Community Empowerment With Marketing Training By Smart Indonesia Academy To Radar Malang Online

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Abstract.
The Industrial Revolution 4.0 is a revolution based on the Malang Online Cyber Physical System Radar, making the media industry increasingly have its own challenges in terms of facing competition for marketing and finding customers. Radar Malang Online, as one of the largest media companies in Malang Raya with a readership rate of more than 200,000 per day, still needs marketing training to increase awareness in the community, especially through the design of promotional media. This study uses qualitative research with an analytical descriptive method. Researchers use primary data, namely interviews, and secondary data, namely journal articles, books, news articles, reports, etc. This literature review uses the theories of community empowerment and marketing training. The activity has been carried out by Smart Indonesia Academy as a form of community empowerment that aims to increase the ability and understanding related to marketing for the Radar Malang Online team. The findings show that the activities carried out by Smart Indonesia Academy as a form of community empowerment aimed at providing innovative and creative efforts with knowledge, insight, and solutions through marketing training to the Radar Malang Online team have been going well. The training provided by Smart Indonesia Academy to improve the performance and motivation of the Radar Malang Online team was in accordance with the understanding related to marketing training.

Keywords: *Community empowerment, marketing training, media*

I. INTRODUCTION

Radar Malang Online, or simply radarmalang.com, is a rapidly developing media company that is constantly striving to improve its marketing. Radar Malang Online is managed by Jawa Pos Radar Malang, the largest media company in Malang Raya with a readership rate of more than 200,000 readers per day. Radar Malang Online provides the most up-to-date and reliable news in Malang Raya (Radar Malang Online, 2022a).As an Indonesian media organization, Radar Malang Online still need marketing training in order to promote community awareness, particularly through the creation of promotional media. Entering the technological disruption age, which transitioned into the Industrial Revolution 4.0 era. According to the World Economic Forum (WEF), Industrial Revolution 4.0 is a revolution centered on the Cyber Physical System, which is a synthesis of three domains: digital, physical, and biological. As a result of the Industrial Revolution 4.0 and the digital era, when the majority of information is distributed via cyberspace, the media sector faces increased competition for marketing and consumer acquisition (Mutiah et al., 2019).

Marketing in the developed world has grown in recent years to include inhabitants of developing and developing countries (Teklehaimanot et al., 2017).As a management firm, Smart Indonesia Academy gives marketing training to the Radar Malang Online team as a form of community empowerment. This process of community empowerment aims to increase the capability and potential of the Radar Malang Online team in terms of marketing strategies used to attract new customers or existing customers. Empowering the community through marketing training is one approach to do it.As a result, there is a need for adequately comprehensive marketing training to be provided to Radar Malang Online in order for them to enhance their self-capacity in the realm of the media sector. The purpose of this report is to analyze the Smart Indonesia Academy program by delivering marketing training to Radar Malang Online in the context of community empowerment.

II.   LITERATURE REVIEW

Community empowerment

Empowerment is the process of growing, becoming self-sufficient, and increasing the bargaining position of society's lower class against oppressive forces in all spheres and sectors of life. Community empowerment is a process that aims to maximize potential and resolve a variety of issues that occur within a community (Y Winoto, 2019). As a means of empowering the community, specifically to promote an awareness of something through training.

Marketing Training

Failure to meet the sales objective has ramifications for the company's profit target. The most fundamental issue is to develop a strategy and a team to address the issue. The main goal of marketing strategy training is to increase sales and establish a sustainable competitive advantage. Marketing strategy encompasses both short- and long-term plans designed to contribute to the company's marketing goals and objectives (Arjang et al., 2019).Training is to improve the performance and motivation of employees entrusted to them, so that people advance in their field of work in terms of knowledge, skills, and competence. Training is frequently used interchangeably with education. To ensure proper execution of the course, it comprises various concepts that serve as recommendations for execution (Mehale et al., 2021). Marketing training is the provision of marketing theory and resources, including short- and long-term market-oriented marketing activities, in order to contribute to the agency's marketing goals and objectives.

Any marketing organization's primary concern is with a company's brand identification. According to Isabel et al., the media sector's idea of brand identity is the relationship between brand identity management and employee performance (Buil et al., 2016). The majority of the time, the definition of brand identity adopts a one-sided and aspirational perspective—what managers desire from a company—while emphasizing the importance of long-term stability. The ever-changing environment and

the growing role of consumers as co-creators and developers of brand identities provide the impetus for rethinking in today's marketing climate (da Silveira et al., 2013).

III. METHODS

In this qualitative research, analytical descriptive method is used to collect data and analyze and interpret the results (Sugiyono, 2016). Researchers used primary data, namely interviews with the Radar Malang Online team and Smart Indonesia Academy. Secondary data are journal articles, books, news articles, etc. The object of this research is the training provided by Smart Indonesia Academy to Radar Malang Online. Radar Malang Online acts as the main instrument in this qualitative research. The researchers used a three-stage technique for data collection: orientation, selection, and identification. The data were analyzed using the Miles and Huberman model. According to Miles and Huberman (Miles & Saldana, 2014), qualitative data analysis consists of the following steps: data reduction, data presentation (data presentation, data presentation and drawing conclusions).

IV. RESULT AND DISCUSSION

On February 10, 2022, Smart Indonesia Academy held a community service activity at the Jawa Pos Radar Malang office, which was attended by the Radar Malang Online team. The activity began with an opening ceremony attended by Smart Indonesia Academy's implementers and directors, and then moved on to core activities such as material presentation, demonstrations, and evaluations (Radar Malang Online, 2022b).

Fig 1. Marketing Training from Smart Indonesia Academy to Radar Malang Online
Source: (Smart Indonesia Academy, 2022)

Community empowerment is the process of enhancing the community's capability and potential in order for individuals to achieve their identity and dignity. This activity is also a type of community empowerment, as it strives to strengthen the

Radar Malang Online marketing team's capability and potential. This activity's objective is to identify issues, impart knowledge, and share experiences through marketing training.This activity involved exposing Radar Malang Online staff to marketing expertise and education. According to interviews conducted at Smart Indonesia Academy, this community service activity program has been proceeding according to plan. Throughout the procedure, limits occurred due to technological constraints, which included continuously changing activity schedules and materials. The implementation team had difficulties with communication and coordination between Smart Indonesia Academy and Radar Malang Online. However, these obstructions can be addressed to ensure the success of activities (Smart Indonesia Academy, 2022).

The Smart Indonesia Academy has emphasized the issue of marketing understanding for clients. The training provided by Smart Indonesia Academy aimed to increase the staff of Radar Malang Online's grasp of marketing and motivation. This aligned with Arjang's research. The Smart Indonesia Academy's primary focus is on marketing strategy training, which covers both short-term plans and market-oriented long-term marketing activities that contribute to the company's marketing goals and objectives (Arjang et al., 2019).This marketing training program was designed to assist participants in developing their knowledge, abilities, and expertise in the area of Radar Malang online marketing. Additionally, this training is frequently contrasted with schooling. To ensure appropriate execution of the training, it incorporates various principles that serve as recommendations for Smart Indonesia Academy when conducting the training (Smart Indonesia Academy, 2022).

Fig 2. The Smart Indonesia Academy Presents Souvenirs to
the Representative of Radar Malang Online
Source: (Smart Indonesia Academy, 2022)

The guidelines provided an integrated service package for branding and design consultancy that emphasizes the importance of brands in understanding behavior, resolving complicated problems, and creating mutually beneficial experiences. Additionally, training is associated with comprehending customer experience strategies by prioritizing brands in order to comprehend behavior, solve difficult problems, and produce mutually beneficial encounters. This strategy is centered on developing long-term relationships with clients. Another marketing technique provided by Smart Indonesia Academy is to prioritize services and then offer solutions, which is a more effective approach than traditional product-based marketing. Customers will appreciate marketing more if you take a nice approach. Additionally, it is more straightforward to operate with than simply supplying products, allowing them to develop into trusted marketing partners (Radar Malang Online, 2022b).

Additionally, Radar Malang Online instills brand identity training. According to Buil's analysis, a company's brand identity is a significant marketing challenge for any corporation. Additionally, this study argues that the media industry's definition of brand identity is the relationship between brand identity management and employee performance (Buil et al., 2016). Smart Indonesia Academy said that Radar Malang Online already possesses a strong brand identity in this environment. Smart Indonesia Academy said that it was vital to leave clients who refused to be visited in order to maximize time efficiency. As a result, available time can be optimized for serving additional consumers (Radar Malang Online, 2022b).

This involvement can assist in developing an understanding of marketing through a comprehensive end-to-end analysis, which entails determining where Radar Malang Online's business is headed and how talent in the marketing area should be placed. necessary in order to accomplish this. As such, Smart Indonesia Academy exists to empower communities through comprehensive marketing training that incorporates innovative and creative initiatives, as well as knowledge, insight, and solutions. Included are instances of how Smart Indonesia Academy gives practical management solutions to the Radar Malang Online team through a comprehensive cross-functional management system within a business or organization.

V. CONCLUSION

Community empowerment is the process of strengthening an individual's ability and potential to realize their identity and accomplish their goals within a society. The activity was conducted by Smart Indonesia Academy as a form of community empowerment, with the goal of providing new and creative efforts, as well as knowledge, insight, and solutions, to the Radar Malang Online team through marketing training. The purpose of community service activities is to instruct the Radar Malang Online team on how to implement dependable marketing techniques. Smart Indonesia Academy's training aimed to improve the performance and motivation of the Radar Malang Online team in accordance with accepted marketing training practices.

Community empowerment actions such as delivering management training to the Radar Malang Online team can be carried out constantly and completely across a company's or organization's roles.

VI. ACKNOWLEDGMENTS

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