

## Strengthening Inclusive Businesses for Disability Communities: Digital Marketing and Legality of Red Ginger Powder Products

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**Keywords:** Disabled; Red Ginger; Marketing; Regulations.

**Abstract.** Limited access to marketing, business legality, and digital technology often hinders the economic participation of persons with disabilities, including the Village Disabled Community (KDD) in Lemahabang Village, Cirebon Regency, which produces red ginger powder drinks. This community service aims to strengthen the inclusive business capacity of KDD through digital marketing development and regulatory compliance in order to increase product credibility and market reach. The program applied the Asset-Based Community Development (ABCD) approach through asset identification, participatory discussions and training, asset-based program development, program implementation, and monitoring and evaluation. Data were collected through observation, interviews, documentation, and focus group discussions, validated using triangulation techniques, and analyzed using SWOT analysis. The results indicate measurable improvements in business capacity. First, KDD successfully obtained business legality through the Business Identification Number (NIB) and initiated the process of P-IRT and halal certification to ensure product safety and consumer trust. Second, digital marketing strategies were implemented through social media promotion and improved inclusive product packaging, enabling broader market exposure. Third, collaboration with community stakeholders strengthened social entrepreneurship values and expanded marketing networks. These achievements demonstrate that strengthening legality, digital marketing capacity, and community collaboration can enhance the economic participation and confidence of persons with disabilities while improving the sustainability of red ginger product businesses.

**Katakunci:** Difabel, Jahe Merah; Pemasaran; Regulasi.

**Abstrak.** Keterbatasan akses pemasaran, legalitas usaha, dan pemanfaatan teknologi digital masih menjadi kendala bagi partisipasi ekonomi penyandang disabilitas, termasuk Komunitas Difabel Desa (KDD) di Desa Lemahabang, Kabupaten Cirebon, yang memproduksi minuman serbuk jahe merah. Oleh karena itu,

kegiatan pengabdian ini bertujuan untuk memperkuat kapasitas bisnis inklusif KDD melalui pengembangan pemasaran digital dan pemenuhan legalitas usaha guna meningkatkan kredibilitas produk serta memperluas jangkauan pasar. Metode yang digunakan adalah pendekatan Asset-Based Community Development (ABCD) melalui tahapan identifikasi aset, diskusi dan pelatihan, pengembangan program berbasis aset, implementasi program, serta monitoring dan evaluasi. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan focus group discussion, dengan validasi triangulasi dan analisis SWOT. Hasil kegiatan menunjukkan adanya peningkatan kapasitas usaha secara terukur. Pertama, KDD berhasil memperoleh legalitas usaha berupa Nomor Induk Berusaha (NIB) serta memulai proses pengurusan sertifikasi P-IRT dan halal untuk meningkatkan kepercayaan konsumen. Kedua, penerapan strategi pemasaran digital melalui media sosial dan pengembangan kemasan inklusif mampu memperluas jangkauan promosi produk. Ketiga, kolaborasi dengan berbagai pihak berbasis komunitas memperkuat nilai kewirausahaan sosial dan jaringan pemasaran. Hasil ini menunjukkan bahwa penguatan legalitas usaha, digitalisasi pemasaran, dan kolaborasi komunitas dapat meningkatkan partisipasi ekonomi serta kepercayaan diri penyandang disabilitas dalam mengembangkan usaha minuman serbuk jahe merah secara berkelanjutan.

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## 1 Introduction

Red ginger is a natural ingredient widely used for health purposes, particularly to improve immunity (Zhang et al., 2022). In Indonesia, various red ginger-based products have been developed, especially powdered drinks that are practical and widely consumed (Shaukat et al., 2023). However, the involvement of persons with disabilities in the small-scale food and beverage business sector is still limited (Bacon & Hoque, 2022). Data from the Coordinating Ministry for Human Development and Culture show that around 22.97 million people with disabilities live in Indonesia, yet only a small proportion are economically active or involved in productive enterprises. This condition indicates that the economic potential of persons with disabilities has not been optimally utilized.

In Lemahabang Village, Cirebon Regency, the Village Disabled Community (KDD) has initiated the production of red ginger powder drinks using locally available raw materials. However, the business still faces several challenges, particularly in marketing strategies, digital

promotion, and compliance with business legality and food safety regulations. Therefore, this study focuses on strengthening the capacity of the disabled community in developing the red ginger product business through social entrepreneurship and community empowerment approaches to create a more inclusive and sustainable business ecosystem.

Based on data from the Coordinating Ministry for Human Development and Culture (Kemenko PMK), approximately 22.97 million people with disabilities live in Indonesia, representing around 8.5% of the total population. However, economic inclusion among persons with disabilities remains limited. Of the population of working-age persons with disabilities, only about 9% are absorbed into the workforce, indicating that access to productive economic activities is still relatively low (Rajasulochana & Khan, 2024). This condition highlights the importance of developing inclusive economic opportunities, including entrepreneurship, which allows persons with disabilities to participate as producers, marketers, and consumers (Malhotra et al., 2024). Through entrepreneurship, people with disabilities can strengthen their economic independence while contributing to local economic development (Mustikasari et al., 2023). Nevertheless, sustainable mentoring and collaboration with various stakeholders are still needed to improve business capacity and expand market access (Grunwald et al., 2024).

Marketing plays an important role in increasing the sales of red ginger drinks produced by persons with disabilities. An inclusive marketing approach can be implemented through humanitarian-based branding, attractive packaging that highlights the independence of persons with disabilities, and digital campaigns that utilize accessible social media platforms. These strategies can help build stronger relationships with consumers and expand market reach. In addition to marketing strategies, regulatory compliance is also a crucial factor in the food and beverage industry (Masiello et al., 2024). Red ginger powder products must meet food safety standards and regulatory requirements set by relevant authorities, such as BPOM and other certification systems, to ensure product quality and consumer safety. Therefore, strengthening both inclusive marketing strategies and regulatory

compliance is essential to improve product credibility, expand market access, and support the sustainable development of businesses run by persons with disabilities (Theofanous et al., 2024).

One of the disability communities actively engaged in local economic activities is the Village Disabled Community (KDD) in Lemah Abang Village, Lemah Abang District, Cirebon Regency. This community was selected as the object of community service because it has initiated a productive business in the form of red ginger powder drinks utilizing locally available raw materials. KDD consists of approximately 20–25 members with diverse types of disabilities, including physical, sensory, intellectual, mental, and multiple disabilities (JDIH, 2016). Although the community has been able to produce red ginger powder drinks as a form of economic empowerment, the business is still relatively small-scale with limited production capacity and market reach. In addition, the community faces several challenges, including limited knowledge of digital marketing, weak product branding, and lack of compliance with business legality and food safety regulations (Kitole et al., 2024). These conditions create a gap between the community's production potential and their ability to access wider markets. Therefore, this community service focuses on strengthening marketing strategies and regulatory compliance to improve the sustainability and competitiveness of red ginger products produced by the disabled community.

The urgency of this research is to create an effective marketing strategy for products made by people with disabilities and to analyze how people with disabilities as producers balance marketing strategies and regulatory compliance. It is hoped that the results of this study will serve as a reference for various parties, especially people with disabilities, in developing business models and can have a social impact so that the combination of empowerment-based marketing strategies and regulatory compliance becomes an important first step in increasing the independence of people with disabilities in entrepreneurship and developing more inclusive business models.

Previous studies show that empowering persons with disabilities through productive economic enterprise programs, skills training, and entrepreneurship development can improve their confidence, social

participation, and income generation (Yemima & Hamid, 2023). However, many empowerment programs still focus primarily on skill development and have not sufficiently integrated marketing capacity and regulatory compliance as key factors for business sustainability. Therefore, this community service aims to strengthen the business capacity of the Village Disabled Community (KDD) in developing red ginger powder drinks through inclusive marketing strategies and regulatory readiness. In the short term, this program seeks to identify the main constraints faced by the community, enhance marketing strategies, and assist in meeting business legality and food safety requirements to improve product credibility and market access. In the long term, the program aims to develop a sustainable and inclusive business model that supports the economic independence of persons with disabilities. The novelty of this service lies in integrating disability-based community empowerment with digital marketing strategies and regulatory compliance in the development of red ginger products, which is expected to strengthen both the social and economic sustainability of disability-led enterprises.

## 2 Method

This community service employed the Asset-Based Community Development (ABCD) approach, which emphasizes the utilization of existing community assets, strengths, and potentials as the foundation for empowerment programs. The ABCD approach was chosen because it focuses on identifying and optimizing local resources within the disabled community, enabling participants to actively develop their economic potential and strengthen their business capacity. Through this approach, the program aims not only to address existing problems but also to build sustainable empowerment based on community strengths. The implementation of the program began with an asset identification stage to map the potential, resources, and challenges faced by the Village Disabled Community (KDD).



Figure 1. Stages of Community Service

This was followed by participatory discussions and training activities designed to improve knowledge related to business development, marketing strategies, and regulatory compliance. Based on the identified assets and needs, an asset-based program development stage was conducted to design appropriate empowerment strategies. The next stage involved the implementation of the program, including assistance in marketing innovation, digital promotion, and strengthening business legality. The process concluded with monitoring and evaluation activities to assess the effectiveness of the program and its impact on the community. Data were collected through observation, interviews, documentation, and focus group discussions (FGD) involving members of the disabled community and relevant stakeholders. To ensure data validity, triangulation techniques were applied by comparing data from observations, interviews, and documentation, supported by expert judgment from practitioners and academics. The collected data were then analyzed using SWOT analysis to identify strengths, weaknesses, opportunities, and threats related to the development of the red ginger powder drink business managed by the disabled community.

### 3 Results

Community service activities conducted at the Village Disabled Community (KDD) in Lemahabang Village, Lemahabang District, Cirebon Regency, demonstrate the potential of persons with disabilities to participate in productive economic activities. The assistance program focused on strengthening business capacity, particularly in the development of red ginger powder drink products managed by the community. Through this program, several improvements were

achieved, including increased awareness of business legality, improved product marketing strategies, and stronger collaboration with stakeholders to support business sustainability. These activities contributed to enhancing the confidence and economic participation of persons with disabilities while supporting the development of more inclusive community-based enterprises.

### Identification of barriers and optimization of community assets

Based on the above background, the main barriers for people with disabilities are social stigma and feeling marginalized, as well as limited access to digital marketing in product development. The following is a more detailed SWOT analysis:

Table 1. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<b>Strong social entrepreneurship value as products are produced by persons with disabilities.</b>	Limited confidence and skills in management, digital marketing, and technology.	Government support for disability entrepreneurship (Law No. 8/2016; Presidential Regulation No. 2/2022).	Competition from larger producers with stronger capital and wider markets.
<b>Good quality and practical red ginger product.</b>	Limited access to business legality information (P-IRT, NIB, halal certification) and	Increasing demand for herbal beverages and opportunities through digital marketing.	Public perceptions that underestimate disability-based products and stricter food

	financing	regulation s.
<b>Strong community solidarity and availability of raw materials.</b>	Opportunities for collaboration with government, academics, and other stakeholders.	Market changes and raw material price fluctuations.

Through SWOT analysis (Hasna Wijayanti, 2023), it was found that the uniqueness of products made by people with disabilities still has opportunities and high selling value. Furthermore, combining the value of people with disabilities has social entrepreneurial value, namely entrepreneurship that combines the values of caring and social mission in its activities, which will become a solution to social problems through its social mission. However, people with disabilities also benefit from the marketing of their products because consumers do not only buy products based on their function but also because of the social value behind them.

### **Marketing strategy innovation**

The marketing innovation implemented by the Village Disabled Community (KDD) focused on strengthening product identity and expanding market reach through socially oriented digital marketing. One of the main innovations was the improvement of product packaging design by applying an inclusive branding concept that highlights the narrative of independence and empowerment of persons with disabilities. The new packaging design was made more informative and professional by including product identity, ingredients, and producer information (Schifferstein et al., 2022). As a result, all red ginger powder products marketed by the community began using the improved

packaging design, which increased product attractiveness and helped consumers more easily recognize the product in the local market.



Figure 4. Digital Marketing Implementation and Regulatory Compliance

In addition, KDD began implementing digital marketing strategies through social media platforms, such as Instagram and WhatsApp Business. During the mentoring process, community members were trained to create promotional content, including product photos, information about the health benefits of red ginger, and storytelling related to disability empowerment. This initiative resulted in an increase in digital promotional activities, reflected in the number of promotional posts produced and the growing interaction between the community and potential consumers through social media. Through these digital campaigns, the marketing reach of the red ginger powder product expanded beyond the village area and began to reach a broader market. These innovations demonstrate that strengthening product branding and utilizing digital marketing can improve product visibility, consumer trust, and market opportunities for disability-based community enterprises.

### **Regulatory compliance**

Strengthening regulatory compliance was an important component of the assistance program to increase consumer trust and provide broader access to modern and digital markets (Putrevu & Mertzanis, 2023). Through the mentoring process, members of the Village Disabled Community (KDD) were guided in understanding and

fulfilling several key business legality and food safety requirements. As a result, the community successfully initiated the registration of a Business Identification Number (NIB) through the Online Single Submission (OSS) system, which serves as formal business legality and enables access to government programs and broader market opportunities.

In addition, assistance was also provided in preparing administrative and technical requirements for food safety certification, particularly the Home Industry Food Production Certificate (P-IRT) and halal certification. The mentoring process included guidance on product labeling, production hygiene standards, and documentation required for certification. These efforts increased the community's awareness and readiness to comply with food safety regulations, which is an important factor in improving product credibility and consumer confidence. Strengthening regulatory compliance also supports the long-term sustainability of the red ginger powder drink business managed by the disabled community and facilitates its entry into wider marketing channels (Christo Nelson et al., 2024).



Figure 5. Business Identification Number (NIB)

The assistance program provided to the Village Disabled Community (KDD) has generated several social and economic impacts for its members. From a social perspective, the mentoring and training activities have contributed to increasing the confidence of persons with

disabilities (Heron et al., 2023). Members of the community have begun to participate more actively in productive activities, particularly in the production and marketing of red ginger powder drinks. This involvement helps reduce feelings of marginalization and encourages greater social participation within the community.

From an economic perspective, the development of the red ginger product business provides an alternative opportunity for economic inclusion for persons with disabilities (Dwiartama et al., 2024). This is particularly important considering that access to employment for persons with disabilities remains limited, with only around 9% of approximately 8 million working-age persons with disabilities employed in the formal sector. Through the development of community-based entrepreneurship, the red ginger business managed by KDD contributes to creating productive economic activities and potential employment opportunities for its members.

Overall, the results of this community service demonstrate that strengthening business legality through NIB and P-IRT certification, preparing halal certification, expanding digital marketing, and building collaboration with community-based stakeholders can support the social and economic empowerment of persons with disabilities. These efforts indicate that physical limitations do not prevent persons with disabilities from developing competitive and sustainable community-based enterprises.

#### **4 Discussion**

The findings of this community service demonstrate that the empowerment of the Village Disabled Community (KDD) in Lemah Abang Village represents not only an economic activity but also a practical implementation of social entrepreneurship, which integrates social missions with economic sustainability. The development of red ginger powder drink products by KDD reflects an effort to create economic opportunities for persons with disabilities while simultaneously strengthening social inclusion. This finding supports previous studies which emphasize that social entrepreneurship can function as a strategy

to empower marginalized groups by transforming social challenges into productive economic opportunities (Nurfaisah & Pertiwi, 2025).

The mentoring process also highlights the importance of developing an entrepreneurial mindset among members of the disabled community. Through training and continuous assistance, members of KDD gradually developed greater confidence and motivation to participate in productive economic activities, including producing and marketing red ginger powder drinks. This result is consistent with the argument that entrepreneurial success is strongly influenced by the development of mindset, including the courage to take risks, resilience in facing challenges, and the ability to recognize personal potential (Pennetta et al., 2025). In this context, empowerment activities contribute not only to improving technical skills but also to transforming the perception of persons with disabilities from passive recipients of assistance into active economic actors.

Another important finding of this study is the shift in marketing practices from conventional methods to the use of digital marketing strategies. Before the assistance program, the marketing of red ginger powder products was limited to local networks and word-of-mouth promotion. After receiving mentoring, the community began utilizing social media platforms and digital campaigns to promote their products more widely. This transformation supports the perspective that modern marketing requires the integration of digital technologies and customer-oriented strategies to improve market reach and competitiveness (Octavian et al., 2025).

Effective marketing management also requires the ability to allocate and develop resources strategically to achieve organizational goals (Theoharakis et al., 2024). Therefore, the adoption of digital marketing strategies becomes an important step in strengthening the competitiveness of community-based enterprises. The results of this program also illustrate the strong relationship between disability empowerment and social entrepreneurship. Both approaches emphasize community participation, social inclusion, and the creation of sustainable economic opportunities. However, persons with disabilities often face structural barriers, including limited access to education,

business networks, and market information. The empowerment activities carried out in this program, such as training, mentoring, and collaborative engagement with stakeholders, help reduce these barriers and open wider economic opportunities for the disabled community. This finding aligns with previous research indicating that inclusive entrepreneurship programs can enhance economic participation and improve the welfare of persons with disabilities.

Regulatory compliance also emerges as an important factor in strengthening the sustainability of disability-based enterprises. The process of assisting KDD in preparing business legality, including the Business Identification Number (NIB), P-IRT certification, and halal certification, demonstrates how regulatory readiness can increase consumer trust and product credibility. Previous studies suggest that compliance with business regulations is closely related to increased consumer confidence and long-term business sustainability (Pangestu, 2024). In this study, regulatory strengthening also enables the community to access wider marketing channels, including digital platforms and formal markets.

Finally, the findings highlight the importance of utilizing community assets and local resources in the empowerment process. The availability of local raw materials, such as red ginger, combined with strong community solidarity among members of KDD, provides a foundation for building sustainable community-based enterprises.

By maximizing these assets and strengthening collaboration with various stakeholders, the community can develop more adaptive and resilient business strategies. These results indicate that integrating community asset development, digital marketing innovation, and regulatory compliance can become an effective approach to promoting inclusive economic empowerment for persons with disabilities.

## 5 Conclusion

After conducting research in community service activities, it was found that empowering the Lemahabang Village Disabled Community (KDD) in Cirebon through the ABCD approach can optimize assets in

terms of production, marketing, and socioeconomic change. The production process is carried out by disabled friends, demonstrating their independence regardless of physical limitations to produce competitive products. Regulations as a legal aspect are implemented to strengthen public trust. A SWOT analysis was conducted to examine various aspects of strengths, weaknesses, opportunities, and threats with the aim of developing marketing strategies, branding, and digital campaigns with narratives of inclusion and independence. This program has had an impact on disabled friends in terms of self-confidence, increased courage in interacting, awareness of the ability to create a productive economy, and becoming a model for sustainable community-based empowerment.

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