewives in Ciledug have a target to increase sales turnover, while 30 percent want to expand consumers, and as many as 20 percent target strengthening *branding*.

Furthermore, the mentoring implementation stage provides results that can be measured from the understanding of the mentoring participants and also the skills of each participant in implementing *digital marketing*. In its implementation, even though most of the participants have run household businesses, they remain enthusiastic in participating in mentoring and feel the benefits in this assistance, namely being able to implement digital media as a means of marketing household business products.

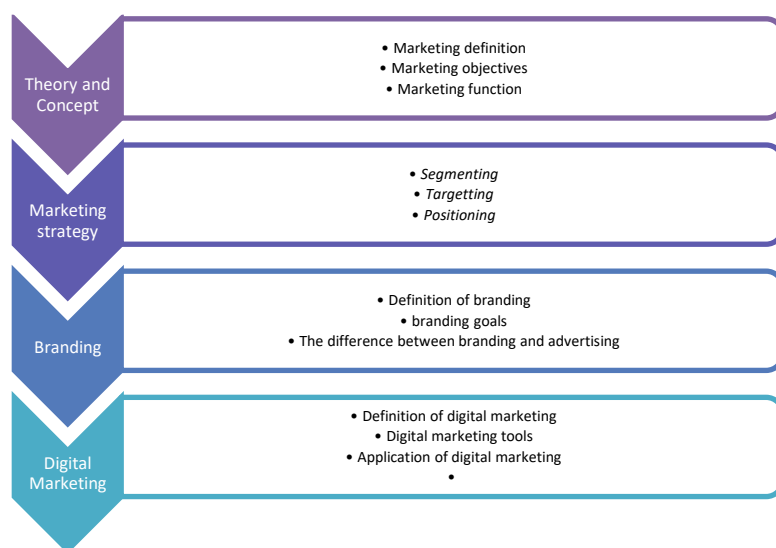


Figure 2. Overview Chart of Digital Marketing Implementation Assistance Materials
Source: Community Service Team (2021)

In the mentoring session, participants were asked to analyze their business segments, targets, and positions (STP) and determine what kind of digital marketing is suitable to be done by looking at the suitability of consumer and product types, as well as which social media should be more optimally managed as a means of *digital marketing*. Based on the results of the STP analysis, participants then apply it to *digital marketing practice*. Participants must post or do marketing and send screenshots to the community service team to provide confidence that participants have been able to do digital marketing using social media.

The results of the assistance confirm the needs of housewives in Ciledug in answering problems related to household businesses, namely related to increasing income through digital marketing, expanding consumers using digital marketing, and strengthening *branding* through digital marketing. Seen in the pictures below, screenshots of digital marketing implementation carried out through various social media such as Instagram, Facebook, and WhatsApp, as well as screenshots of the participation of housewives in Ciledug in assisting the implementation of digital marketing.

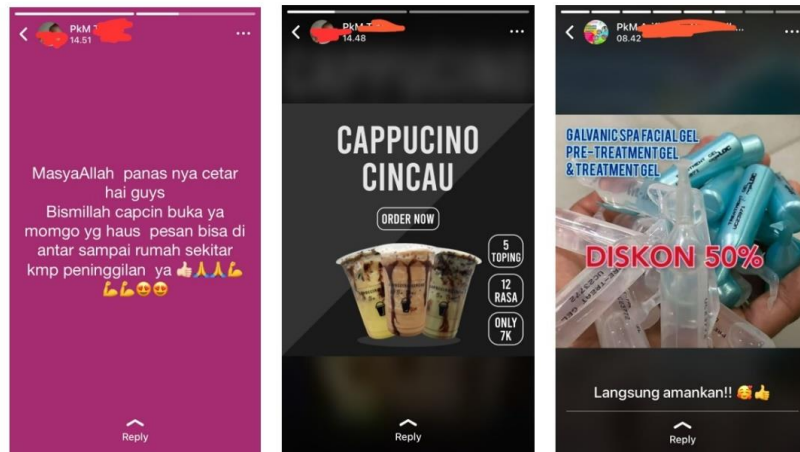


Figure 3. Digital Marketing Using Status Feature on WhatsApp Media

Source: Community Service Team (2021)

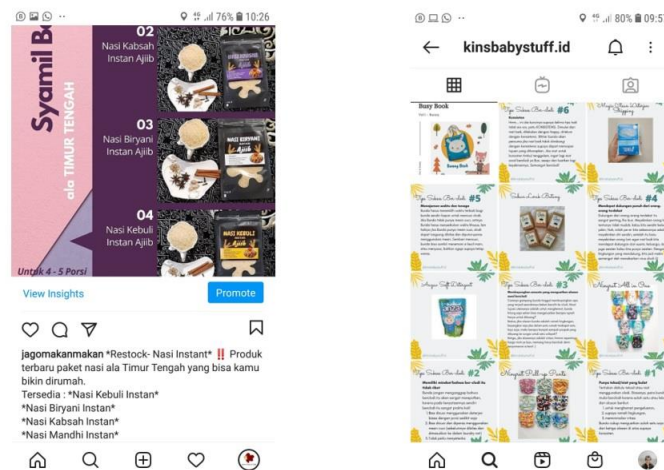


Figure 4. Digital Marketing Using Instagram Media

Source: Community Service Team (2021)



Figure 5. Digital Marketing Using Facebook Media

Source: Community Service Team (2021)

The final stage carried out in this series of community service is the evaluation stage. The evaluation was done through a Google Form with a 100% response rate from the mentoring participants. Evaluation questions are sent to participants after the mentoring is completed. At the end of the evaluation stage, the community service team gave open questions about the next mentoring topics that would be needed by housewives in Chile related to household businesses. The result obtained is that housewives in Ciledug want assistance related to financial management and bookkeeping.

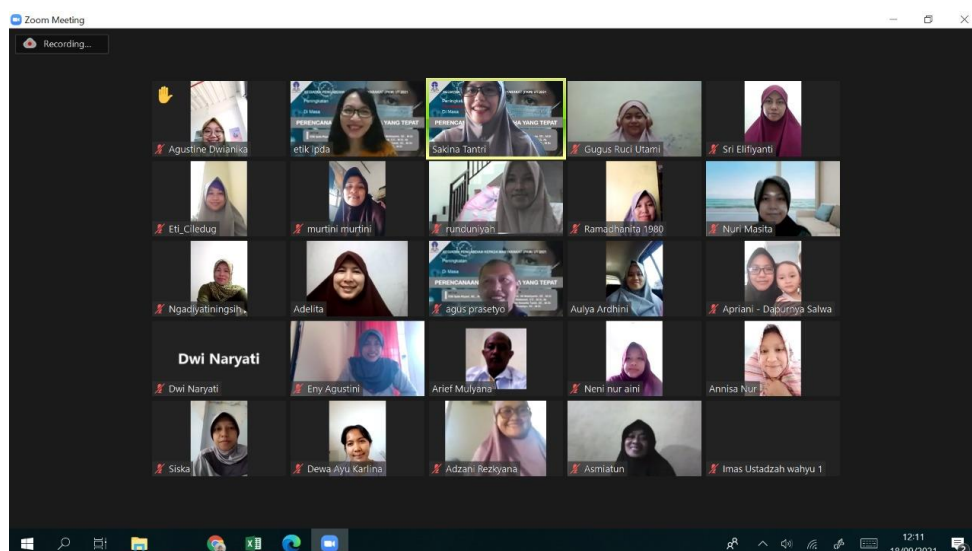


Figure 6. Digital Marketing Implementation Assistance

Source: Community Service Team (2021)

Discussion

The results of community service activities have achieved the main objectives of the activity, namely providing understanding to housewives regarding the concepts and theories of marketing and digital marketing, as well as providing skills in the implementation of *digital marketing*. Before the *need assessment* process, the community service team planned to create activities to empower housewives because according to the previous literature, housewives are subjects that have the potential to be developed through productive activities ¹⁴so that housewives play an important role in helping the head of the household (husband) to continue to turn the wheels of the family economy.

At the mentoring stage, the results obtained from this activity are increasing the *knowledge* and *skills* of housewives in terms of digital marketing using social media. Starting from the design of mentoring, implementation to evaluation of mentoring, this activity can be related to Jean Piaget's theory of cognitive development. Cognitive development is the stages of change that occur within the span of human life to understand, process information, solve problems and know things ¹⁵. Jean Piaget is a figure who conducts research on cognitive growth and development and formulates the stages of human cognitive development.

According to Piaget, humans gain an active understanding of the world using schemes, assimilation, accommodation, organization, and equilibration. The formation of knowledge occurs gradually, along with his experiences related to the information encountered. Thus, in this case, an individual always experiences certain stages, starting

¹⁴ Putu Sekarwangi Saraswati and I Nengah Susrama, "Peran Perempuan Dalam Keluarga Untuk Melindungi Serta Pemenuhan Hak Anak Dimasa Pandemi Covid-19," Prosiding Webinar Nasional Peranan Perempuan/Ibu dalam Pemberdayaan Remaja di Masa Pandemi COVID-19, Universitas Mahasaraswati Denpasar (2020): 131-138; Aisyatin Kamila, "Peran Perempuan Sebagai Garda Terdepan Dalam Keluarga Dalam Meningkatkan Motivasi Belajar Anak Ditengah Pandemi Covid 19," Jurnal Konseling pendidikan Islam 01, no. 02 (2020): 75-83; Aniek Irawatie et al., "PKM Kelompok Ibu-Ibu Rumah Tangga Dalam Pengelolaan Bank Sampah," Jurnal IKRAITH ABDIMAS 5, no. 1 (2022): 41-48; Clerency Ardiva Putri, Dwi Setya Nugrahini, and Iain Ponorogo, "Pemberdayaan Ibu-Ibu Rumah Tangga Melalui Penyuluhan Inovasi Produk Dan Pemasaran Online Kerupuk Lontong Di Dusun Blandongan Desa Ngawi Kecamatan Ngawi Kabupaten Ngawi," Loyalitas IV, no. 2 (2021); Ilah et al., "Peran Ibu Rumah Tangga Dalam Membantu Perekonomian Keluarga Pada Masa Pandemi Covid-19 Di Desa Girilaya," Jurnal Edukasi (Ekonomi, Pendidikan, dan Akutansi) 9, no. 1 (2021): 57-62; Sholahuddin et al., "Pemberdayaan Perempuan Desa: Produksi Dan Pemasaran Nata de Coco"; Septiningrum et al., "Pengenalan Digital Marketing Dalam Upaya Meningkatkan Penghasilan Ibu Rumah Tangga (IRT) Majelis Taklim Al Auladiyah"; Jimad et al., "Pemberdayaan Ibu Rumah Tangga Melalui Pelatihan Ekonomi Kreatif: Produksi Dan Pemasaran Produk Rajutan"; Sugiyani, Munandar, and Harsiti, "Pemberdayaan Ibu Rumah Tangga Usia Produktif Melalui Pembinaan Wirausaha Mandiri Mini Konveksi"; Handayani and Artini, "Kontribusi Pendapatan Ibu Rumah Tangga Pembuat Makanan Olahan Terhadap Pendapatan Keluarga"; Alhempy, Anggraini, and Ulfah, "Pemberdayaan Kewirausahaan Bagi Ibu Rumah Tangga.",

¹⁵ Sitti Aisyah Mu'min, "Teori Pengembangan Kognitif Jean Piaget," Jurnal Al-Ta'dib 6, no. 1 (2013): 89-99.

from the stage of cognitive development ¹⁶.

As stated in the description above, this assistance is designed with the following objectives: first, providing an understanding of marketing concepts and theories, second, providing an understanding of digital marketing. This first goal has a goal, namely cognitive improvement for the mentoring participants. This is in accordance with previous research bahwa form of extension activities playing an important role in cognitive improvement¹⁷. In addition to cognitive enhancement, the form of counseling also provides benefits in terms of affective and skills for business actors related to new technological innovations ¹⁸. In detail, the study found that the counseling method could provide an increase for participants, namely cognitive by 35 percent, while affective occupied the highest average position of 3.85. Meanwhile, skills are on the skill criteria (3.65). This is in accordance with the design of digital marketing implementation assistance which has a third goal, namely providing skills for participants in implementing digital marketing. This form of mentoring by imparting skills can improve affective and skills¹⁹.

The achievement of mentoring in providing skills for participants to apply *digital marketing* using social media is also related to social cognitive theory, which explains human *agency*, namely that individuals are agents who proactively participate in the environment and can make things happen with their actions. At its core is that among other personal factors, the individual has *self-beliefs* that allow the individual to control thoughts, feelings, and actions and believe that what people think, believe, and perceive can influence the actions performed ²⁰. According to this theory also the individual's belief in acting is influenced by *self-efficacy*, that is, something that influences a person's choice to make and perform the desired or pursued action. A person tends to focus on the work he thinks he is capable of and believes that he can do it, and avoid those jobs that cannot be done⁽²¹.

By looking at the ability of the participants to do digital marketing using social media, this digital marketing implementation assistance can achieve its goals in accordance with cognitive theory and social cognitive theory.

In the use of digital technology to do marketing, housewives are encouraged to use

¹⁶ Mu'min, "Teori Pengembangan Kognitif Jian Piaget."

¹⁷ Umi Pudji Astuti, Murwati, and Linda Harta, "Peranan Metode Pelatihan Terhadap Kognitif, Afektif, Dan Keterampilan Peternak Di Kabupaten Rejang Lebong Provinsi Bengkulu," in Seminar Nasional: Sekolah Tinggi Penyusunan Pertanian (STTP) Magelang, n.d., 86–95.

¹⁸ Astuti, Murwati, and Harta, "Peranan Metode Pelatihan Terhadap Kognitif, Afektif, Dan Keterampilan Peternak Di Kabupaten Rejang Lebong Provinsi Bengkulu."

¹⁹ Astuti, Murwati, and Harta, "Peranan Metode Pelatihan Terhadap Kognitif, Afektif, Dan Keterampilan Peternak Di Kabupaten Rejang Lebong Provinsi Bengkulu."

²⁰ Albert Bandura, *Social Foundations of Thought and Action: A Social Cognitive Theory* (Englewood Cliffs, NJ: Prentice Hall, 1986).

²¹ Bandura, *Social Foundations of Thought and Action: A Social Cognitive Theory*.

social media that consumers are familiar with, including Instagram, Facebook, and WhatsApp. This is by the theory of the *Technology Acceptance Model* (TAM)²² convenience and the perception of usefulness affect the interest in the use of technology, and this can influence the attitude of users in using the technology. Furthermore, attitudes in the use of technology can determine an individual's behavior in using the technology.

TAM is a model that has gained general acceptance in a wide variety of technologies, especially in predicting and explaining behavior²³ Consistently, TAM concludes that there is a substantial proportion in the desire to use behavior-related technologies. The construction of TAM shows that an individual's behavioral intentions to use technology are influenced by two things. First is perceived usefulness, or it can be said to be a feeling of trust that a person has that his performance will increase by using the technology. Secondly, the perception of convenience, which can be said with one's belief that to use technology, it requires no effort, or a minimum of effort²⁴

Based on this theory, the community service team assumes that the use of social media Instagram, Facebook, and WhatsApp will be implemented to be carried out. This is because these social media are expected to provide usefulness and convenience for housewives in Ciledug, Tangerang, Banten. In the context of mentoring the implementation of digital marketing, the success of mentoring participants in practicing *digital marketing* using social media can prove contextually that TAM theory applies.

Conclusion

The mentoring activity entitled "Implementation of Digital Marketing for Household Businesses in the Context of Accelerating Economic Recovery During the Covid-19 Pandemic" went well without any significant obstacles. By participating in this mentoring, housewives in Ciledug have an understanding and skills in implementing digital marketing in promoting their household business products.

The advantage of this series of mentoring activities is the suitability of the topic of assistance with the needs of housewives in Ciledug, so that the needs of housewives are answered by participating in this assistance with the aim of accelerating family economic recovery during the Covid-19 pandemic. On the other hand, this allotment is carried out online. This makes the intensity of the community service team in

²² Viswanath Venkatesh et al., "User Acceptance of Information Technology: Toward a Unified View," MIS Quarterly 27, no. 3 (2003): 425–478.

²³ Hana Al Zahra, Erie Febrian, and S.C. Djen Amar, "Faktor-Faktor Yang Mempengaruhi Sikap Dan Intensi Pengurus Koperasi Untuk Menggunakan Platform Layanan Keuangan Digital Di Kota Bandung," Jurnal Manajemen 10, no. 2 (2019): 155–165.

²⁴ Venkatesh et al., "User Acceptance of Information Technology: Toward a Unified View."

communicating with participants during mentoring less than optimal. Further community service activities are expected to provide assistance related to the application of digital marketing using wider media, such as using marketplaces or websites.

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