

Marketing Management Transformation: YouTube Video Analysis Approach Supporting MSMEs with Disabilities in Indonesia

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ABSTRACT

This research presents a qualitative research method with an analytical approach to several videos on YouTube related to Marketing Management support for MSMEs for Persons with Disabilities in Indonesia. The research implementation method involves selecting relevant YouTube videos, content analysis, and preparing strategy recommendations. Also with the technique of selecting the 10 highest viewed videos after being filtered by 3 search hashtags, namely #Marketing #MSMEs #Disability. The results of this research reveal that there is still a small intensity in the number of viewers whose highest views are still below 1000, there is still a need for special assistance for MSMEs with disabilities, whether families or other parties, there is still a need for effective marketing strategies, and strengthening branding through social media, one of which is YouTube. The implications of this research are improving marketing strategies, strengthening supporting communities, visibility and accessibility of Disabled MSMEs, as well as increasing public acceptance of their products and services for Disabled MSMEs in Indonesia.

Transformasi Manajemen Pemasaran: Pendekatan Analisis Video YouTube Support UMKM Disabilitas di Indonesia

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ABSTRAK

Penelitian ini menyajikan dengan metode penelitian kualitatif analisis pendekatan beberapa video di youtube terkait support Manajemen Pemasaran UMKM Penyandang Disabilitas di Indonesia. Metode pelaksanaan penelitian dengan melibatkan pemilihan video youtube yang relevan, analisis konten, dan penyusunan rekomendasi strategis. Juga dengan teknis pemilihan 10 video view tertinggi setelah difilter atas 3 tagar pencarian yaitu #Pemasaran #UMKM #Disabilitas. Hasil penelitian ini mengungkapkan bahwa masih sedikit intensitas jumlah penonton yang view tertinggi masih dibawah 1000, masih perlunya pendampingan khusus untuk UMKM Disabilitas baik keluarga atau pihak lainnya, masih membutuhkan strategi pemasaran yang efektif, dan penguatan *branding* melalui media sosial salah satunya youtube. Implikasi dari penelitian ini adalah peningkatan strategi pemasaran, penguatan komunitas pendamping, visibilitas, dan aksesibilitas UMKM Disabilitas, serta meningkatnya penerimaan masyarakat terhadap produk dan layanan mereka produk atau jasa UMKM Disabilitas di Indonesia.

INTRODUCTION

Research on this topic is very interesting because the discussion combines the concept of marketing management transformation with a YouTube video analysis approach to support Micro, Small and Medium Enterprises (MSMEs) owned by individuals with disabilities in Indonesia. Logical and phenomenological reasons related to this research include: first, the importance of Marketing Management Transformation: In the digital and globalization era, marketing management transformation is the key to success for companies. This research is relevant because it identifies the importance of adapting MSMEs, especially those owned by individuals with disabilities, to the rapid changes in current trends and technology. Second, regarding the YouTube Video Analysis approach: YouTube is a very popular platform (more than 10 billion users have downloaded it) and is strong in digital marketing. YouTube video analysis, can provide valuable insights into consumer behavior, preferences and market trends. In the context of this research, this approach may be used to identify marketing opportunities and effective strategies for MSMEs with disabilities. Third, there is support for MSMEs with disabilities. This research can provide a theoretical and practical basis for developing inclusive marketing strategies and supporting MSMEs owned by individuals with disabilities. This reflects efforts to expand accessibility and economic opportunities for marginalized groups, requiring assistance from individuals and policy makers or interested parties.

Meanwhile, the phenomenological reason for the challenges faced by MSMEs with disabilities is that individuals with disabilities often face unique challenges in running their businesses, including access to markets and limited resources. With this research, it is hoped that it can help understand their phenomenological reality and provide relevant solutions for the independence of people with disabilities and that society or consumers can support their products. Another reason is the influence of technology in transformation. Regarding digital transformation, it has completely changed the business landscape. For MSMEs, technology integration can be the key to increasing visibility and competitiveness. Through a YouTube video analysis approach, this research shows how technology can be used as a transformation tool for MSMEs with disabilities, can be an opportunity, and also a challenge in responding to it. On the other hand, a good reason is the importance of the involvement of academics and practitioners. Research like this is not only academically important, but also has a significant social impact, because we are all the same. By involving academics and practitioners in this research, a better understanding can be created about how marketing can be a tool for inclusion and empowerment of independence for MSMEs with disabilities.

In the current digital era, the use of social media such as YouTube has become an effective marketing tool for business actors, including Micro, Small and Medium Enterprises (MSMEs). However, for MSMEs managed by people with disabilities, there are challenges in utilizing digital media to market their products and services. This research aims to analyze marketing management approaches through content analysis of YouTube videos uploaded by MSMEs

with disabilities in Indonesia. (Durst, S., & Poutanen, P., 2013) Social media has opened up new opportunities for marketing products and services, including for MSMEs with disabilities. YouTube, as one of the popular social media platforms, offers the ability to reach a wide audience and build relationships with customers through engaging and informative video content. By analyzing the marketing management approach applied to YouTube video content, this research can provide new insights into effective marketing strategies for MSMEs with disabilities. (Kaplan, A. M., & Haenlein, M., 2010).

THEORETICAL FRAMEWORK

Marketing management is the process of planning, implementing and controlling marketing activities to create value for customers and build strong relationships with them. In the context of MSMEs with disabilities, marketing management plays an important role in ensuring business success by utilizing limited resources. Classic marketing management theory includes aspects such as market segmentation, targeting, positioning, marketing mix (product, price, distribution and promotion), as well as developing marketing strategies that suit the target market. (Kotler, P., & Armstrong, G., 2018). In today's digital era, marketing management also needs to consider the role of social media and digital marketing strategies. YouTube, as a popular social media platform, offers opportunities for MSMEs with disabilities to market their products and services through interesting and informative video content. Digital marketing strategies via YouTube include aspects such as creating quality content, optimizing video titles and descriptions, interacting with the audience, as well as analyzing data and metrics to evaluate the effectiveness of marketing campaigns. (Chaffey, D., & Ellis-Chadwick, F., 2019)

The marketing mix is one of the key concepts in marketing management. The marketing mix consists of four main elements, namely product, price, place/distribution, and promotion. In the context of MSMEs with disabilities, these four elements need to be optimized through an approach that is appropriate to the conditions and resources available. YouTube video content can be used to promote products, convey price information, inform distribution channels, and build relationships with customers through interaction and engagement. (Akrani, G. (2010) In developing an effective marketing strategy, it is important to understand consumer behavior and the culture of the target market. Market-oriented ethnography is an approach that can be used to gain an in-depth understanding of needs, preferences, and consumer behavior. By applying this approach through YouTube video content analysis, disabled MSMEs can gain valuable insight into how to adapt their marketing strategies to the culture and preferences of the target market (Arnould, E. J., & Wallendorf, M., 1994).

The emergence of social media has changed the marketing landscape significantly. Consumers today not only act as passive recipients of marketing information, but also act as co-creators of content and have greater influence on purchasing decisions. MSMEs with disabilities need to utilize platforms such as YouTube to involve consumers in the marketing process, build closer relationships, and develop more personal and authentic marketing strategies.

(Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D., 2012) Social media, including YouTube, has become a new element in the marketing promotion mix. As a hybrid element, social media allows MSMEs with disabilities to communicate directly with consumers, disseminate marketing content more widely, and get valuable feedback from the audience. Integrating social media into a marketing strategy can increase the effectiveness of promotional efforts and build stronger relationships with customers. (Mangold, W. G., & Faulds, D. J., 2009)

MSMEs, including those managed by people with disabilities, are often run as family businesses. Family businesses are unique in terms of management, decision making and marketing approaches. In this context, YouTube video content analysis can provide insight into how MSMEs with disabilities utilize the strengths of family businesses, such as closeness to customers, the family values they adhere to, and the uniqueness of the products or services offered. (Kachaner, N., Stalk, G., & Bloch, A, 2012). For MSMEs managed by people with disabilities, entrepreneurship education and training plays an important role in equipping them with the knowledge, skills and motivation needed to run a business effectively. YouTube video content analysis can reveal how MSMEs with disabilities utilize their entrepreneurial knowledge and skills in developing marketing strategies that are innovative and relevant to market needs. (Pratono, A. H., 2018) In the digital era, crowdfunding has become an alternative source of funding for MSMEs, including those managed by people with disabilities. YouTube video content can be used as a means to promote crowdfunding campaigns, build relationships with potential investors, and increase public awareness about the products or services offered. Video content analysis can provide insight into effective marketing strategies for using crowdfunding as a funding source. (Agrawal, A., Catalini, C., & Goldfarb, A., 2015).

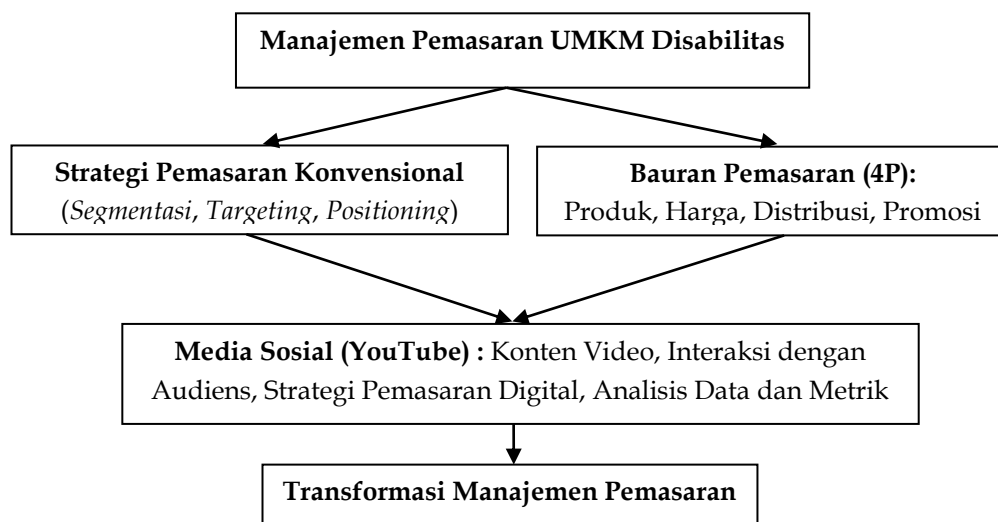


Figure 1. Conceptual Framework for Marketing Management for MSMEs with Disabilities

METHODOLOGY

In conducting research on "Marketing Management Transformation: YouTube Video Analysis Approach Supporting MSMEs with Disabilities in Indonesia", the method used was qualitative. A qualitative approach is to gain an in-depth understanding of the findings of supporting parties and the experiences of MSMEs with disabilities in YouTube videos for marketing, this can explore existing case studies. The population used is MSMEs owned by individuals with disabilities in Indonesia. The sample used is a sample selected purposively or strategically from the population of MSMEs with disabilities who actively use YouTube for marketing or the sample can include various types of MSMEs and levels of digital development, with specific techniques as follows, presenting with a qualitative research method an analytical approach to several videos on YouTube related to supporting MSME Marketing for Persons with Disabilities in Indonesia. The implementation method involves selecting relevant videos, analyzing content, and developing strategic recommendations. Also with the technique of selecting the 10 highest viewed videos after being filtered by 3 search hashtags, namely #Marketing #MSMEs #Disability.

Meanwhile, Qualitative Data Analysis Tools, to analyze qualitative data obtained from interviews or case studies, analysis techniques such as thematic analysis or content analysis can be used. This will help identify emerging patterns, themes and perspectives in the experiences of MSMEs with disabilities. Regarding Social Media Analytics, to analyze data from the YouTube platform, social media analytics tools such as Google Analytics or YouTube Analytics can be used. This allows researchers to track metrics such as the number of video views, engagement rates, and audience demographics to understand the effectiveness of marketing campaigns on the platform.

By using qualitative methods and appropriate analytical tools, this research can provide rich insight into how MSMEs with disabilities in Indonesia use YouTube in their marketing efforts, as well as the challenges and opportunities they face in their marketing management transformation process.

RESULT AND DISCUSSION

The results of the research and discussion related to the research topic which discusses Marketing Management Transformation: YouTube Video Analysis Approach Supporting MSMEs with Disabilities in Indonesia are as follows:

The first video, with a total of 849 viewers or views, with a video duration of 1 hour, 36 minutes, 59 seconds, is entitled: "Mempersiapkan Usaha Mandiri Disabilitas | Pelatihan UMKM Disabilitas", ([link](#)). In the video, there is a message that the training for MSMEs with Disabilities was provided by the resource person, Mrs. Endang Retno Wardhani or usually called Mrs. Dhani. In this training, Mrs. Endang gave a theory regarding Preparing for an Independent Business with Disabilities. Advanced MSME Program with SML UMKM CENTER! This is one of the mottos of CSR Friends of the Sinar Mas Land Company, which can be accessed by Sinar Mas Land's other CSR activities

by following Social Media: Instagram: @csrsinarmasland @smlumkmcentre
Facebook: CSR Sinar Mas Land, Twitter: @csrsinarmasland, Tiktok: CSR Sinar
Mas Land , because this research uses a hashtag analysis filter, hashtags are also
included in the video description, the hashtags used in the YouTube video are
#CSRBidangEkonomi #EconomicEmpowerment #ProgramBinaUsaha
#UMKMBangkit #PelatihanUMKM #KlinikUMKM #GaleriUMKM #kantinsml
#PelatihanUMKMDisabilitas #UMKMDisabilitas #UMKMBangkitUMKM
#HowTo

The detailed material in the video is related to skills and reinforcement in mentoring (parents, teachers and siblings). Children with disabilities are unable to live independently, so they need intense assistance. The concept of assistance, such as through recycling, can care for the environment, the program does not require too much hassle in processing permits, and is also able to assist other parties. The title of the training in the video is, "Building an Independent Business, Preparing for Business and Independence". The content of the material includes:

Stage 1 (Vision for children): The future (vision), the child being accompanied, needs to involve parents and teachers to join hands, needs a vocation or community to support. Independence in people with disabilities, the meaning of independence in general is being able to do as much as possible daily activities according to one's capacity, independence cannot be equated with others. Patience is certainly different from parents who work and are at home all day. There needs to be agreement and a common view regarding the concept of independence. The basic principle, the aim of this business training is to be able to have skills and earn an income. It's not simple, but it requires a process. Planning for independence and continuing with the program requires vision and planning, both financial (financial understanding and management) and non-financial (personal development and readiness), the main goal is to lead to disability independence. Especially when there is training and aid funds, they must be managed optimally and disabled colleagues need to be involved regarding the money received, the money used, the money managed, and the exchange rate process.

Another thing that requires recognition of disabilities is related to interests: preferences for various activities that can be carried out in daily activities. Restrictions abroad, for example in Indonesia, have high legality regarding the use of money for disabilities, for individuals and families. Meanwhile in Indonesia, it is still very limited. Disabled children must be legally accompanied. You need to understand children's interests, because that is very important and provide space for them to develop their business according to their preferences. Apart from interests, you also need to understand habits: habits that are built into your daily routine, which are useful for the production of the products you produce. Sensitivity is necessary, and can trigger conditions of discomfort, rejection, or affect emotionality. Apart from that, it discusses capacity, the ability to do various things and are skills both potential and those that have been mastered, the aim is to make it comfortable, because disabilities have uniqueness and different conditions.

Introduction to Disability Regulations: rights and obligations such as in insurance, public areas, transport; financial management and applicable tax regulations; provision of services for disabilities; and social security. There are private companies that specifically provide disability insurance. In other countries, such as Australia, many job formations have equality for disabilities and also available facilities such as pick-up before school and work. Cycle of habituation to independence: production, production administration, finance, distribution, management, independence, empowerment, and return to production. Stage 2: determine development options: self-strength, development plan, implementation of development. Helping to improve skills, helping by involving as many skills as possible in carrying out daily activities, ensuring that the independence process cannot be helped continuously, both financially and non-financially, ensuring that life skills are mastered.

Carry out evaluation and development: evaluate progress and move on to sustainable development. Involve in evaluating progress, involve in specific plans for improvement, implement improvements, do it consistently until you reach the best habit. In managing finances, you need to be trained in managing personal finances. For example, every week you are given money, whatever your daily needs are, you already know money, you need it for your daily needs and saving or investing. Differentiate between needs and desires. You need to make a list together, you need to train. Personal profile in terms of finances also requires understanding and introducing habits for financial management. Introduce the required profile, willing to work, controlling expenses, appreciating every effort, getting used to being diligent, introducing economic value for every need. The concept of needs, needs to be differentiated between personal money given by the family and money from the results of the business being run, here family and companion assistance is needed. The concept of self-regulation and control, for example for zakat funds and sibling assistance 2.5% - 5% of income, emergency fund post 5-10% of income, routine living expenses post 60-70% of income, savings post 10%, and investment 10%. That's why recycling training can cut production costs. It is necessary to teach the basic principles of financial management, financial resources: finding, managing, dividing existing funds, so that there is security for the future. Financial management companion, the companion is able to provide training or practice understanding and independence in financial management. Personal finance habits: financial management, being able to practice setting aside or grouping money, saving or withdrawing money from the bank.

There are 5 expenditure regulators: training to spend on various needs, training to calculate monthly needs - expenses and availability of funds, training to set aside remaining expenses (if any), determining only needs, appreciating achievements by fulfilling desires appropriately. Making financial reports, it is important to train daily administration in understanding financial management.

If you don't understand what your talents are, what do you do? Need to introduce many things, for example cooking, crafts, or other activities. It needs concreteness that needs to be experienced, and if it is to be repeated it needs to

be improved, because it cannot be immediately identified. Financial management turns out to be a lot of failures, what's the solution? The assistance starts with us, try to follow the financial management formula above. Practice discipline between desires and needs. Personal and business money should be kept separate. For financial applications, there are many existing applications that can be studied. The response to sales of disability products has been a lot of interest and there have been lots of events. Many people appreciate it, the response is very positive if the product is made by a child with a disability. You also need to create a special account. In this training there were several people with disabilities such as the deaf, autistic and mentally retarded.

In the second video, with a total of 514 viewers or views, duration 7 minutes 23 seconds, entitled: "Bimtek Marketing Online bersama Sahabat Disabilitas", ([link](#)). The message conveyed in the video is that there is a collaborative activity between Aulia Persada and the Department of Cooperatives, MSMEs, Central Java Province for Technical Guidance Training for Online Marketing Development for friends with disabilities. Aulia Persada: Sekolah Bisnis Online & Digital Marketing Jl. Taman Tlogomulyo Pedurungan Semarang, Email: auliapersada.semarang@gmail.com, web: auliapersada.id, Motto: Jalan Kesuksesan Membahagiakan Orang Tua, #auliapersada #umkmindonesia #umkm #umkmgodigital #umkmjawatengah #umkmonline

In the video there is a testimonial stating that he is very grateful to all parties who were involved and patient in the online marketing training activities for MSMEs with disabilities for 5 days. Although, acceptance from MSME actors with disabilities varies. Initially, online marketing materials were doubtful because technical education varied. The material is quite structured and easy to understand. It takes extra teaching, love and patience. Hopefully the knowledge will be a blessing. The mentors are also very good, not only general knowledge is taught, but those with special needs are patient enough to accompany them, provide input and material. In the beginning, many people had disabilities, they already understood the application being taught, they were already familiar. However, we have not yet understood it in detail and understood it more deeply. Using Google Trends is very helpful regarding the algorithm, learning about content creators on YouTube, especially. Really appreciate the organizers, willing to provide material and learn together as companions for disabled friends. There are those who are blind, disabled, deaf, physically, all kinds of disabilities, really appreciate it, want to learn everything, learn to understand Kia, how to treat it one by one.

In the third video, with a total of 359 viewers or views, duration 6 minutes 19 seconds, entitled: "Bimtek Marketing Online Bagi Penyandang Disabilitas | Diskop UKM Jateng", ([link](#)). The message in the video is, there is a story from Mr. Amin, a disabled person with disabilities at the Graphic Design and Frozen Food UKM, who experienced his lowest point when he experienced a pinched nerve at the age of 39. After 2 days of not being able to walk, he fell in the bathroom. At that time, I was enthusiastic about helping a friend's business, sending rice and sugar. There is also Mr. Ahyani UKM Nervous Massage Treatment in 1994, a difficult time at the beginning of the transition from

normal to disability. Apart from massagers, salted eggs, fresh drinks, hand crafts, resellers of crackers, basic necessities. Stevia's mother is deaf. Traders or shop sellers of gold, jewelry, necklaces, bracelets, earrings, rings join Mama. Before Covid there was no problem, after Covid it was difficult to listen, so the shop was quiet.

There is also a story from another resource person sharing that when Covid digitized MSMEs, income rose 300%. But there is also a statement from Mr. Ibnu Krisanto, who is blind, that he was devastated, slumped, because everyone used the go massage application. On the other hand, the source felt that he was wrong, because he forgot that there were other relatives who should understand the science of online marketing. One key word is perseverance, never give up, follow developments, never hesitate when you want to start a business, be determined, enthusiastic, and don't give up, hope friends with disabilities don't give up, don't give up, let's be enthusiastic, we can work together too, we can Help online or go to the cooperative service to provide training for other disabled friends.

The content of the description in the video is that currently online marketing is very developed, on the one hand the online market profit for SMEs can increase by 300 percent. However, there is another story for people with disabilities, that in this digital world they are marginalized because their services are still offline so their market has been stolen. With this online marketing workshop, people with disabilities have the same market for online transactions with skilled trainers, participants can follow and practice in their business.

In the fourth video, with a total of 226 viewers or views, duration 2 minutes 43 seconds, entitled: "Pelaku UMKM Disabilitas Terkendala Akses Pasar", ([link](#)). In the video there is an explanation: the physical limitations of people with disabilities are not an obstacle to becoming independent entrepreneurs. Even though it felt difficult at first, a number of people with disabilities in the city of Denpasar succeeded in having their own businesses. However, currently they are having problems with marketing.

The message conveyed in the video is that people with disabilities who are members of business groups have succeeded in empowering themselves by selling soup, meatballs, drinks, handy crafts, distros, paintings. In general, capital is not a problem, what is an obstacle is marketing, especially now that everything is digital and through market places, they admit that they do not have skills in this field and need assistance on an online scale, increasing purchases. This can be done through Instagram, social media, and the website can also be optimized. The Denpasar city communications and information service will try to inform that MSMEs with disabilities need help to improve their standard of living. The business group together with Gantari Jaya needs to have a Disability Entrepreneurs festival, the hope is that it will inspire people with disabilities to remain enthusiastic, creative and keep moving forward.

In the fifth video, with a total of 117 viewers or views, duration 21 minutes 32 seconds. With the video title, "Meningkatkan Keterampilan Promosi | Pelatihan UMKM Disabilitas #PUD07", ([link](#)). In the video there is an

explanation: This week's MSME Disability Training was provided by Mrs. Endang and Mrs. Astrid. This training is taught to improve promotional skills, especially on the Instagram application. How to create a narrative, create hashtags, and techniques for making posts effective and interesting. MSMEs Move Forward with SML UMKM CENTER! Sinar Mas Land CSR friends, don't miss other Sinar Mas Land CSR activities by following our Social Media: Instagram: @csrsinarmasland @smlumkmcentre, Facebook: Sinar Mas Land CSR. Twitter: @csrsinarmasland, Tiktok: CSR Sinar Mas Land, adapun tagar yang dipakai dalam video tadi adalah #CSRBidangEkonomi #EconomicEmpowerment #ProgramBinaUsaha #UMKMBangkit #PelatihanUMKM #KlinikUMKM #GaleriUMKM #kantinsml #PelatihanUMKMDisabilitas #UMKMDisabilitas #UMKMBangkitUMKM #HowTo #Promosi #DigitalMarketing.

The message conveyed in the video is to discuss advanced topics related to how to use social media for promotional media, the media chosen is Instagram. Steps: take product photos, must have an Instagram account and download first, must have a smartphone. Some of these stages can be studied on Google or on YouTube with detailed stages. Prepare your email and cellphone number. Don't change your Instagram account name frequently so that consumers don't get confused. One of the features on Instagram: Post, reel, story, story highlight, live. Photos can also be edited on Instagram before posting. Give a caption that is short and can inform consumers, put hashtags or tags so that your content can be searched on Google. Look for hashtags that are posted frequently or in large numbers. There is a maximum of 30 hashtags, a minimum of 10 is okay. Give product hashtags, hashtags according to our brand specifically, before the hashtag you have to put a space, hashtag the slogan, you have to be careful not to make typos, there are those who analyze no more than 10 hashtags, while good days to post are Wednesday, Monday, Thursday. Not a good Sunday. Regarding the ideal time at dawn, just waking up.

In the sixth video, with a total of 85 viewers or views, duration 32 minutes 22 seconds, the title "Foto Produk - Pelatihan UMKM Disabilitas #PUD06", ([link](#)). In the video there is an explanation: This week's MSME Disability Training is filled with practical activities taught by Mrs. Endang and Mrs. Astrid. Training on how to take good but easy product photos is very important to learn slowly, because product marketing is currently very important when product photos can attract buyers. MSMEs Move Forward with SML UMKM CENTER! Sinar Mas Land CSR friends, don't miss other Sinar Mas Land CSR activities by following our social media: Instagram: @csrsinarmasland @smlumkmcentre, Facebook: CSR Sinar Mas Land, Twitter: @csrsinarmasland, Tiktok: CSR Sinar Mas Land, adapun tagar yang dipakai dalam video tadi adalah #CSRBidangEkonomi #EconomicEmpowerment #ProgramBinaUsaha #UMKMBangkit #PelatihanUMKM #KlinikUMKM #GaleriUMKM #kantinsml #PelatihanUMKMDisabilitas #UMKMDisabilitas #UMKMBangkitUMKM #HowTo #FotoProduk

The message conveyed in the video is the importance of the process of taking product photos for promotions. The stages are to prepare the product, the smartphone uses maximized memory, the reason you can use HVS paper or white cloth is because the material is neutral and plain, a study table lamp or LED ring to get good product lighting that matches the original or use sunlight if the position is outdoor, accessories are needed such as plastic flowers or natural leaves to beautify products, applications used such as Snapseed and Photoroom.

In the seventh video, with a total of 78 viewers or views, the title is "Kembangkan Bisnis UMKM Bersama Penyandang Disabilitas", ([link](#)). In the short video there is an explanation: Lisa Farida, a female employee, chose to resign because she previously earned a double-digit salary. With her intention to run a business with people with disabilities, Lisa has succeeded in developing an MSME business in the fashion sector. The hashtags used in the video are: #infobisnis #tipsbisnis #beritabisnis #bisnisumkm #umkmindonesia #umkmsukses #bisnisfashion

The message conveyed in the video is that together with people with disabilities, Lisa has succeeded in developing MSMEs. This short video is quoted from a kompas.com news article which explains that in Semarang, Central Java, precisely on Jalan Kedungmundu Raya, Sambiroto, Tembalang, a woman named Lisa Farida (44 years old) was willing to resign from her job in order to empower people with disabilities. When she started the business, Lisa initially only recruited three deaf people to provide training and sewing skills. Thanks to her persistence, belief and enthusiasm for helping others, Lisa's business then grew and was able to empower many people with disabilities around where she lives. This business, which is called Anindya Batik Difabel, not only aims to make a profit, but also focuses on empowering people with disabilities. Some are even independent and able to open new businesses in other places thanks to Lisa's assistance. At first I was worried to see many friends with disabilities who couldn't work in several companies. Not all companies can accept people with disabilities due to communication difficulties. Indeed, many provide training, especially for the deaf, but there are also several others, such as the physically and mentally disabled. The work of MSME Anindya Bati with Disabilities is not completely smooth. Even at the beginning of the Covid-19 pandemic, this business was affected quite badly so that turnover dropped drastically. However, Lisa did not remain silent. In the middle of the pandemic, he managed to recover by innovating to make mask products.

At the production house, disabled people are provided with training in making designs, patterns, sewing and finishing. The products produced also vary, ranging from clothes, uniforms and a number of handicrafts. Lisa has been following the pattern of recruiting people with disabilities for empowerment for the past 12 years. He has the principle that sharing the knowledge he has gained will provide great benefits to society, especially to people with disabilities. The price of batik fashion created by people with disabilities is quite varied, ranging from hundreds of thousands to millions of

rupiah depending on the model and materials used. In a month, the turnover can reach tens of millions of rupiah. For premium ones starting from IDR 250,000. Last night some were sold for Rp. 600,000. regularly participate in exhibitions, in high season the average can be IDR 2 million per day.

In the eighth video, with a total of 57 viewers or views, duration 6 minutes, 22 seconds. The title is "Pelatihan Digital Marketing Untuk Penyandang Disabilitas" | Digma Solutions", ([link](#)). The message conveyed in the video is an expression of appreciation in the form of thank you for taking part in the online marketing training for 3 days, I am very happy to be able to increase my knowledge and be able to practice for business, I hope the business will grow and be successful. The video also explains that regarding digital marketing, people with disabilities are very enthusiastic about going through the material provided: the first day teaches how to create attractive product photos with just a smartphone, being able to design advertisements using the Canva application, how to optimize the social media applications Facebook and Instagram, the second day teaches you to be able to make video advertisements using a smartphone and teaches editing with extraordinary results, the third day teaches how for people with disabilities their products can be found on Google via Google My Business and optimize WhatsApp business and practice straight away, including registering on a Shopee account and uploading photos to Shopee . They are very enthusiastic, this is an example of the lack of physical ability to be able to progress and be able to apply digital marketing in their business, so don't let us lose.

In the ninth video, with a total of 42 viewers or views, duration 3 minutes 19 seconds, entitled: "Kemenkop UKM Berdayakan Wirausaha Kaum Disabilitas", ([link](#)). The message conveyed in the video is that to improve the quality of handicrafts for people with disabilities, the Indonesian Ministry of Cooperatives and SMEs, Ministry of Cooperatives and SMEs, empowers and helps marketing by expanding the digital ecosystem for entrepreneurs with disabilities, in collaboration with Samara Lombok, one of the foundations in Kediri that supports MSMEs with Disabilities, which has products such as kopyah crafts, pearl crafts, culinary and other crafts. However, limited marketing and branding has become a concern to support the disability economy so that it grows and develops, through coaching, training, improving quality, packaging and marketing. Don't let your disability become a burden on society, but be equally productive with others, able to collaborate with other communities such as the Hand Community above. This empowerment will continue, it is hoped that the government will continue to support it.

In the tenth video, with 10 viewers or views, duration 3 minutes 47 seconds, with title "KOLABORASI KEBAIKAN! Ajak UMKM Disabilitas Naik Kelas Melalui Pelatihan Digital Entrepreneurship", ([link](#)). The message conveyed in the video is that, on this occasion, LAZ Sahabat Mustahiq Sejahtera together with PT. Pelindo Regional 3 digital entrepreneurship soft skills training for Friends with Disabilities in East Java. This training event was attended by 75 participants from the Indonesian Disabled Women's Association (HWDI) and the Indonesian Disabled Persons Association (PPDI) Sidoarjo. This

training aims to increase the capacity for digitalization in entrepreneurial activities. BPSDMP Kominfo Surabaya City and Sidoarjo ICT Volunteers are facilitators in providing digital marketing development materials which are expected to improve MSMEs for Friends with Disabilities. Mustahiq's friend. Spread Smiles, Share Happiness. Sahabat Mustahiq Sejahtera, Jl. Bratang Gede I No. 14 Surabaya 60245 - Jawa Timur, Call

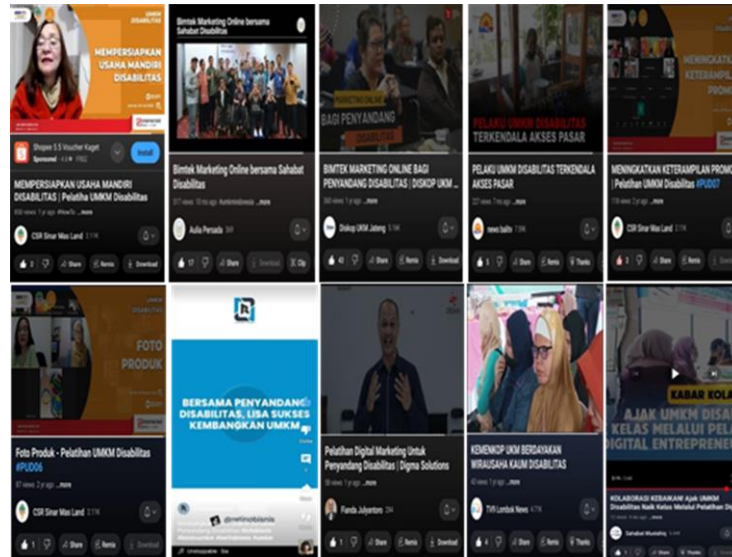


Figure 2. Research display of the 10 highest viewership thumbnails on YouTube regarding Marketing of MSMEs with Disabilities in Indonesia

CONCLUSION AND SUGGESTION

There are several conclusions and implementations from the results of research on "Marketing Management Transformation: YouTube Video Analysis Approach Supporting MSMEs with Disabilities in Indonesia", the conclusions and can be formulated as follows:

1. The Importance of Marketing Management Transformation: This research highlights the importance of MSMEs, especially those owned by individuals with disabilities, to adopt marketing management transformation in the face of changes in the business environment, including the shift towards digital marketing.
2. The role of YouTube in supporting MSMEs with disabilities: The research results show that YouTube can be an effective tool in supporting the marketing of MSMEs with disabilities in Indonesia. YouTube video analytics opens up opportunities to increase visibility, communicate product value, and interact with customers more directly.
3. Challenges and Opportunities: Despite the clear benefits, MSMEs with disabilities are faced with a number of challenges in utilizing YouTube for marketing, including limited accessibility and technological skills. However, with a better understanding of their needs and appropriate support, opportunities to increase economic inclusion for this group become more independent and open.

And the recommendations can be formulated as follows:

1. **Strengthening Resources and Skills:** The government and related institutions need to provide training and technical support to MSMEs with disabilities to improve their skills in using existing digital platforms.
2. **Collaboration with Related Parties:** Collaboration between government, NGOs, educational institutions and the private sector is needed to build infrastructure and ecosystems that support MSMEs with disabilities in digital marketing. This may include providing technology accessibility, financial assistance, and support networks.
3. **Promotion of Community Awareness and Support:** Campaigns to increase public awareness about the importance of economic inclusion for individuals with disabilities need to be strengthened. Support from the community and consumers can encourage the growth of MSMEs with disabilities and expand their positive impact.
4. **Developing Inclusive Policies:** The government needs to develop policies that support economic inclusion for individuals with disabilities, including incentives and facilitation for MSMEs owned by this group. This will create a conducive environment for inclusive and sustainable growth of MSMEs.

With the conclusions above and implementing these recommendations, it is hoped that a more inclusive and supportive environment can be created for MSMEs with disabilities in Indonesia, as well as increasing the role of digital marketing in supporting the transformation of marketing management.

ADVANCED RESEARCH

This research has several limitations and provides brief suggestions for further research, including:

1. **Research limitations related to generalization of results:** The main limitation of this research is the difficulty of directly generalizing the research results to all MSMEs with disabilities in Indonesia. This research may only include a limited sample and does not represent the diversity of the entire MSME population with disabilities in Indonesia.
2. **Methodological Limitations:** The research methods used, especially if focused on a qualitative approach, may have limitations in terms of generalization and objectivity.
3. **Cultural and Local Context:** This research may have limitations in taking into account the diverse cultural and local contexts in Indonesia. Marketing strategies that are effective in one region or culture may not be readily applicable elsewhere.
4. **Suggestions for further research, for comparative research:** Further research can expand the scope by conducting comparative studies between MSMEs with disabilities in Indonesia and other countries. This can provide greater insight into best practices in using YouTube or other digitized media for marketing.
5. **Suggestions regarding longitudinal studies:** Future research could adopt a longitudinal approach to track changes in the marketing practices of

MSMEs with disabilities over time. This will provide a better understanding of the dynamics of marketing management transformation in the long term.

6. Suggestions for quantitative research: Conduct broader quantitative research involving a larger sample of MSMEs with disabilities in various regions in Indonesia. This can help identify common patterns in the use of YouTube or other digitized media for marketing and the factors that influence its success.
7. Suggestions regarding demographic and social analysis: Further research can deepen understanding of the role of demographics, social and economics in the use of YouTube or other digital media for marketing by MSMEs with disabilities. This can help in developing more targeted marketing strategies.
8. Suggestions for developing practical guidelines: Further research could focus on developing practical guidelines or guidelines for MSMEs with disabilities and other related stakeholders to optimize the use of YouTube in their marketing. This can provide direct added value for stakeholders in the field.

By taking into account the limitations of existing research and implementing these suggestions, future research can make a greater contribution to understanding and practice in supporting MSMEs with disabilities through digital marketing in Indonesia.

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Ilham, Sudarmiati

Video 4 : https://www.youtube.com/watch?v=Dn_PeeXE2wg

Video 5 : <https://www.youtube.com/watch?v=6jg42JexuW>

Video 6 : <https://www.youtube.com/watch?v=JDG6vhM5M30>

Video 7 : <https://www.youtube.com/shorts/2Bilkj1KcSw>

Video 8 : <https://www.youtube.com/watch?v=orSvhSbgLFI>

Video 9 : <https://www.youtube.com/watch?v=tg2pz8xsE9M>

Video 10 : <https://www.youtube.com/watch?v=Qn01aHS57i0>