



"OBAH" Business Assistance for Productivity of People With Mental Disorders (ODGJ) Through Economic Token Motivation and Online Marketing

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Abstract: *People with mental disorders experience decreased quality of life due to decreased cognitive, personal and social functions which will affect their ability to work and be productive. Omah Barokah (OBAH) is a business that was established to provide opportunities for people with mental disorders with limited employment. OBAH, which has been running for 2 years, needs assistance to increase employee motivation, expand marketing and optimize financial management. Participants were 8 employees and 2 managers. The motivation training and online marketing to improve the business were implemented. The activity was carried out for 1 month in the form of providing motivation to work through online videos for 3 meetings. Online marketing assistance through website creation. The results of the program results were indicated by an increase in employee motivation to work and an increase in the quality of online marketing.*

Introduction

Mental disorders are health problems that have a wide impact. People with Mental Disorders (ODGJ) experience a decline in cognitive, personal and social functions which affect their productivity and quality of life¹. The symptoms experienced by ODGJ affect almost all aspects which cause some of them to experience disability throughout their lives^{2,3}. ODGJ not only experience personal suffering, but also have an impact on function, productivity and quality of life. Mental disorder has *year lived with disability* (YLDs) terbesar yaitu 22.9%. It means that ODGJ lose an average of 22.9% of their productive age (in years) due to their illness⁴.

¹T Cyhlarova, E., McCulloch, A., McGuffin, P., & Wykes, *Economic Burden of Mental Illness Cannot Be Tackled without Research Investment* (London: : Mental Health Foundation, 2010).

²Lieberman, J.A., Stroup, T.S., Perkins, D.O., *The American Psychiatric Publishing Textbook of Schizophrenia, 1st Ed.* (Washington, DC.: American Psychiatric Pub, 2006).

³ Brent T. Mausbach Raeanne C. Moore, Donald J. Viglione, Irwin S. Rosenfarb, Thomas L. Patterson, "Rorschach Measures of Cognition Relate to Everyday and Social Functioning in Schizophrenia," *Psychol Assess.* 25, no. 1 (2013): 253–263.

⁴Harvey A. Whiteford et al., "Global Burden of Disease Attributable to Mental and Substance Use



A cross-sectional study of 732 people with schizophrenia, from 27 countries, showed that 70% of them were unemployed. In addition, half experienced discrimination in finding or keeping their jobs⁵. Research conducted in Poland showed that 95% of employers did not want to hire a person with schizophrenia for any position. A second study in the same country showed 70% of respondents believed that people with mental disorders should not be employed as nannies, doctors, or government officials. The data also show that only 10% of people with mental disorders have jobs, while in the general population it is around 48% of the population⁶.

The focus on the management of ODGJ is on improving the quality of life ⁷. Pharmacological therapy (psychopharmaca) alone cannot completely overcome the effects of mental disorders. The holistic management model emphasizes the importance of non-pharmacological interventions. ODGJ requires independent living, socializing, and working skills that acquired through rehabilitation. Rehabilitation increases self-productivity in accordance with the paradigm that ODGJs, families/care givers, need to get better, high-quality, evidence-based, and client-centered services⁸. Research in South Korea explains that in planning and developing rehabilitation services, the most effective program is case management, followed by psychosocial rehabilitation programs, and on-the-job training⁹. Providing job opportunities for ODGJ is can increase independence, personal function, social function, productivity and quality of life of ODGJ.

Efforts in managing ODGJ through rehabilitation have been carried out by various parties, the government, the private sector and community social institutions. OBAH's efforts provide work opportunities for ODGJs in supporting recovery process. ODGJ who previously did not have the opportunity to work, can have a job opportunity at the OBAH Business. They work regularly every day and earn daily money from their work. This gives them an opportunity to socialize, improve skills and have productivity again. Some of them say:

Disorders: Findings from the Global Burden of Disease Study 2010," *The Lancet* 382, no. 9904 (2013): 1575-1586.

⁵Graham Thornicroft et al., "Global Pattern of Experienced and Anticipated Discrimination against People with Schizophrenia: A Cross-Sectional Survey," *The Lancet* 373, no. 9661 (2009): 408-415.

⁶David McDaid, Martin Knapp, and Shoba Raja, "Barriers in the Mind: Promoting an Economic Case for Mental Health in Low- and Middle-Income Countries," *World Psychiatry* 7, no. 2 (2008): 79-86.

⁷Davis C.C. Lak et al., "Outcomes of the Chinese Basic Conversation Skill Module (CBCSM) for People with Schizophrenia Having Mild to Moderate Symptoms and Dysfunction in Hong Kong," *International Journal of Psychiatry in Clinical Practice* 14, no. 2 (2010): 137-144.

⁸Pronab Ganguly, Abdrabo Soliman, and Ahmed A. Moustafa, "Holistic Management of Schizophrenia Symptoms Using Pharmacological and Non-Pharmacological Treatment," *Frontiers in Public Health* 6, no. June (2018).

⁹Tanaya Roy Chowdhury, Kamlesh Kumar Sahu, and Parthasarathy Biswas, "Disability and Rehabilitation Needs of Persons with Schizophrenia," *Indian Journal of Psychiatric Social Work* 9, no. 1 (2018): 38-46.



“Thank God I can work again after many years at home, because I didn't have a job and no one wanted me to work. At OBAH, I was taught tasks gradually based on ability, so the skills increased” (R1)

“I didn't dare to look for a job because I am afraid of not being able to do a good job and being scolded. I don't trust myself to work. OBAH accepted me and taught me tasks that I could follow” (R2)

“I've worked before, but my boss and friends didn't understand my condition, so I was depressed. At OBAH, the atmosphere is different, I was accepted, so I can work again” (R3)

The OBAH business, as a work rehabilitation facility for ODGJ requires an increase in the quantity and quality of business. Efforts to improve OBAH Business are always pursued from year to year by the manager. OBAH's business was initially only engaged in the business of buying and selling fruit. The reason behind the selection was it is simple so they can be trained well. Its marketing is also quite broad, considering that awareness of healthy eating patterns with fruits is being promoted in the community. In 2018, OBAH's efforts were accompanied by community service programs to increase the types of production made from fruit ingredients. This business makes fruit juices, fruit salads, sliced fruit and fruit setups. Employees are trained to diversify products so as to increase their skills and diversity of production.

Evaluation of occupational therapy shows that the presence of ODGJ is still low for daily admission. Some of the reasons for not coming to work are getting up late, feeling lazy and feeling tired. They need to increase work motivation to be healthier and more productive. Therefore, there is a need for motivational training for employees. In addition, OBAH business need an assistance to expand the market as consumers. Consumers are still limited to the community and offices in the vicinity. The development of an online marketing system is one of the needs that must be developed so that the OBAH business has a wider range of consumers and its turnover increases. With the hope of opening up wider job opportunities for other ODGJs.

Based on this background, the proposer partners with the leadership of the OBAH Business Entity, providing assistance to ODGJ employees with the method of active participation in motivational training and the development of an online marketing system. In general, the purpose of OBAH business assistance is to improve the results of OBAH's business management. The participation of participants in this activity is expected to increase employee motivation, increase employee productivity, and build an online OBAH marketing system on the web.



Method

The process of mentoring and developing OBAH's business is carried out using motivational training methods for employees. The development of an online marketing system by creating a website and managing it. This effort is part of the occupational rehabilitation program for ODGJ. This activity involved 10 people consisting of 8 employees with 2 managers. Of the 8 employees, 6 of them are ODGJ who have recovered from their disorders. The place and location of the service is at the OBAH business production site in Kembaran Hamlet, Tamantirto, Kasihan, Bantul, Yogyakarta.

OBAH's business has an objective to support the ODGJ recovery through employment and productive opportunities. Job skills training for ODGJ starts with simple skills and increases based on the individual abilities. The trainees have characteristics as shown in table 1 as follows:

Table. 1 Respondents' characteristic

| Characteristic | Frequency (n) | Percentage (%) |
|-------------------|---------------|----------------|
| Gender | | |
| Male | 5 | 50% |
| Female | 5 | 50% |
| Age | | |
| 18 - 25 years old | 1 | 10% |
| 26 - 35 years old | 4 | 40% |
| 36 - 45 years old | 3 | 30% |
| 45 - 55 years old | 2 | 20% |
| Marital status | | |
| Not married yet | 4 | 40% |
| Married | 5 | 50% |
| Widower | 1 | 10% |
| Education | | |
| Elementary | 2 | 20% |
| Junior high | 1 | 10% |
| Senior high | 5 | 50% |
| Bachelor | 2 | 20% |

The community service team has a role in increasing employee motivation and developing marketing through the online system. The involvement of assisted subjects in the planning process is carried out by starting the licensing process for community service activities that are submitted to the leadership of the OBAH Business, in Kembaran hamlet, Kasihan sub-district, Bantul district, Yogyakarta Special Region. Both the service team and OBAH Business manager signed the letter of partnership. Organizing the community is carried out through a coordination process, preparation of service facilities and infrastructure and preparation of activity participants. Program



activities are carried out in stages as shown in Figure 1.

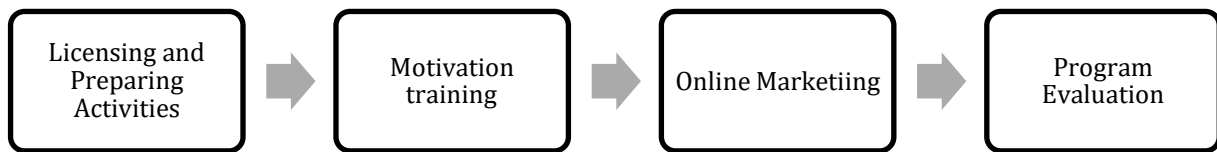


Figure 1. Activity Stage

Preparation stage is started by doing a coordination with related parties: Service team coordination, and Coordination with OBAH business manager.

Preparing facilities and infrastructure: (1) Management module OBAH. The module was prepared by the service team which contains motivational materials for employees about: Gratitude, Seriousness at Work and Brotherhood at Work. The module also contains an online marketing guide for managers. (2) Video material for motivation increasing. The video was made by the service team as an online material to replace motivational activities that cannot be carried out offline due to the pandemic conditions. The video contains motivational materials for employees about: Gratitude, Seriousness at Work and Brotherhood at work.

Web development. Web rental for online marketing purposes of OBAH business. To make it easier to promote and access it and to save costs, hosting rentals are carried out in the form of: purchasing a website domain: <http://omahbarokah.com/>, as well as hiring an admin programmer to upload website content.

Evaluation of activities is carried out by looking at the results of the management of the OBAH business and the participation of participants in this mentoring activity. The evaluation indicators are as follows: (1) The activeness of participants in participating in online motivational activities; (2) Employee motivation as seen from the increase in work attendance; (3) Employee productivity is assessed from weekly salary receipts; (4) OBAH online marketing system in web.

Results

Assisting ODGJ working in the OBAH business is carried out with a motivational training strategy. The implementation of employee and manager training planned offline, must be replaced online due to the COVID-19 pandemic situation.

Work Motivation Training

The activity carried out using a whatsapp group. The reason for using whatsapp groups is because participants are more familiar with whatsapp than other media. The



stages of implementing community service activities are as follows: (1) The first stage, group WhatsApp was made then all participants included; (2) The modules prepared by the service team were distributed in WhatsApp groups in 3 weeks (once a week 1 training theme). The theme of the discussion consisted of: Gratitude, Seriousness at Work, Brotherhood at Work^{10,11,12}; (3) Video material from the service team was also shared through the whatsapp group to complete the module material. The video can be viewed repeatedly by participants through their respective mobile phones; (4) A question and answer session is held every time one discussion theme is finished.

OBAH employees and business managers as motivational training participants actively participated and responded and discussed during the training session. The team and presenters facilitate, answer and participate in this training process.

Employee Attendance and Reinforcement

Employees, most of whom are ODGJ, need assistance to remain motivated and stable at work. They experience a decrease in morale when they are sick so they need to strengthen their motivation again. Employee work motivation is assessed based on attendance at work in the OBAH business as shown in table 2 as follows:

Table 2. Employee presence

| | Before activity | After activity |
|-----------------------------|------------------------|-----------------------|
| Employee presence in a week | 4.0 (60%) | 5.1 (85%) |

OBAH employees come to work for 6 days (6 working days) and have Sunday off. The attendance of employees so far has rarely been able to fulfill 6 working days (100%). The average attendance of employees before service activities was 4.0 (60%), which means that each employee only came in for 4 working days on average for various reasons, such as complaining of being sleepy, tired and lazy. After service activities, namely providing motivational training, the average employee attendance increased to 5.1 days (85%). This shows an increase in the presence of employees' work attendance after motivational training activities by the service team compared to before the activity. Increase from 60% attendance to 85%.

This improvement will continue to be pursued by the manager, so that all employees can have a disciplined manner for 6 working days (100%). The increase in

¹⁰Sri Anafarhanah, "Keutamaan Bekerja (Berproduksi) Dalam Islam," *Alhadharah* 15, no. 30 (2017): 1.

¹¹Cecep Sudirman Anshori, "Ukhuwah Islamiyah Sebagai Fondasi Terwujudnya Organisasi Yang Mandiri Dan Profesional," *Jurnal Pendidikan Agama Islam* 14, no. 1 (2016): 117-125.

¹²Jamil Azzain Farid Poniman, Indrawan Nugroho, *Kubik Leadership* (Jakarta: Penerbit PT Gramedia Pustaka Utama, 2005).



the number of days in is related to the income received by employees because the receipt of salary is calculated daily according to the days of work. This is in accordance with the token economy principle in the rehabilitation of ODGJ. Positive behavior that is expected to get reinforcement to strengthen the behavior. It is hoped that the provision of salary according to the day of entry will make ODGJ more diligent in coming to work and eventually it becomes a habit to work regularly 6 days a week.



Figure 2. Activities of OBAH's Business Employees



Figure 3. Employee Motivation Training

Developing Website

A web-based online marketing was made by the service team. The service team has developed an online marketing system with stages that are tailored to the composition of OBAH's business. Web-based online marketing under the name SAMIOBAH. The explanation of each stage is explained as follows:

First, Design a Use Case Diagram. Designing a Use Case diagram is made to adjust the sequence of processes that are carried out in the OBAH business to be used as a transaction menu sequence on the website as shown in Figure 4 (Rx).

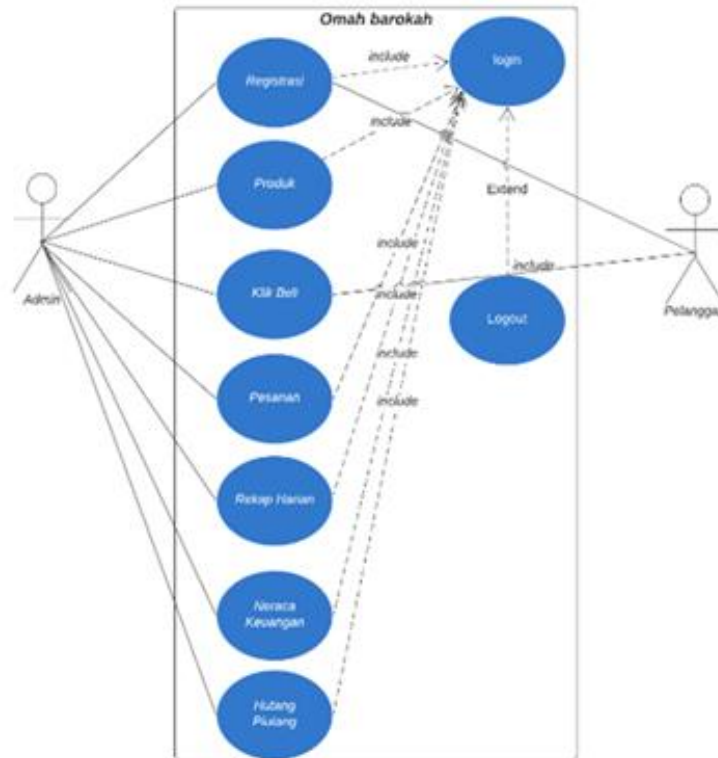


Figure 4. OBAH Business Use Case Diagram

Second, User Interface Desain. The process of User Interface designing is the process of making a website design according to the order of use cases, organized menus are made according to the rights of users who will access them as shown in Figure 5.

Figure 5. User Interface OBAH



Third, Website implementation. At this stage, the implementation of existing data which was originally still manual was also entered plus transactions by online buyers as in Figure 6 shows the appearance of the website page.

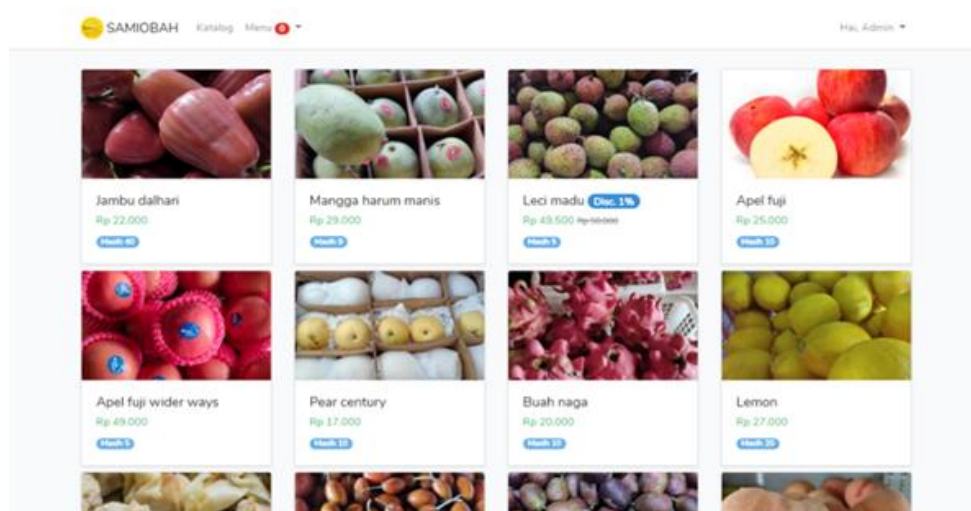


Figure 6. Display of OBAH's Business Website

Evaluation and Activities Continuity

After the mentoring activities, an evaluation is carried out by measuring the activeness of participants in motivational training activities, increasing employee motivation as seen from the increase in work attendance and increasing employee productivity which is assessed from weekly salary receipts.

"Yes, more enthusiastic about work. I used to be sleepy and lazy to leave in the morning. Now try to wake up, continue to get ready, the sleepiness is gone."(R4)

"Alhamdulillah, I can work, I have a mental disorder, it's hard to get a job. I can have my own money. So you have to be more diligent." (R5)

"Work here, family. Cook together for lunch, eat together. So intimate and relaxed." (R6)

"Employee attendance increases, looks more enthusiastic, more friendly, helps to help. They still adhere to health protocols, but sometimes they are reminded. This service activity is very useful and we will continue it as a routine activity once a week so that employees stay motivated and work harder and increase their productivity." (Manager)

The results of OBAH's business management can be rated from the establishment of OBAH's online marketing system on the web. The web that has been



compiled is socialized to managers, and gradually can be applied.

“Alhamdulillah, the online system really helps us. We can see the stock of goods, the number of sales of goods we can see from the system without having to manually record it like before. We are still learning to apply better and still often consult with the team if we have difficulties.”(Management)

OBAH employee motivational activities will be continued by the manager as a routine once a week in the hope that it will continue to maintain employee motivation at work. The online marketing web that has been built by the service team will be applied by the manager to develop the OBAH business.

Discussion

ODGJ Work Motivation

ODGJ needs positive activities including work and income. Occupational rehabilitation can be a therapeutic strategy. At the same time make ODGJ more independent and productive in living their personal, social and community lives. Research in India proves that most of them have a mild level of disability with most of the disabilities in interpersonal activities and the least in self-care. Skills training is the area of most needed rehabilitation needs, followed by finding a job, modifying the attitude of people or family/friends/neighbors, providing assistance to families¹³.

The main obstacle for occupational rehabilitation to be carried out widely is the fear of being excluded from program recipients and despite the high demand for occupational rehabilitation programs, government financial support is still lacking¹⁴. Ideally, training institutions, service providers and infrastructure will change when public demand reaches a threshold ¹⁵. However, in reality, there are still limited opportunities for ODGJ to work, even those who have worked previously, many are no longer able to work. Under these conditions, OBAH Enterprises provides employment opportunities. Need extra adjustment and training in business management.

Productivity and Token Economy

Motivation to work for ODGJ often decreases. This is due, among other things, to the impact of the schizophrenic disorder they experience, the length of time they are not working and doing activities after recovering from illness and the side effects of several types of drugs. Some types of antipsychotic drugs taken by them, have side effects of

¹³G. R. Bond and R. E. Drake, “New Directions for Psychiatric Rehabilitation in the USA,” *Epidemiology and Psychiatric Sciences* 26, no. 3 (2017): 223–227.

¹⁴Doeyoon Kim, “Current State of Vocational Rehabilitation Program for Individuals with Disabling Mental Illness in Korea,” *Korean Journal of Psychosomatic Medicine* 25, no. 2 (2017): 145–152.

¹⁵Bond and Drake, “New Directions for Psychiatric Rehabilitation in the USA.”



drowsiness. However, if they have the enthusiasm and motivation to do activities regularly, it will minimize these side effects. Employees who work at OBAH receive maintenance phase antipsychotic drugs and are expected not to interfere with daily productive activities. The addition of motivation to ODGJ OBAH employees needs to be given in work rehabilitation so that it can be more optimal. The principle used is the token economy. Employees get a salary that is calculated according to the number of days they work and is received every Saturday. Giving money with this model was chosen to increase employee motivation in coming to work. It is based on the token economy principle, which is a system of reinforcement for behavior that is managed and changed, with reinforcement given to increase the desired behavior. Because the amount of money received (reward) will increase if the employee is more diligent, it is expected that the employee (ODGJ) will be more diligent in coming to work.

Reinforcement tokens by implementing pocket money are given according to work days, as a motivation for ODGJ to be more diligent. Previous research has shown that differential reinforcement and cost response in the token economy are equally effective at changing individual behavior in a group context. Although motivation is not the basis for providing incentives to employees, job training has a significant and meaningful relationship with employee incentives. This is reinforced by the statement of respondents related to vocational training that employees who undergo vocational training find it very helpful to work. Motivation and training have an important relationship with employee incentives¹⁶.

Online Marketing and Transaction Management

OBAH's business needs to improve its marketing. While this is still limited to the surrounding community. Public awareness of healthy food, the campus environment, is an opportunity to increase online marketing. The development of this online system can be developed by planning the design of an effective and oriented sales information system for the sustainability and sustainability of the OBAH business¹⁷.

The results of the OBAH business website implementation can be seen that the online marketing system that has been designed can run well. With a system that has been running well, the OBAH business website can help consumers in the healthy food business transaction process. With the ease of the website can be accessed anywhere and anytime. Consumers are expected to increase so that they can directly or indirectly increase OBAH's business and make their employees who are mostly ODGJ more productive and independent.

¹⁶Lydia Delavega and Emma Tampubolon, "Management Journal," *Fundamental Management Journal* 3, no. 1 (2018): 65-72.

¹⁷Yana Karisma et al., "Rancang Bangun Sistem Informasi Penjualan Kain Tenun (KRE Alang) Berbasis Web," *Jurnal Informatika Teknologi dan Sains* 2, no. 3 (2020): 152-158.



Conclusion

ODGJ experience decreased quality of life and productivity. Opportunities to work for them are also still limited because they lose their jobs or did not accept to work for various reasons. The OBAH business is a business that aims to accommodate ODGJs to work and be productive as rehabilitation work carried out in the community. Employees and managers of OBAH businesses need to increase their work motivation. OBAH business development is also needed to improve work capacity.

The community service team held motivational training to increase the work motivation of ODGJ. Website development for online marketing and administration is carried out and socialized so that it can be managed by OBAH employees and business managers. The commitment of employees and managers to increase work motivation on a weekly basis is expected to improve the quality of work for ODGJ as part of work rehabilitation. Management of OBAH marketing and administration websites can be a sustainable business development program that utilizes technology and increases work effectiveness.

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