



Implementation of Digital Marketing to Enhance the Promotion of Social Activities and Creative Products at Istana Yatim Al Jufri Orphanage Foundation

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Abstract

The rapid development of digital technology has significantly transformed communication and promotional activities across various sectors, including social institutions and community-based foundations. Digital marketing has become an important strategy for increasing public awareness, strengthening institutional branding, and expanding the reach of social programs. This community service activity was conducted at Istana Yatim Al Jufri Orphanage Foundation in Batam with the aim of improving the participants' understanding and skills in utilizing digital marketing to promote social activities and creative products. The implementation method consisted of preparation, training, practical mentoring, and evaluation stages. The materials delivered included the introduction of digital marketing, social media utilization, content creation techniques, branding strategies, and basic digital promotion practices. The results showed that participants experienced increased knowledge regarding digital marketing concepts and improved skills in managing social media and creating promotional content. Participants also demonstrated enthusiasm in applying digital platforms to support social activities and creative product promotion. Furthermore, this activity has strong sustainability potential through continuous mentoring programs, social media optimization, and the development of digital-based creative entrepreneurship. The program also strengthened collaboration between higher education institutions and social organizations in supporting community empowerment through digital transformation.

Keywords: digital marketing, social promotion, social media, creative products, community service

INTRODUCTION

The development of digital technology has significantly influenced communication systems, information dissemination, and promotional activities in modern society. Social media and digital platforms are increasingly utilized by organizations and institutions as strategic tools to reach broader audiences and strengthen public engagement. In addition to commercial organizations, social institutions and nonprofit foundations also require effective digital communication strategies to improve institutional visibility and public participation in social programs (Aulia & Srg, 2024) (Wiryany et al., 2022)





Digital marketing refers to marketing activities utilizing internet-based technology and digital platforms to communicate products, services, and organizational programs effectively and interactively (Chanra & Tasruddin, 2025). The implementation of digital marketing through social media, websites, and online communication platforms offers various advantages, including wider promotional reach, lower operational costs, and faster communication processes (Fauzan et al., 2025). In social institutions, digital marketing also functions as a medium for strengthening institutional branding, improving public trust, and increasing community engagement toward social programs (Sekaraji, 2022).

Yayasan Panti Asuhan Istana Yatim Al Jufri is one of the social institutions in Batam actively involved in child care, educational programs, social empowerment, and community development activities. Besides conducting social programs, the foundation also develops creative products as part of its empowerment and economic sustainability initiatives. However, the utilization of digital platforms for promotional activities and creative product marketing remains relatively limited and unstructured.

Most promotional activities within the foundation have traditionally relied on conventional communication methods, resulting in limited information dissemination and relatively low public visibility. Meanwhile, social media platforms such as Instagram, Facebook, TikTok, and WhatsApp possess significant potential to support social branding, communication effectiveness, and digital promotion strategies (Laras, Putri, 2025) (Pamijahan & Pamijahan, 2021). Effective digital branding is also important in strengthening institutional identity and improving public confidence toward social organizations (Karsono, 2021) (Fuadilah, 2021).

Based on these conditions, a community service program entitled "Implementation of Digital Marketing to Enhance the Promotion of Social Activities and Creative Products at Istana Yatim Al Jufri Orphanage Foundation" was conducted. The program aimed to improve participants' understanding and practical skills regarding digital marketing implementation, social media management, branding strategies, and digital content creation for social promotional purposes.

This activity is expected to contribute to strengthening institutional promotion, expanding public participation, increasing the visibility of social activities, and supporting the sustainability of creative product development through digital transformation approaches.





COMMUNITY OVERVIEW

Yayasan Panti Asuhan Istana Yatim Al Jufri is a community-based social institution focusing on orphan care, educational assistance, religious activities, and community empowerment programs in Batam. The foundation actively organizes social activities such as charity programs, educational mentoring, skill development training, and creative economic empowerment initiatives.

In supporting institutional sustainability, the foundation has initiated several creative product activities involving children and administrators. These products are intended not only to generate additional income but also to provide practical entrepreneurial experiences and creativity development opportunities for participants.

Despite the growing importance of digital technology, the foundation's promotional activities have not yet been optimally integrated with digital marketing strategies. Most social activity information is still communicated conventionally and has limited outreach. Consequently, opportunities to strengthen institutional branding, public engagement, and creative product marketing remain underdeveloped.

The target participants of this community service activity included:

- Foundation administrators;
- Children under the foundation's care;
- Social activity coordinators;
- Community members involved in foundation programs

The participants were selected because they play important roles in organizational communication and require digital literacy improvement to support sustainable promotional activities and community empowerment programs.



Figure 1. Implementation Documentation Photos 23th 2026



Figure 2. Implementation Documentation Photos 23th 2026





METHODOLOGY

The implementation of this community service activity consisted of three main stages: preparation, implementation, and evaluation.

1. Preparation Stage

The preparation stage included coordination with the foundation management, identification of participant needs, preparation of training materials, and development of digital presentation media. The training materials focused on digital marketing concepts, social media utilization, branding strategies, and digital content creation.

2. Implementation Stage

The activity was conducted on Saturday, 23 May 2026, at Yayasan Panti Asuhan Istana Yatim Al Jufri, Batam. The training materials included:

- Introduction to digital marketing;
- Social media utilization for social promotion;
- Basic techniques for creating promotional content;
- Branding strategies for social institutions;
- Practical sessions on social media management and digital content design.

The implementation method emphasized participatory learning through presentations, discussions, demonstrations, and hands-on practice. Participants were encouraged to create simple promotional content using smartphones and digital design applications.

3. Evaluation Stage

Evaluation was conducted through observation, discussion sessions, and participant practice assessments. The evaluation focused on participants' understanding of digital marketing concepts, their ability to create digital content, and their engagement during the training process.

The activity analysis showed that most participants had previously used social media for personal communication but had limited understanding of strategic digital promotion. After the training, participants demonstrated increased awareness regarding the importance of content consistency, visual attractiveness, and effective communication strategies in building institutional branding through digital media.





SUSTAINABLE RESULT AND POTENSIAL

The community service activity successfully improved participants' understanding regarding digital marketing implementation and social media utilization for social promotional purposes. Participants gained new insights into the importance of digital communication strategies in strengthening institutional branding and expanding public engagement.

During the practical sessions, participants demonstrated increased enthusiasm and active participation in digital content creation activities. Participants were able to:

- Create promotional captions for social programs;
- Produce simple digital content;
- Utilize social media features effectively;
- Upload structured promotional content;
- Understand the importance of visual consistency and communication strategies

The improvement of participants' competencies after the implementation of the training activity is presented in Table 1.

Table 1. Improvement of Participants' Digital Marketing Competencies After Training

Indicator	Before Training	After Training
Understanding of Digital Marketing	40%	85%
Social Media Utilization Skills	35%	80%
Digital Content Creation Ability	30%	82%
Understanding of Institutional Branding	25%	78%
Confidence in Digital Promotion	38%	84%

The evaluation results indicate that participants experienced positive improvements in both conceptual understanding and practical digital marketing skills after participating in the training and mentoring sessions. The increase in participants' competencies demonstrates that digital marketing training can effectively improve digital literacy and communication capabilities within community-based social institutions.

In addition to improving technical competencies, the implementation of digital marketing also contributed to strengthening the institutional image of the foundation. Social media platforms are expected to function not only as communication tools but also as strategic instruments for:





- Expanding social activity promotion;
- Increasing donor engagement;
- Strengthening public trust;
- Supporting creative product marketing;
- Building sustainable community communication networks.

Furthermore, the activity possesses strong sustainability potential because digital communication and online promotion are increasingly relevant in modern society. The foundation now has opportunities to manage social media platforms more actively and professionally through structured content planning and continuous promotional activities.

Several sustainability strategies identified from the activity include:

1. Formation of a social media management team within the foundation;
2. Development of regular digital content schedules;
3. Expansion of creative product marketing through online platforms;
4. Continuous mentoring collaboration with higher education institutions;
5. Future digital entrepreneurship development programs.

The activity also strengthened collaboration between higher education institutions and community-based organizations in supporting technology-based community empowerment and social transformation programs.

CONCLUSION

The community service activity entitled “Implementation of Digital Marketing to Enhance the Promotion of Social Activities and Creative Products at Istana Yatim Al Jufri Orphanage Foundation” was successfully implemented and provided positive impacts for participants and foundation administrators.

The activity improved participants’ understanding regarding digital marketing concepts, social media utilization, institutional branding, and digital promotional strategies. Participants also gained practical experience in content creation, digital communication, and social media management through participatory training and mentoring activities.

Evaluation results indicated improvements in participants’ digital literacy and promotional abilities after the activity implementation. The participants demonstrated strong enthusiasm toward utilizing digital platforms for promoting social activities and creative products.

In addition, the activity strengthened collaboration between higher education institutions and social organizations in supporting digital transformation and community empowerment. The implementation of digital marketing is expected to improve institutional visibility, strengthen public engagement, support creative product promotion, and contribute to the sustainability of social programs within the foundation.





Overall, this activity demonstrates that digital marketing implementation can become an effective strategy for supporting adaptive, innovative, and sustainable social institution development in the digital era.

SUGGESTION

The foundation is encouraged to manage social media platforms more actively, consistently, and strategically to maximize promotional activities and strengthen institutional branding. Sustainable digital communication activities are expected to improve public awareness and community participation toward the foundation's social programs.

Continuous mentoring programs related to digital branding, photography, videography, content creation, and digital entrepreneurship are also recommended to improve participants' competencies in line with technological developments and digital communication trends.

Furthermore, the utilization of integrated digital platforms such as websites, marketplaces, and online promotional media should be expanded to support broader creative product marketing and institutional sustainability.

Higher education institutions are also expected to continue collaborating with community-based organizations through sustainable community service programs focusing on digital empowerment and social innovation.

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