

# IMPLEMENTATION OF HEALTH COMMUNICATION IN EMPOWERMENT OF ALUMNI AFFECTED BY COVID-19 WITH ENTREPRENEUR DIGITAL PLATFORM

Diah Amelia<sup>1</sup> Bayu Dwi Nurwicaksono<sup>2</sup>

<sup>1</sup> Department of Publishing, Politeknik Negeri Media Kreatif, (diahamelia@polimedia.ac.id)

<sup>2</sup> Department of Publishing, Politeknik Negeri Media Kreatif, (bayudn@polimedia.ac.id)

**ABSTRACT.** With the COVID-19 pandemic, the realities of challenges regarding communication about health are emerging in families, communities, organizations and governments, and among health professionals. Electronic book developer which is one of the new professions based on Undang-Undang Nomor 3 Tahun 2017 Sistem Perbukuan. This research is to explain about business incubation on a digital application called Alfamedia.ID as an alternative in empowering alumni affected by COVID-19 with an entrepreneurial digital platform. This Polimedia alumni affiliation is a combination of alumni from various study programs at Polimedia who are affected by Covid-19 starting from light levels such as remote work from their respective employees' homes for an undetermined time limit to severe levels such as being laid off from work or in other words being laid off. This application is designed to serve client demands for creative products in the publishing sector such as audio books, electronic books, interactive digital books, augmented reality assisted children's books and services for creating interactive multimedia learning media. In this study, researchers used qualitative research with a case study. A case study which essentially examines the life of one or several communities, organizations or individuals which is the unit of analysis. Community empowerment is a process of developing opportunities, motivation, and the ability of the community to have more access to resources. The meaning of tracer study as an appropriate method for search for information about alumni. Based on the implementation and evaluation of community empowerment activities, it can be concluded: 1. The implementation of this community empowerment has resulted in a ready digital platform operationalized for publishing entrepreneurship activities for alumni affected by Covid-19. 2. The alumni team involved in the Alumni Affiliation of Polimedia needs to be further developed in order to reach alumni from other study programs who are also affected by Covid-19.

**KEYWORDS:** covid-19, digital publishing, alumni, community, health communication

## 1 INTRODUCTION

The Covid-19 pandemic has lasted more than two year since its first appearance was identified in Indonesia. This situation has caused the work productivity of the publishing industry to decline. Data released by the Indonesian Publishers Association (2020) states that 50% of employees' work productivity has decreased sharply. This is also in line with the results of the alumni tracking survey conducted by the Polimedia Career Center. The results of the 2021 Tracer Study survey stated that 76% of respondents stated that their work was affected by Covid-19 and only 24% said that their work was not affected by Covid-19. Among those affected, 43% of respondents said they wanted to get venture capital and business incubation. Therefore, this community service is to answer the needs of the target community, in this case the alumni group affected by Covid-19.

This change will certainly have an impact on the implementation of Health communication in the future. Health Communication is needed in particular to support the 2020-2024 medium-term development goals in the health sector which is marked by ensuring the country's health security through the ability to prevent, detect, and respond to global health threats. Also the increasing welfare of the people as indicated by the reach for every citizen of a more comprehensive social security institution. As well as the increasing health and nutritional status of the community as well as the optimal growth and development process.

Digital publishing was chosen as the theme for this business assistance based on the results of interviews and focused group discussions held by the proposer team with the alumni group. They stated

that the era continues to evolve towards paperless and digital virtual. Therefore, this condition can be a business opportunity in starting a start-up in the digital publishing sector. In addition, based on the results of interviews with alumni groups, it is known that they also want to participate in developing electronic books which are one of the new professions based on Undang-Undang Nomor 3 Tahun 2017 Sistem Perbukuan. They further stated that they wanted to get business incubation on a digital application called Alfamedia.ID that they had designed. This application is designed to serve client demands for creative products in the publishing sector such as audio books, electronic books, interactive digital books, augmented reality assisted children's books and services for creating interactive multimedia learning media. The purpose of the discussion of this paper is to explain how to empower the Polimedia Alumni community affected by Covid-19 by using the digital publishing entrepreneur platform. In this study, researchers used qualitative research with a case study. A case study which essentially examines the life of one or several communities, organizations or individuals which is the unit of analysis

## **2 LITERATURE REVIEW**

### **2.1 Health Communication**

Problems in health communication, medical communication, and related communication systems that affect people's health and well-being are complex. It takes researchers who have the competence and capacity to understand this complex form of communication. As it relates to how to reach different populations and groups to exchange health-related information, ideas, and methods to influence, engage, empower, and support individuals, communities, health care professionals, patients, policy makers, organizations, special groups and communities. With the COVID-19 pandemic, the reality of the challenges associated with communication about health is emerging in families, communities, organizations and governments, and among health professionals.

Health communication researchers and experts are emerging among those seeking to offer useful guidance to decision makers in communities, organizations and governments. Several health communication experts offer an understanding of the scope of the discipline whose contributions reflect the domains of science and rhetoric communication, public health and risk communication, medical interactions, and areas of self-management related to health and well-being. Gupta (2021) explains that health communication has evolved from information, education and communication (IEC) to behavior change communication (BCC) to social and behavioral change communication (SBCC) and now (RCCE), namely risk and community health communication. Multidisciplinary research in health communication involves researchers from various disciplines who independently investigate the communication dimensions of a health problem. The basis of multidisciplinary research is how this research uses more than one discipline to independently bring the relevant skills of specialists in various disciplines to address various dimensions of health problems through their independent investigation (Harrington, 2015).

### **2.2 Community Empowerment**

Community empowerment consists of two concepts community and empowerment. A community is a group of people who may or may not be spatially connected, but share a common interest, concern, or identity. Communities may be local, national, international, or even global and can be of specific or broad interests (Laverack, 2007). Empowerment in a broad sense is the process by which disadvantaged people work together to increase control over the events that define their lives (Werner, 1988). Most definitions of empowerment give the term positive value (improvement of the state of society) and embody the idea that it must come from within and individuals or groups and cannot be assigned to individuals or groups.

Community empowerment is a process of developing opportunities, willingness/motivation, and the ability of the community to have more access to resources, so that increase their capacity to determine their own future by participating in influence and realize the quality of life for themselves and their communities. Short term goals empowerment should be clear (specific), measurable (measurable), simple (relistic), so that it is conditions that encourage people's interest to make it happen (achievable) within a certain time. More complex empowerment goals need to exist and should be set

as goals in long term ( vision ). A clear vision has the potential to guide collaborative activities between community to set short-term goals of empowerment, so that the process of empowerment becomes more focused, effective and efficient. This is because every process empowerment leads to a clearer future condition of life (Sumardjo, 2009) .

Community empowerment includes personal (psychological) empowerment, empowerment organizations and broader social and political action. Community empowerment is therefore both an individual and group phenomenon. Community empowerment is most consistently seen as a process in the literature (something used to achieve a specific goal or goal), for example a social action process that promotes the participation of people, organizations and communities towards the goals of increasing individual and community control, political efficacy, improving the quality of life and social justice (Wallerstein, 1992).

Community empowerment is an effort to prepare the community along with steps to strengthen community institutions so that they are able to realize progress, independence, and prosperity in an atmosphere of sustainable social justice (Sumaryadi, 2005). Empowerment is done collectively. This means that the target of empowerment is a group of individuals who have the same background. In this case, both of them are Polimedia alumni. Empowerment targets the mezzo level. This means that empowerment is carried out on a group of people and uses the group as an intervention medium. The activity strategies used are workshops, group dynamics, and projects. This is done to equalize perceptions, increase awareness of the team's vision and mission, and hone skills, both soft skills and hard skills. Digital platforms are means that can be accessed online from anywhere and anytime that contain information and are run systematically for certain purposes.

### **2.3 Tracer Study**

In facing today's competitive world of work, universities need to design an education system that is in accordance with the changing demands of the external environment and also the needs of the business world. For this reason, universities need to regularly keep up with the developments and changing needs of the practical world, so that link match between the organization of higher education activities and the needs of the practical world. For the purpose of the above, one of the things that need to be done regularly by the university is the implementation of tracer study (search study) to its alumni. According to The ILO (2011), tracer study has the following meanings, "tracer study" is an impact assessment tool where the impact on target groups is traced back to specific elements of a project or program so that effective and ineffective project components may be identified. Meanwhile, according to Schomburg (2003), one way to explore information related to the transition from college to work is to carry out a study which is usually referred to as a tracer study. These explanations explain the meaning of tracer study as an appropriate method for search for information about alumni.

## **3 RESULTS AND DISCUSSIONS**

### **3.1 Target Community**

The target community for this community service program is a group of Polimedia alumni who are members of the Alumni Affiliation of Polimedia. This Polimedia alumni affiliation is a combination of alumni from various study programs at Polimedia who are affected by Covid-19 starting from light levels such as remote work from their respective employees' homes for an undetermined time limit to severe levels such as being laid off from work or in other words being laid off. The problem that becomes a priority here is the helplessness of alumni as employees whose work depends on the existence of the company. As we know, during this pandemic, many companies have laid off their employees. The Polimedia alumni are no exception.

In the socio-cultural aspect, they are the type of workers. This means that they are people who have the mentality of implementing instructions, not the type of organizer or planner who has the initiative and ability to move people. In terms of service quality, Alumni Affiliation of Polimedia is a group of people who already have work experience or new graduates who have a good track record during their education at Polimedia. The selection of alumni who are members of the Alumni Affiliation of Polimedia is based on the goal of community empowerment, namely to provide new job opportunities for them to jointly develop to start a business so that in the future they are expected to be independent

and have an entrepreneurial mentality. In addition to Alfamedia as a core partner, this community service will also involve Forum Pengembang Buku Elektronik Indonesia (FPBEI) to share insights and knowledge about the development of electronic books and the new professions created in the publishing industry.

The target of this community service program is 10 alumni affected by Covid-19 in terms of their work. They are alumni of the Multimedia, Publishing, Advertising, and Broadcasting study programs. According to the existing potential, this group of alumni will be the co-owners of this start-up. Everyone holds different roles including Chief Executive Organize (CEO), Manager, Acquisition Editor, Graphic Designer, Manuscript Editor, Lay Outer, Book Developer, Finance, Marketing Communication, Social Media Specialist. The target of this community service program is to start a digital publishing business running well enough to become a technology-based startup company (PPBT). Involvement of alumni as potential participants is an important element in the implementation of this community. Even the alumni proactively welcomed the offer of this community empowerment activity. Technically, this community empowerment activity is carried out virtually through video conferencing applications. This is based on the state of the k pandemic, which has no definite end period. Therefore, activities that are in the nature of meetings and discussions are carried out offline and online.

### **3.2 Solutions**

Development that prioritizes the role of the community with its social capital will have a better socio-economic impact. This development orientation leads to community empowerment-based development that prioritizes the awareness, willingness, and ability of the community to support the implementation of development.

- a. Accompaniment Businessman, that is effort which given team empowerment to alumni groups so that they can start and develop their businesses in a sustainable manner.
- b. Digital Publishing, which is a line of business developed by the alumni group in responding to the challenges of the times in this era digital-virtual where all aspects of life turn to online platforms.

### **3.3 Strategies**

The first strategy is to realize entrepreneurial assistance, a sustainable strategy is needed, starting with the provision of marketing materials and entrepreneurship motivation. After that, continued with intensive sales through various means. Then based on the process of marketing and selling the product, the production process is arranged, business development planning is carried out, and the recording of financial transactions is carried out. This assistance is carried out not only in one cycle but repeatedly starting from the cultivation of entrepreneurial values, strategies for producing products, obtaining business capital, and marketing them. This is done repeatedly until production runs stable and entrepreneurs can run independently without any personal assistance direct. Meanwhile, to make the business startup formed by the alumni group develop into a technology based startup company, it takes 1-2 years of business incubation.

This digital publishing customer segment includes teachers, lecturers, government public relations, BUMN, communities, and educational or training institutions. Value Propositions for digital publishing include providing a platform to publish ebooks, epub, books physically through a print on demand scheme, and multimedia content. Channels include websites and social media (Tiktok and IG). Customer Relationship includes content consultation, book promotion, community, tips and articles as well as user feedback. Revenue Streams include on demand clients, advertisements or sponsors on the website. Key Resources include web/platform, interactive ebook tools, HR. Key Activities include ebook production, epub, article and community platform creation. Key Partnership includes book printing, interactive book tools provider, digital platform infrastructure provider. The cost structure includes infrastructure maintenance, employee salaries and work operations, rental of tools, social media ads/SEO.

Table 1. Alfamedia Business Plan

No	Business plan	Description
1	Business Idea	<i>Startup</i> that focuses on digital book publishing services and production.
2	Business Concept Formulation	<ul style="list-style-type: none"> <li>● The value of this business is the digitization of both processes and production results because services use a digital platform and products can be marketed on that platform.</li> <li>● What is offered to consumers is a fast publishing process, serving custom digital publishing according to customer requests, for example books containing multimedia content or books printed according to customer needs.</li> <li>● The source of revenue is profit sharing with the proportion of 50:50%, advertisements posted on the website.</li> <li>● The costs that come out are the production costs and the honorarium of the work team.</li> </ul>
3	Business Feasibility Study	<ul style="list-style-type: none"> <li>● Market and marketing feasibility which includes market potential and market share; product, price, distribution and promotion; segmenting, targeting, positioning.</li> <li>● Operational feasibility which includes supply of raw materials, production techniques, machinery and equipment, labor requirements/skills required for production.</li> <li>● Feasibility of management and organization which includes organizational design, staff or employee requirements.</li> <li>● Financial feasibility which includes capital requirements and funding sources; cash flow and profit and loss projections; feasibility analysis based on the criteria of Net Present Value, Interest Rate of Return, and Payback Period.</li> </ul>
4	Action Plan Preparation	<ul style="list-style-type: none"> <li>● The company's vision is to become a digital publishing platform that is able to compete at national and global levels. Its mission is as a means of developing literacy in the digital era and as a vehicle for developing entrepreneurship based on creativity and media technology.</li> <li>● Analysis of the external environment and the market is seen from the perspective of the future the industry is moving towards digital. The market size reaches 50 million people who are Generation Z and Alfa. The analysis of the competition is that currently there are three digital platforms that exist in Indonesia, namely <a href="http://www.buqu.com">www.buqu.com</a>, <a href="http://www.nulisbuku.com">www.nulisbuku.com</a>, <a href="http://www.bitread.id">www.bitread.id</a>. The market segment entered is the domestic market, namely students, academics (teachers and lecturers) and government institutions.</li> <li>● Business description, seen from the products produced in the form of digital books in PDF, EPUB, MOBI formats. The services offered are in the form of editing, cover design and layout, publishing to obtaining an ISBN and can be accessed according to customer needs. Geographical coverage, this effort in the first two years was focused on the national</li> </ul>

		<p>scope and entering the third year, was directed to the global scope. The production plan is carried out online through the <a href="http://www.alfamedia.id">www.alfamedia.id</a> application . Sources of raw materials are obtained from schools, colleges or government agencies that need them. The marketing plan is the upper middle class with the target market including school children, educators, and the general public. The positioning is that this start-up provides a profit sharing of 50%:50%. The determination of the selling price is based on the desired access scheme. For example, if a customer wants to access a book in its entirety, the price is based on the selling price of the book, whereas if a customer wants to access a certain part of the book, the customer will be charged a partial rate. Distribution and promotion are carried out through the Alfamedia digital platform and its social media with an integrated marketing concept. Organizational planning is initially in the form of a CV and in the future along with the development of start-ups it will be increased to PT.</p>
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The second strategy, to realize digital publishing that is able to compete in the global era and can answer the challenges of the times, requires an ATM strategy (Observe, Imitate, Modify). This strategy run with start from observation and survey needs Public as well as business and industry. Based on the results of these observations and surveys, market trends and production adaptations were found. Modification is an important thing in developing a product/service so that it has a comparative advantage in the market. This comparative advantage will also differentiate our products/services from competitors.

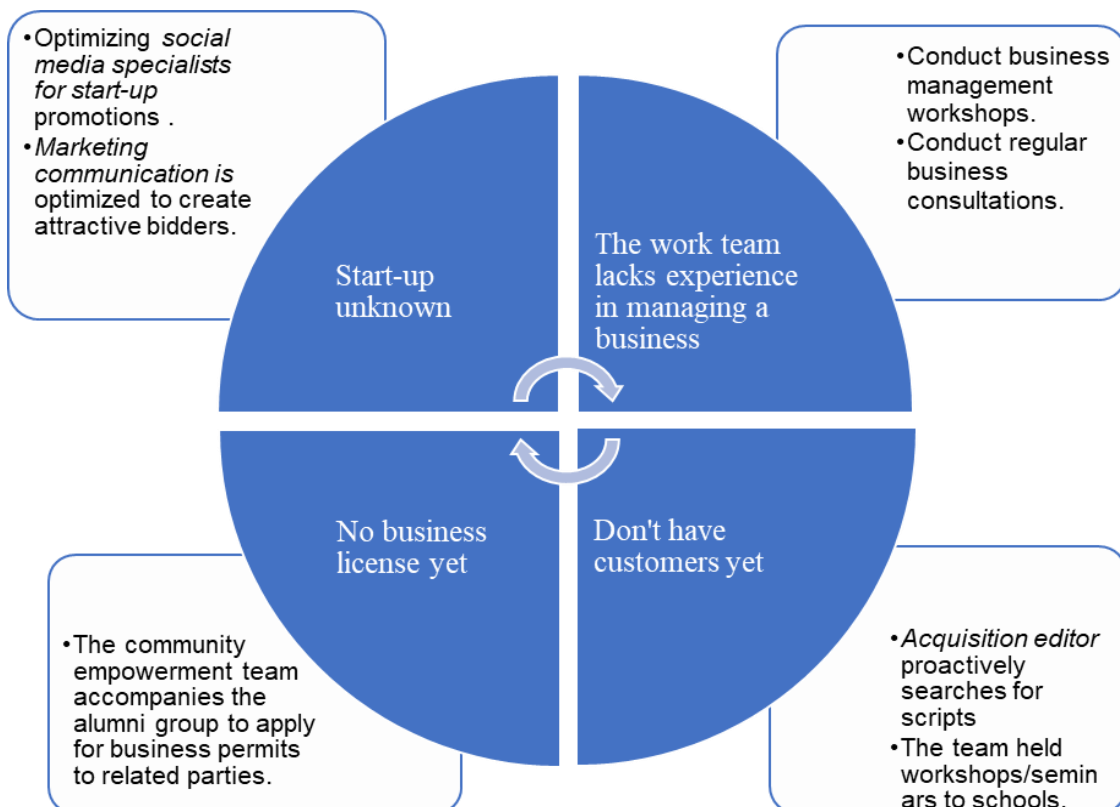


Figure 1. Start Up Design

### **3.4 Stages of Solution Implementation**

The work steps are carried out through several stages:

#### **(1). Provisioning Stage.**

At this stage the method used is an online coordination meeting via zoom meeting or google meeting. If offline debriefing is required, activities can be carried out at partner locations. At this initial coordination meeting, participants were invited to share their perceptions about this entrepreneurial assistance program. In this session, group dynamics were also held to train teamwork through case studies and entrepreneurial motivation.

#### **(2). Assistance Stage.**

At this stage the method used is participatory, both from the community service team and alumni groups. Both parties act as subject-object alternately. There are times when the community service team becomes an active subject who provides consultation and there are times when the alumni group becomes an active subject who provides progress reports. The alumni group is the subject of this community service because the actors who will run this program in a sustainable manner are partners. His participation in this activity is in the form of activating the Alfamedia.ID web-based application and working on work projects in a professional manner. The community service team in this activity serves as a facilitator and mentor who provides direction on digital publishing trends, effective communication within the team and effective communication with clients. In addition, the community service team also provides direction in integrated marketing communications that should be carried out by partners.

#### **(3). Independence Stage.**

At this stage the method used is a progress report through a self-reporting system that stimulates the target community to take responsibility for the trust given to them. Through this self-report system, team personnel will be monitored who can work in teams and those who cannot. Therefore this system can also be a performance evaluation tool.

### **3.5 Activity Plan**

To realize this community empowerment activity, the steps taken are as follows:

#### **(1). Business Entity Discussion.**

This discussion is intended to form and strengthen the entrepreneurial spirit of alumni groups affected by Covid-19.

#### **(2). Entrepreneurial Team Work Meeting.**

This work meeting was initiated by the alumni group to prepare start-ups in the field of digital publishing to be run.

#### **(3). Business License Management.**

The management of this business license is to legalize business legally and convince clients that this start-up is built on a strong commitment to growing productivity in the publishing industry, especially digital publishing. Business licenses are submitted to Perpustakaan Nasional, Ikatan Penerbit Indonesia (Ikapi), dan Kementerian Hukum dan Hak Azasi Manusia (Kemenkumham RI).

(4). Assistance in the Implementation of Digital Publishing Entrepreneurs. This business assistance is in the form of competency training related to entrepreneurial and financial management, training on creative ideas for developing electronic books, and integrated marketing communications which will be filled by the proposing team according to their respective expertise and expertise.

#### **(5). Business Consultancy.**

This consultation activity is carried out during the entrepreneurial implementation process. The mechanism is based on the findings of difficulties, obstacles, challenges, and opportunities encountered while running a digital publishing business.

(6). Periodic Evaluation.

This activity is intended to carry out periodic monitoring and evaluation once a month to increase productivity, creativity, and performance of alumni groups in running digital publishing entrepreneurs.

(7). Preparation of CPPBT Provisions.

This activity is intended to prepare a business startup formed by the alumni group to become a Technology-Based Start-up Company (CPPBT) which is organized by the Ministry of Research and Technology after 1 year of running this business.

(8). Preparation of PPBT Provisions.

This activity is intended to prepare a business startup formed by the alumni group to become a Technology-Based Start-up Company (PPBT) organized by the Ministry of Research and Technology after 2 years of running this business.

#### 4 CONCLUSION

The target community for this community service program is a group of Polimedia alumni who are members of the Alumni Affiliation of Polimedia. An understanding of the importance of social capital in community development should be in line with the implementation of the application of social capital in every development program launched by the government in the form of physical development, economy, information and communication technology networks and education. Community development brings together community empowerment practitioners or change agents and project participants in participating communities. The first strategy is to realize entrepreneurial assistance, a sustainable strategy is needed, starting with the provision of marketing materials and entrepreneurship motivation. After that, continued with intensive sales through various means. Then based on the process of marketing and selling the product, the production process is arranged, business development planning is carried out, and the recording of financial transactions is carried out. The second strategy, to realize digital publishing that is able to compete in the global era and can answer the challenges of the times, requires an ATM strategy (Observe, Imitate, Modify). Based on the implementation and evaluation of community empowerment activities, it can be concluded:

1. The implementation of this community empowerment has resulted in a ready digital platform operationalized for publishing entrepreneurship activities for alumni affected by Covid-19.
2. The alumni team involved in the Alumni Affiliation of Polimedia needs to be further developed in order to reach alumni from other study programs who are also affected by Covid-19.

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