

Entrepreneurship and Marketing Communication Mentoring for Post-Migrant Families in Resapombo Village, Blitar, East Java

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Abstract — This mentoring program is addressed to former migrant families in Resapombo Village, Blitar, East Java, in response to the economic issue. The entrepreneurship and marketing communication program aims to create a resilient economy in remote areas. The methods used in this mentoring are socialization, workshops/training, cadre recruitment, and entrepreneurial practice. The primary materials presented in this mentoring program include building entrepreneurial thinking and spirit, canvas business models, creating brands and marketing communication planning, saving culture, and family financial management. The recruitment of cadres is essential in this activity to maintain the program's sustainability. Participants were asked to put their business ideas into practice, and then they were given insights into obtaining business capital for the last topic. It is designed to ensure that ideas can be realized, and that economically resilient families can be realized.

Keywords — entrepreneurship, marketing communication, former migrant worker family

Abstrak — Program pendampingan ini ditujukan kepada keluarga mantan pekerja migran di Desa Resapombo, Blitar, Jawa Timur, sebagai respons terhadap permasalahan ekonomi. Program kewirausahaan dan komunikasi pemasaran ini bertujuan untuk menciptakan ekonomi yang tangguh di daerah terpencil. Metode yang digunakan dalam pendampingan ini meliputi sosialisasi, lokakarya/pelatihan, rekrutmen kader, serta praktik kewirausahaan. Materi utama yang disampaikan dalam program pendampingan ini meliputi pembangunan pola pikir dan semangat kewirausahaan, model bisnis kanvas, pembuatan merek dan perencanaan komunikasi pemasaran, budaya menabung, serta pengelolaan keuangan keluarga. Rekrutmen kader menjadi hal yang penting dalam kegiatan ini untuk menjaga keberlanjutan program. Peserta diminta untuk mempraktikkan ide bisnis mereka, kemudian diberikan wawasan mengenai perolehan modal usaha pada materi terakhir. Program ini dirancang untuk memastikan bahwa ide-ide tersebut dapat direalisasikan, sehingga keluarga yang tangguh secara ekonomi dapat terwujud.

Kata kunci — kewirausahaan, komunikasi pemasaran, keluarga mantan pekerja migran

I. INTRODUCTION

The number of Indonesian citizens who become Indonesian Migrant Workers (IMWs) has increased yearly. By 2023, the number of IMWs has risen by 57% [1]. Specifically, the Blitar district records the number of IMWs who experience it yearly. 25,320 people chose to become migrant workers abroad [2]. The data shows various motives for migrant workers to work abroad rather than domestically. For the government, IMW is one of the pillars of national

economic growth that contributes to the increase in state revenue [3].

When migrant workers are still working abroad, they can support their families' finances in Indonesia. However, ex-migrants who return to their village are usually low-skilled and low-motivated in entrepreneurship [4]. This condition causes various problems to arise, and most of them are triggered by economic factors [5]. The mentoring activity is focused on former migrant families in Resapombo Village, Doko Subdistrict, Blitar Regency. The team initiated it through previous research.

According to the previous research conducted by the team, former migrants have various economic problems. First, former migrants do not have a stable income because they no longer work and only rely on their daily work, such as farming, raising livestock, and small-scale selling. Secondly, their spouse does not have a secure job that can guarantee the family's economy. Harmony in developing the family business is essential so that the family economy does not rely on only one member [6]. Third, their businesses do not grow and are limited to fulfilling their daily needs. Families who relied on migrant workers' remittances to support their lives experienced some challenges and sometimes they made the condition worse because they had limited financial literacy [7].

On the other hand, former migrants and their families have various potentials. Self-potential includes aspects of the skills possessed by former migrants and their families, such as farming [8]. Their physical capital potential includes livestock, land, or small businesses, such as opening stalls at home, producing and selling market snacks, honey, pastries, and other businesses. The main problem is how to develop the various aspects they already possess, as they lack the experience, skills, and knowledge to engage in entrepreneurship [9]. Based on the AI (*Appreciative Inquiry*) activities that have been carried out, former migrant families expect assistance to develop their potential, the potential of physical capital that has been owned, and the management that needs to be done so that family economic growth can grow well.

This program was supported by village officials who expected the implementation of this mentoring activity. Resapombo Village does not have accurate data on the number of former migrants there. The mapping of the potential of post-migrant families is urgently needed as an initial step in analyzing the situation, so that the mentoring program can be implemented comprehensively [10]. The

team chose entrepreneurship mentoring due to its importance and urgency. Entrepreneurship can foster people's economic independence. Entrepreneurs play some roles, such as promoting ideas and creativity, creating dynamic business activities to improve welfare, creating job innovations, and supporting the advancement of productive sectors [11].

The need for entrepreneurship mentoring must be answered. Entrepreneurship is a part of people's daily lives, providing a comprehensive perspective on business practices and can drive economic growth [12]. The program was urged to be carried out and could support ex-migrant families with resources to improve their economic condition. In other words, it would develop ex-migrant families' potential to become entrepreneurs and achieve a better life.

This entrepreneurship mentoring emphasizes marketing communication as an essential umbrella for activities. Marketing communication is a promotional element of the marketing mix that involves communication between organizations and target audiences in all its forms, aimed at enhancing marketing performance [13]. Implementing marketing communication begins with identifying business ideas in the form of goods/services to be developed by post-migrant families and then determining the methods to market their products. Three main activities are essential in implementing this mentoring program. First, building an entrepreneurial/business mindset. Second, product development, marketing, and financial management. Third, business capital and training to increase entrepreneurial knowledge and skills

Based on data from previous research conducted on ex-migrant families, the needs and commitments of all family members were pivotal to contributing to the family's growing economy. However, meeting the needs and keeping the obligations was not simple. At the local government level, the head of the Resapombo Village faced various obstacles. Therefore, achieving village economic growth required the involvement of other parties [14].

From the perspective of the Resapombo Village Government, they stated that the village does not have data on the number of former migrant families or the profiles of former migrant families. Resapombo Village already has a BUMDES (Village-Owned Enterprise) as a business vehicle that can drive the economy of the residents [15]. However, this BUMDES is still not operating optimally. To support this, the team has conducted a census of former migrant families. This serves as the foundation for facilitating the needs of support activities.

From the perspective of former migrants, entrepreneurship mentoring activities serve to address the needs of former migrant families. In addition, it is hoped that through this mentoring, former migrant families can become economically independent. This is supported by Indonesia's SDG 8 (Sustainable Development Goals) on decent work and economic growth [16]. Specifically, this goal aims to achieve inclusive and sustainable economic growth. This can be realized through entrepreneurial practices and by promoting the development of micro, small, and medium-sized enterprises [17].

II. METHOD

This mentoring activity is a continuation of a research program that has been carried out previously. The research was conducted using various methods to obtain data, namely live-in, interviews, and observation, as well as conducting FGD (Focus Group Discussion) using the appreciative inquiry method [18]. By conducting various data collection efforts, it is hoped that the mentoring activity can be tailored to the needs and not just treat the partners as objects, but as collaborators to address the needs. This community service activity is essentially carried out directly by the team. The activity is divided into several stages, namely:

A. Socialization

At this stage, the community service team disseminated information about the assistance activities based on the results of previous research. In addition, ideas regarding the community service activity plan were presented to obtain feedback on whether these activities addressed the needs identified in the research results.

B. Workshop/training

At this stage, the community service team gave a workshop/training to provide a conceptual overview of entrepreneurship and marketing communication. The training was delivered using daily language, making it easy for migrant families to understand. In addition, migrant families were invited to practice presenting ideas that originated from their own families. These ideas are documented in worksheets prepared by the team. The worksheets were then presented in the form of a brief presentation. The team provides feedback on the ideas presented by the families. The feedback or perspectives from the community service team are intended to build upon and refine the ideas of the former migrant families. The community service team also invites the Credit Union to provide funding opportunities for the business ideas planned by the families. To address a more targeted audience, the community service team conducts a workshop on financial literacy for students at SMK Negeri 1 Doko.

C. Cadre recruitment and entrepreneurial practices

At this stage, the community service team forms cadres. Cadres in this community service are involved in practicing activities and will later assist families, both former migrant families and non-migrant families. This involvement is expected to set an example so that it will be easier to expand the reach, and the impact of these activities can be felt. The cadres are expected to implement the business ideas they have learned during the mentoring process. They will be required to report regularly on the progress of their business ideas. The reports will be submitted both online and offline. Online reporting will be done through a WhatsApp group to facilitate communication. Meanwhile, offline reporting will occur when the team returns to Resapombo Village to monitor and evaluate the activities.

III. RESULTS AND DISCUSSION

This section explains the results of entrepreneurship assistance and marketing communication activities for post-migrant families in Resapombo Village, Blitar. These

assistance activities promoted a significant program, namely, economic growth. These activities were carried out seven times using the following three stages.

1. Socialization of Mentoring Program

The program was socialized well before its implementation. It was done to ensure that the planned activities aligned with the research needs of former migrant families. The event occurred on July 20, 2024, at the Resapombo Village Hall, Blitar. The service team invited village officials and former migrant families who would be assisted. Village officials were asked to ensure the continuity of the program's first phase, research, and to continue to the next phase, which is mentoring. The socialization was conducted in a two-way manner and was attended by 22 people.



Figure 1. Socialization of The Mentoring Program

The community service team presented essential points regarding the mentoring activities and schedule. The team proposed a program entitled “Keluarga Tangguh, Ekonomi Tumbuh” (resilient families, growing economy) as seen in Figure 1. Then, the team received feedback that the activities would be better performed in the evenings because most post-migrant families work in the fields or engage in livestock farming from morning until afternoon. Additionally, the attendees suggested that the program could be addressed to non-post-migrant families because the topics discussed are relevant to the economic conditions of families in Resapombo Village, Blitar.

2. Workshop/training

The economic growth program “Entrepreneurship and Marketing Communication Mentoring” was delivered five times, covering various topics. The service team emphasizes the goal of improving the economic condition of families so that they can achieve economic independence. Economic growth begins with developing a business plan, sales plan, marketing communication plan, financial management skills, and capital resources. The expected stages of economic growth are illustrated in Figure 2. These stages include developing a business plan, sales plan, marketing communication plan, financial management capabilities, and capital[19].



Figure 2. Stages of Economic Growth

These stages serve as a reference for the team to organize workshops/training sessions. The first and second workshops were held on January 23, 2025, at the Resapombo Village Hall, Blitar. The topic of the first workshop was entrepreneurship and marketing communication. Meanwhile, the topic of the second workshop was building entrepreneurial thinking and spirit. The topic of the first workshop became the foundation of the economic growth program because the family economy can grow with harmony within the family itself [4]. Therefore, the team refreshed the family harmonization mentoring that had been carried out previously.

The second workshop addressed the topic of developing an entrepreneurial mindset and spirit. The topic is pivotal to be delivered to the participants because the entrepreneurial mindset and spirit can be achieved by inspiring people through successful stories [20]. The community service team considered that, based on research on post-migrant families, it was found that they already possess non-financial capital that, if appropriately managed, can foster financial independence. Examples of non-financial capital include livestock, crops grown in fields, and other assets. The objective of this workshop is to encourage creative and innovative entrepreneurship. The community service team encouraged participants to explore business ideas specific to their families and identify the resources they possess, particularly the non-financial capital they already have. Figure 3 shows an example of the discussion sheet filled out by participants. The sheet consists of some parts that must be planned, such as the business idea, the type of business, the unique points of the business idea, and the potential resources possessed by the family.

Figure 3. Discussion Sheet for Elaborating Business Ideas



Figure 4. Discussion Activities between Participants and The Community Service Team

Participants were divided into groups based on their family, and the team mentored the discussion as seen in Figure 4. They were allowed to share business ideas agreed upon by their families. After that, the families presented their business ideas, and the community service team provided feedback on the presentations. The discussion sheet was a reference for the next workshop to refine the business ideas further.

The second day of activities was held on January 24, 2025, and was attended by 21 participants. The activities were divided into two sessions: (1) the business model canvas and (2) creating a brand and marketing communication for previously determined business ideas. Technically, the business model canvas workshop began with implementing business ideas. Business model canvas is a tool commonly used to develop the value of a business model [21]. The business model canvas itself emphasizes nine crucial components, namely customer segmentation, value proposition, channels, customer relationships, key resources, key activities, partnerships, costs, and revenue [22].

The community service team distributed worksheets for each family to fill out. The worksheets were filled out interactively with explanations of customer segmentation. After the explanation, participants were asked to fill out the worksheets regarding customer segmentation to be applied to their respective business ideas. This was done until all nine components of the BMC (Business Canvas Model) were explained correctly. The service team asked one participant to present the completed business canvas model as an example, which was then reviewed by the service team, as depicted in Figure 5.



Figure 5. Participants' Presentation on The Business Model Canvas

The second workshop day concluded with brand creation and marketing communication planning material. This workshop aimed to give participants an overview of how to think about branding for their business ideas. A brand is a distinctive feature that sets a product or service apart. A trademark is a graphic symbol in the form of an image, logo, name, word, letter, number, color arrangement in 2 or 3 dimensions, sound, hologram, or a combination of two or more of these elements that distinguish goods or services produced [23].

At the branding workshop depicted in Figure 6, participants were introduced to simple applications that can help them create brands tailored to their type of business. Some applications were introduced, such as <https://designs.ai/id/logomaker>, <https://www.design.com/>, and <https://logomakr.com/ai-logo-generator/>. Once participants have been introduced to branding, the next important step is comprehensively communicating the product/service.



Figure 6. Presentation of Marketing Communication Planning Material

This series of mentoring activities concluded with insights into the habit of saving and family financial management. The UAJY community service team collaborated with the Talithakum Indonesia Network to deliver this material as depicted in Figure 7. A simple simulation of basic family financial management accompanied the activity. The presenter explained that family

finances can be divided into the following categories: 50% for basic needs (e.g., buying rice, paying electricity bills, school fees, water bills, and BPJS), 20% for investments (e.g., purchasing livestock), 10% for desires (e.g., traveling, hanging out at cafes), and 20% for savings with a maximum debt of 30%. Meanwhile, income itself can be obtained from regular income received. During the guidance session, participants were encouraged to distinguish between wants and needs. Both are important so participants can manage their finances accurately and align with their family's financial condition. The participants attended the mentoring section enthusiastically, as seen in Figure 8.



Figure 7. Material Presentation by Representatives of The Talitakhum Indonesia Network



Figure 8. Entrepreneurship Mentoring and Marketing Communication Planning Activities

3. Cadre recruitment and entrepreneurial practices

The community service team trains resilient family cadres to promote economic growth and ensure the program's sustainability. Cadres are tasked with implementing the business ideas that have been developed. Additionally, cadres play a role in supporting families who face difficulties in implementing these business ideas [24]. However, before they did their tasks, the team trained them, as depicted in Figure 9. Once the cadres are deemed successful in implementing the business ideas, they can assist other families in the Resapombo area and experience the benefits of this mentoring program. Challenges related to the distance

of mentoring activities and monitoring can be addressed by creating a WhatsApp group to maintain communication between the community service team and the cadres.



Figure 9. Training for Resilient Family Cadres for Economic Growth

Based on the activities, the community service team allowed participants to discuss business idea sheets, business model canvas sheets, marketing communication planning sheets, and compile simple family financial records. The results of these discussions were then shared via a WhatsApp group to receive comprehensive feedback from the community service team. Subsequently, the participants were asked to practice implementing the business ideas they had developed. Later, the team monitored and evaluated the program after each family had implemented these business ideas.

4. Financial literacy training for students at SMK Negeri 1 Doko

Figure 10 shows the financial literacy training at SMK Negeri 1 Doko. The training was aimed at students to equip them with the skills to manage their finances independently. Managing finances in this case means distinguishing between needs and wants [25]. The community service team provides materials and encourages students to differentiate between needs and wants by filling out a form prepared by the community service team.



Figure 10. Financial Literacy Training

5. Training from Sawiran Credit Union

Credit Union Sawiran became a community service team partner and was invited to provide insight into business capital opportunities. Previously, participants were asked to think about business ideas that each family could realize. The obstacle faced by most participants was the aspect of business capital [26]. Therefore, Credit Union Sawiran is one institution that can provide accessible business capital to families.



Figure 11. Sawiran Credit Union Training

Based on these activities, Credit Union Sawiran provided information about the institution and outlined the requirements and benefits of becoming a member as depicted in Figure 11. From this activity, the Credit Union immediately recorded the details of participants interested in joining. The business ideas that had been previously developed were taken into consideration when assessing eligibility for Credit Union Sawiran membership.

IV. CONCLUSION

Overall, the entrepreneurship mentoring and marketing communication activities for post-migrant families in Resapombo Village, Blitar, ran smoothly. The strength of these activities was the enthusiastic participation of post-migrant families. This participation was predominantly from married couples. Therefore, to reach the beneficiaries of this service, the service team provided financial literacy training for students at SMK Negeri 1. Additionally, the interactive nature of the mentoring activities made it easier for participants to understand the purpose and objectives of the planned activities. However, time constraints posed a significant challenge. Most families work in the fields and raise livestock, so the community service team needed to adjust the timing of the mentoring activities to ensure high family participation. Furthermore, the limited capital available to former migrant families was a concern for the community service team. Therefore, the team invited external parties to provide insights into business capital opportunities. The program implemented by the community service team can be sustained by forming cadres. Cadres are key to ensuring that the business ideas of post-migrant families can be implemented optimally.

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