

## THE INFLUENCE OF WORK COMMITMENT, CAREER DEVELOPMENT, AND LEADERSHIP STYLE ON WORK EFFECTIVENESS THROUGH SATISFACTION WORK AS A MEDIATION VARIABLE IN PT. FARABI GLOBAL

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### ABSTRACT

The partner in this PKM (Community Service Program) is the Indonesian Community Organization (PERMAI) MSMEs in Penang, Malaysia. These MSMEs, which produce a variety of products such as food, beverages, and handicrafts, have shown promising growth. However, this development must be complemented by advancements in information technology, particularly in digital marketing, finance, accounting, and academic knowledge. Despite the rapid growth of digital media, many MSME actors within PERMAI face challenges in effectively utilizing digital marketing. The lack of skills in this area hampers their ability to compete in an increasingly digital marketplace. As a result, the need for training in digital marketing has become crucial for these MSME players. This program aims to provide MSME actors in PERMAI with the necessary skills to master digital marketing. First, many of them have not fully utilized digital platforms to promote their products. Second, without these digital marketing competencies, it becomes difficult for MSMEs to stay competitive in the market. The training focuses on providing directed mentoring, tailored to the specific needs of the MSMEs, to help them effectively adopt digital marketing strategies and enhance their business operations in the long run.

**Keywords:** digital marketing, instagram, micro small and medium enterprises, permai

### INTRODUCTION

Developments in the era of globalization have created an increasingly rapid digital era. This situation requires various parties to be able to adapt to the new environment, including business actors, both small, medium and large scale business actors. Developments in the digital era, not only touch the production, education and communication processes, but also touch the process of introducing and selling products with very fast intensity. By using the internet as a medium in trade, MSMEs have a very large opportunity in contributing to the global economic chain, MSMEs can sell their products faster and by using digital media in the marketing and sales process, it can reduce operational costs including very high distribution costs. The challenge that needs to be faced by Micro, Small and Medium Enterprises (MSMEs) in this digital economy era is the low ability of human resources (HR) in facing trade methods from conventional to digital-based. (Santoso, 2023) (Warda, 2023).

A Non-Political Non-Government NGO engaged in Social Education and Culture. Experts consist of Indonesian people domiciled in Malaysia, among others: Expatriates, Businessmen, Lecturers, Teachers, Students, Workers residing in Malaysia. Indonesian people domiciled in Malaysia who are members of the Permai NGO have many superior products produced by MSMEs, ranging from food, beverages and even to handicrafts (crafting). However, data from the Cooperative and MSME Office, only 30% of the 70,000 MSMEs that do marketing in trade use digital marketing, the remaining 70% use traditional marketing systems in trade. Whereas in the digital era, the speed of producing goods and the quality produced is no longer the main measure to boost sales, because consumers in this era prefer to make purchases through digital-based marketplace platforms, the reason consumers are very simple, they don't have to bother going to the store and choosing the desired product. This waste of time to shop traditionally is what makes them prefer to shop through internet-based technology media. This is evident from the results of research by HootSuite and social marketing agency We Are Social released in January 2020, that the total population of Indonesia who have used the internet has reached 175.4 million people out of a total Indonesian population of 272.1 million. This means that internet usage in Indonesia has increased sharply, which is 17% compared to internet usage in 2019. In addition, the results of this study also stated that 59% of internet use by people in Indonesia is used to access social media (Ludwianto, 2020). Seeing public interest in the use of the internet, especially in the use of social media, MSME actors in Malaysia, especially Permai NGOs, must dare to change their marketing from traditional to digital-based. If they are unable to use paid digital-based marketing, then they can take advantage of digital-based marketing that is free and has been used daily, for example by using Facebook, Instagram, WhatsApp and Line.

MSME players who have promoted their products through digital-based market place platforms in Malaysia generally come from abroad, this proves that digital marketing is able to touch consumers intensely and directly even though they are not in the same area, which means that consumers of this digital era prefer to use digital marketing in getting the products they want. The rapid development of technology makes various groups in the business world must be able to utilize technology-based marketing media so that product information will reach consumers faster. This is in accordance with research conducted by Sarafino & Smith (2011) which resulted that 88% of producers or sellers have used social media as a tool in the marketing system. This is in line with the opinion of Müller, Dreier, Beutel, Duven, Giralt, & Wölfling (2016) which states that entrepreneurs can use various social media tools available to develop relationships between entrepreneurs and customers to increase higher returns on investment.

Universitas Mercu Buana carries out activities to the community which is one of the pillars of the Tri Dharma of Higher Education which must be carried out by every academic community as mandated by Law No. 20 of 2023 and Law No. 12 of 2012. In carrying out community service, Universitas Mercu Buana carries out activities oriented towards solving problems faced by the community in accordance with the expertise of the relevant academic community and the use of appropriate technology in a sustainable manner.

The UMB PKM Master Plan is expected to be a guide for the implementation of community service activities for the next 5 years both internally and in collaboration with UMB external parties so that UMB community service activities can solve problems faced by the community by utilizing the expertise of the relevant academic community; Utilize appropriate technology, develop teaching materials or training modules for enrichment of learning resources, make behavior changes in a positive direction and carry out activities that can improve the quality of the environment.

The rationalization of RIP PPM Universitas Mercu Buana refers to: (1) Law No. 20 of 2023 concerning the national education system and Law No. 12 of 2012 concerning higher education, so that the results of community service carried out by each academic community can apply, practice and cultivate science and technology in order to realize general welfare and educate the nation's life; (2) Refers to MKP. The scheme of PkM activities of Mercu Buana University (Internal, Domestic Cooperation and Foreign Cooperation) and the field of science so that every implementing lecturer can apply, practice and cultivate science and technology which is the mastery of concepts, theories, methods, and / or philosophies in the field of science systematically according to scientific expertise for solving community problems through community service; (3) Referring to MKP, the scheme of PkM activities of Mercu Buana University and the field of science so that each graduate can realize graduate learning outcomes which are mastery of concepts, theories, methods and / or philosophies in the field of science systematically according to scientific expertise for solving community problems through community service.

### **Priority Problems**

The problem faced by MSMEs of the Indonesian Community Organization (PERMAI) Pulau Pinang is about digital marketing. Given the rapid movement of information through digital media and digital users and based on the qualitative and quantitative data above, it can be said that in NGO Prima Penang Malaysia there are quite a lot of MSME actors with various problems who have not been able to implement a marketing system using digital marketing effectively. Skills in mastering digital marketing are very important to be given to MSME actors in Penang NGOs, because: First, they have not mastered digital-based marketing effectively so they have not utilized digital marketing optimally. Second, without having this competence (mastery of digital marketing), it will be difficult for MSME actors in the NGO Permai Penang Malaysia to compete in trade, so this skill is important to be given first to MSME actors in the NGO Permai Penang before providing assistance to others. The MSMEs that are used as the object of training are MSMEs of the Indonesian Community Organization (PERMAI) Penang, Malaysia.

### **METHOD**

The mentoring techniques used are directed mentoring techniques tailored to needs, while the training materials include an introduction to digital marketing and the use of digital marketing that can be used to increase sales of MSME products and can compete optimally with products outside the island of Penang. Digital marketing itself is a marketing system that utilizes electronic media connected to the internet. Thus, digital marketing can be said to be an activity, institution or applicable rules and processes in marketing that use digital technology-based facilities. The activities carried out by these business actors are used to create, provide value and communicate the product to customers and other stakeholders of the product (Kannan & Li, 2017).

The target in digital marketing assistance focused on Instagram business by the community service team is MSME actors of the Indonesian Community Organization (PERMAI) Penang, Malaysia. Based on the identification of partner problems above, we took the initiative to provide solutions to these partners' problems by providing marketing skills through Instagram business training.

Based on the problems described above, the solution that will be done is to provide an introduction or workshop on digital marketing systems for MSMEs, in addition to increasing the ability of MSME entrepreneurs to master digital marketing software. From several problems identified in this program, alternative solution concepts will be sought as follows:

Table 1. Target Activity Output

No.	Solution	Output Target
1	Provide an introduction or workshop on digital marketing systems for MSMEs,	The availability of digital marketing application information, so that the marketing process can be monitored at any time
2	Increasing the ability of MSME entrepreneurs in mastering digital marketing software	The implementation of workshops on the introduction of digital marketing programs, so that the process of marketing MSME products in the PERMAI Community Organization can be updated.

The selection of the Partner Community Service Team is based on the perceived level of expertise in the field of small and medium businesses collaborating with NGO PERMAI in Pulau Pinang, Malaysia, as well as the availability of supporting facilities and equipment owned by PERMAI Partners. This allows the Proposing Community Service Team to access the facilities and expertise of PERMAI Partners, as well as adopt and internalize the research culture within the team.

## RESULTS AND DUSCUSSION

In response to the rapid digitalization spurred by globalization, various sectors, including businesses of all scales, must adapt to the new landscape. The digital era not only revolutionizes production, education, and communication processes but also transforms product introduction and sales methods at an unprecedented pace. Leveraging the internet for trade presents Micro, Small, and Medium Enterprises (MSMEs) with significant opportunities to participate in the global economic chain by facilitating faster product sales and reducing operational costs, particularly distribution expenses.

However, one of the key challenges faced by MSMEs in this digital era is the limited capacity of their human resources to navigate the transition from conventional to digital-based trading methods. Permai NGO, a non-political and non-governmental organization focused on social education and culture, conducted a training session targeted at Indonesian residents in Malaysia. The training aimed to equip MSMEs with the necessary skills to thrive in the digital economy. Despite the fact that only 30% of the 70,000 MSMEs engaged in trade utilize digital marketing, the training emphasized the importance of embracing digital platforms for marketing and sales activities.

Given the growing internet usage in Indonesia, particularly for accessing social media platforms, MSMEs, including those represented by Permai NGO in Malaysia, are encouraged to transition from traditional to digital marketing strategies. Even if they lack resources for paid digital marketing, free platforms like Facebook, Instagram, WhatsApp, and Line can serve as effective alternatives.

Furthermore, the success stories of MSMEs utilizing digital marketplaces abroad underscore the effectiveness of digital marketing in reaching consumers beyond geographical boundaries. As technology continues to advance, it becomes imperative for businesses to leverage digital marketing tools to disseminate product information swiftly.

In alignment with the Tri Dharma of Higher Education mandated by Law No. 20 of 2023 and Law No. 12 of 2012, Universitas Mercu Buana (UMB) actively engages in community service activities. The UMB Community Service Master Plan serves as a comprehensive guide for the institution's community outreach efforts over the next five years, emphasizing the utilization of relevant academic expertise, appropriate technology, and sustainable practices to address community challenges.

The rationalization of UMB's Community Service Plan is grounded in legal frameworks and institutional policies, aiming to apply scientific knowledge and technology to enhance societal well-being and national development. Through strategic partnerships and interdisciplinary collaboration, UMB endeavors to empower communities, foster positive behavioral changes, and contribute to environmental sustainability through its community service initiatives. The Digital Marketing Skills Training was held from January 27<sup>th</sup> to 29<sup>th</sup>, 2024, at PERMAI NGO, located in Penang Island, Malaysia. This comprehensive training program covered various aspects of digital marketing, including social media marketing, search engine optimization, content creation, and digital marketing performance analysis. The training was delivered through practical sessions, seminars, and individual guidance sessions. Evidence of progress included training materials, participant attendance lists, as well as evaluations from both participants and instructors. During the training sessions, there were interactive discussions between the participants from PERMAI NGO and the faculty members from the Faculty of Economics at Universitas Mercu Buana. Participants raised various questions, one of which focused on utilizing capital for business purposes without exhausting it on daily living expenses. Similarly, participants from PERMAI NGO inquired about digital marketing strategies for entrepreneurs already engaged in small to medium-scale businesses. They sought advice on how to effectively market their products digitally to ensure the smooth operation of their businesses.

The training sessions aimed to equip participants with practical skills and knowledge in digital marketing, enabling them to leverage digital platforms to enhance their business performance. Through hands-on activities, participants learned how to develop engaging content, utilize social media platforms for marketing purposes, and analyze the effectiveness of their digital marketing efforts. Additionally, they received personalized guidance to address specific challenges and opportunities in their respective businesses.

The collaboration between PERMAI NGO and Universitas Mercu Buana's Faculty of Economics facilitated a rich exchange of ideas and expertise. Faculty members shared insights and best practices in digital marketing, drawing from their academic knowledge and professional experience. Participants benefitted from the diverse perspectives offered by both the academic and practical realms, gaining a holistic understanding of digital marketing strategies and techniques.

Furthermore, the training emphasized the importance of continuous learning and adaptation in the rapidly evolving field of digital marketing. Participants were encouraged to stay updated on emerging trends and technologies, enabling them to remain competitive in the digital marketplace. Through ongoing support and mentorship, PERMAI NGO and Universitas Mercu Buana aim to empower participants to achieve sustainable growth and success in their businesses. Implementation of community service activities with the title "Improving Skills For Micro Small And Medium Enterprises (UMKM) Through Social Media Of Permai Members In Penang, Malaysia" has a significant impact on the development of MSMEs in Penang. Some of the positive impacts resulting from this activity are as follows:

- **Increased Digital Competence:** Permai members gain new knowledge and skills in utilizing social media to promote MSME products and services. The training provided includes digital marketing strategies, creating interesting content, effective use of social media platforms, as well as data analysis and performance measurement of digital campaigns.
- **Wider Market Penetration:** By utilizing social media, MSMEs in Penang can reach a wider audience, not only limited to the local market but also national and international. This opens up new opportunities for increasing sales and business expansion.
- **Marketing Cost Efficiency:** Social media offers a more cost-effective marketing method compared to traditional media. MSMEs can run advertising campaigns with a more affordable budget, while still getting optimal results through precise targeting.
- **Increased interaction with customers:** Through social media, MSMEs can interact directly with customers. Feedback from customers can be received in real-time, allowing MSMEs to adapt their products and services according to market needs. This also increases customer loyalty and builds stronger relationships.
- **Product and Service Innovation:** This training encourages MSMEs to be more creative and innovative in presenting their products and services. New ideas emerge from discussions and collaboration between Permai members, so that MSMEs can offer unique added value to customers
- **Strengthening Networks and Communities:** This activity strengthens networks between Permai members, encouraging collaboration and synergy in various business fields. With a solid community, MSMEs can support each other and share resources, information and business opportunities.



Figure 1. Introduction or workshop on digital marketing systems for MSMEs



Figure 2. Documentation of the Activities

## CONCLUSION

In conclusion, the Digital Marketing Skills Training provided participants with valuable insights, practical skills, and personalized guidance to excel in the digital marketing landscape. By fostering collaboration and knowledge exchange between academia and industry, the training program positioned participants to leverage digital platforms effectively, drive business growth, and contribute to the thriving digital economy.

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