

Non-Verbal Marketing Communication Training for Teenagers of Dharma Wanita Kebonsari Special School

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ABSTRACT

Teenagers with disabilities are required to be more productive in order to have a decent life and can create employment opportunities for others so that the community's life becomes more prosperous. One way is by entrepreneurship. Entrepreneurs must have marketing communication skills so that businesses can grow and develop. Therefore, marketing communication training was held for productive-age teenagers at the Dharma Wanita Special Needs School in April 2026 at the Dharma Wanita Special Needs School Kebonsari Madiun with participants who were productive-age teenagers. The results of this training were written using qualitative descriptive techniques, and data collection used interviews and participant observation where the author was directly involved daily in the implementation of the training. The purpose of writing this article explains how marketing communication training for SLB teenagers is verbally and nonverbally. Meanwhile, the purpose of holding the training is to equip productive-age SLB teenagers with marketing communication skills, how to manage a business and hopefully be able to create employment opportunities. Participants practiced making marketing plans, determining costs, creating promotions, determining places and physical evidence. It is hoped that this article will be useful for other entrepreneurs with special needs, namely increasing insight and ideas in developing their businesses.



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INTRODUCTION

Communication technology is increasingly advanced and changing various aspects of human life. Humans are required to be more productive, especially teenagers. Teenagers are the pillars of the family and the nation, meaning that teenagers must be able to meet the needs of their families and should not be a burden on the state by becoming unemployed. Teenagers must be able to create jobs for others so that the community's life becomes more prosperous, one way being entrepreneurship. Teenagers of the Dharma Wanita Special Needs School (SLB) of productive age also have the opportunity to become entrepreneurs, such as at the Dharma Wanita Special Needs School (SLB) Kebonsari Madiun. They are entrepreneurs of products such as banana chips, tempe chips, puli crackers, pecel chili sauce, doormats, herbal medicine, and ciprat batik. For their businesses to grow and develop, they must have marketing communication skills. Repurchase or consumer repeat purchases are one of the goals of marketing communication in all fields of trade because repurchase is an added value from satisfied customers. The existence of repurchases is inseparable from the success in communicating the products offered. To this end, the organizers held a marketing communications training for adolescents at the Dharma Wanita Kebonsari Madiun Special Needs School. The training lasted for one month, from April 1-30, 2026, with 15 participants of productive-age adolescents, both those with and without businesses.

The purpose of this article is to describe the marketing communications training for adolescents at the Dharma Wanita Kebonsari Special Needs School. The training aimed to equip adolescents at the Dharma Wanita Kebonsari Special Needs School with knowledge of product marketing communications, using non-verbal communication, and how to manage a business, which, in turn,

would hopefully lead to job creation in Kebonsari. Participants learned how to create marketing plans, determine costs, create product promotions, determine location, and also learned about physical evidence, even though their products were physical goods. It is hoped that this article will be beneficial for entrepreneurs and the community, providing insights and ideas for developing businesses and encouraging them to conduct similar training.

RESEARCH METHODS

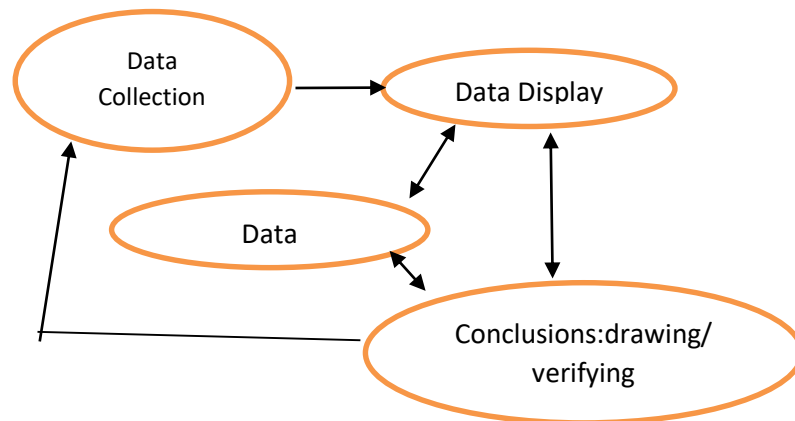
The writing of this article uses qualitative descriptive techniques. Qualitative research according to Bogdan and Taylor (1992) is one of the research procedures that produces descriptive data in the form of speech or writing and the behaviour of the observed individuals (Sujarweni, 2014). The qualitative approach is expected to produce in-depth descriptions of speech, writing, and/or behaviour that can be observed from an individual, group, society, or specific organization in a particular context, studied from a complete, comprehensive, and holistic perspective. According to Sugiyono (2013), "The characteristics of qualitative research are: qualitative research has the natural setting as the direct source of data and the researcher is the key instrument, the data collected were in the form of words or pictures rather than numbers, concerned with process rather than simply with outcomes or products, tend to analyse their data inductively, 'meaning' is essential to the qualitative approach" (Sejati, 2017). Descriptive research is conducted to determine the value of each variable, whether a single variable or more, which are independent without making relationships or comparisons with other variables (Sujarweni, 2014). Descriptive research according to Iqbal Hasan is research conducted to determine the value of independent variables, whether a single or multiple variable (independent) without making comparisons or linking with other variables (Murti, Endang, Retno I, Agus W, 2017).

The research method is naturalistic or qualitative, which is used to study a natural object by providing an exposition of that object. The researcher acts as the key instrument who will make the exposition and conclusion (Sujarweni, 2014). Researchers who do not know the data collection techniques will not obtain data that meets the established standards (Sugiyono, 2013).

The data collection techniques for this research are observation, interviews, and documentation. Why participant observation is important? first, it enhances the quality of the data obtained during fieldwork. Second, it enhances the quality of the interpretation of data, whether those data are collected through participant observation or by other methods. Participant observation is thus both a data collection and an analytic tool. Third, it encourages the formulation of new research questions and hypotheses grounded in on-the-scene observation. Participant observation is a method in which a researcher takes part in the daily activities, rituals, interactions, and events of a group of people as one of the means of learning the explicit and tacit aspects of their life routines and the culture (DeWalt, Kathleen M and Billie, 2011).

Interviews and documentation will be used to complement the information to make the data more valid. Unstructured interviews are used by researchers to gain in-depth knowledge about the subject, which are free interviews where the researcher does not use a systematically and completely structured interview guide for data collection. Meanwhile, the data obtained from documents include daily and monthly sales reports, marketing programs, and policies. The informants in the interview were consumers.

The data is used as a complement to observations and interviews to make the research results more credible. The data analysis technique uses the interactive model of Miles and Huberman as cited in Sutopo (1992), which includes data reduction, data presentation, and conclusion drawing or verification, these activities can be conducted interactively with the data collection process as an interactive process (Sejati, 2015). The interactive model is illustrated as follows (Sugiyono, 2013).



Picture 1. Components in Data Analysis (Interactive Model)

The training was held at the Dharma Wanita Kebonsari Special Needs School from April 1 to 30, 2026, with 15 participants using non-verbal communication. The training was held every Tuesday and Wednesday, depending on field conditions. The training was conducted by the organizers to develop marketing and non-verbal communication skills for the special needs youth.

RESULTS AND DISCUSSION

Non-verbal Marketing Communication Training

The training included theory and practice in marketing communication management conducted on Mondays and Thursdays, with hours adjusted to field conditions, as it coincided with technician training activities. Participants observe and practice directly what needs to be done through daily activities. An entrepreneur must certainly possess skills and knowledge in their field of business. Marketing management according to Philip Kotler is the analysis, planning, implementation, and control of programs aimed at creating exchanges with the target market in order to achieve marketing objectives (Dharmmesta.Basu S & Hani Handoko, 2016). The implementation of activities occurs in the morning during the briefing and morning prayer, where the speaker presents the material or job description to be worked on, assigns tasks, and discusses teamwork for the day. Then, in the afternoon before the end of the workday, the speaker provides a review or evaluation of the work completed that day. The evaluation aims to motivate improvement in well-executed tasks and to offer feedback or problem-solving for tasks that have not been performed well. The tasks performed include: planning and determining prices, pricing strategies, the difficulty of the work, the duration of time required; determining the price of materials up to their packaging. Price determination adjusts to price standards and the socio-cultural conditions of the community.

Chief executive of activities has knowledge of nonverbal communication, so the event used nonverbal communication to ensure participants understood the material. Nonverbal communication is the process of conveying a message or information using body movements or without using words. In this activity, the organizer used hand gestures, head nods, body posture, facial expressions, eye contact, and so on.

Price

According to Moriarty et al. (2011), in the product there are design and development, branding, packaging, and maintenance (Sejati, 2018). Pricing strategies include: premium, economical, penetration, skimming. Meanwhile, the categories of pricing strategies can be divided as follows: differential pricing strategies and competitive pricing. The application of pricing can be carried out by considering aspects of the functional-psychological level of the services offered, competition, the degree of uniqueness of the products offered, target market, product service combination, and cost-based. According to Kotler and Armstrong, price is the main factor in determining positioning and must be decided according to the target market, product variety mix, and service, as well as competition (Widjaja, 2009). Pricing will affect total revenue and costs. The premium strategy is a comparison of the alignment between extreme values, namely high price with high quality. This strategy also considers

competition, target market, product service combination, and cost-based. High prices create a perception of high quality, which can positively influence the demand curve.

Participants set economical prices for their products. These prices are determined by a price list based on raw materials and operational costs. The price is fixed. They establish an economical strategy, where low prices are associated with low service quality, but implement product line pricing aimed at meeting broader market demand and maximizing profits through price bundling or complimentary pricing.

Prices are adjusted based on: product quality, meaning the raw materials used are of good quality; staff with knowledge and experience capable of addressing customer issues and complaints; and prioritizing health protocols. Observations show that consumers often accept the price set according to the price list, but they choose which products and stores they visit. Customers are generally fanatical about products and staff. Therefore, staff are provided with knowledge about excellent service, especially how to serve customers.

Price comparisons: Comparing prices with closest competitors using a SWOT analysis. Consumers often compare product prices when considering using or purchasing products. However, the activity organizers provide guidance that comparing prices with competitors is not about competing but rather about matching prices or synergizing with competitors. This prevents or reduces competition if sellers offer goods at the same price (Dharmmesta, Basu S & Hani Handoko, 2016). Competitive pricing aims to position a company according to its competitive position (Moriarty, Sandra, Mithcell, Nancy, Wells, William, 2011).

Prices are affordable for consumers. The Dharma Wanita Special Needs School Entrepreneur market is the Madiun community, so they must adjust to ensure public acceptance.

Prices align with consumer expectations. People often use price as an indicator of quality. Based on consumer interviews, they choose products to fit their budget, and some customers choose premium products at affordable prices. Consumers decide to purchase a product if the perceived benefits are equal to or greater than the cost. If consumers receive benefits that are not commensurate with the cost, they will consider it expensive and will not repeat the purchase.

Promotion

The promotion stage is carried out during the negotiation process, and promotion is not conducted through mass media but only using word of mouth communication. Building good relationships with partners is the key to retaining existing partners and acquiring new ones. With word of mouth communication, the message conveyed will reach the community more quickly. "Word of mouth is the most honest form of marketing because customers are sharing their opinions, independent of messages, and manipulation." WOM is simple (Thorne, 2008). According to the WOM Marketing Association: "82% of the Inch.500 is already using WOM". Planning and determining business promotions through traditional and online word of mouth. The online media used is social media. The promotion schedule through social media is every Friday and Saturday or according to the conditions on the ground, for example, adjusting if participating in or displaying products at event schedules. Participants create promotional materials using the 4W+1H method, for example: What: Purchase discount and product bonus with a minimum purchase. When: April 1 – 30, 2026. Where: ABC store. Who: The public. How: Purchase discounts are limited per day, orders through WhatsApp. Another material is promotion through word of mouth, which should first be conveyed to people you know anywhere, so entrepreneurs must be sociable and friendly. In addition, it is necessary to cultivate a good attitude and avoid dishonest behaviour so that the community feels comfortable with the products and services. Evaluation is conducted after the program ends. In the evaluation, we discuss whether the program was successful or not. If it was successful, should the program be continued? If it is not successful, what needs to be improved and should the program be replaced or continued? Participants want the program to be successful so that their entrepreneurial goals are achieved, including: making a profit, getting new customers, keeping old customers, and having no complaints.

Place

Determining a strategic location and physical evidence. A strategic mind set is often associated with locations in the city and near crowded areas. A business located around one's own home in a village or an area far from the city actually has a great opportunity to attract a large number of customers. Buyers do not need to travel far to the city, and the products can be enjoyed immediately. As expressed by the customers, to obtain the goods, there is no need to go far to the city centre. Additionally, other customers mentioned that the price difference is minimal, so they prefer the nearest store.

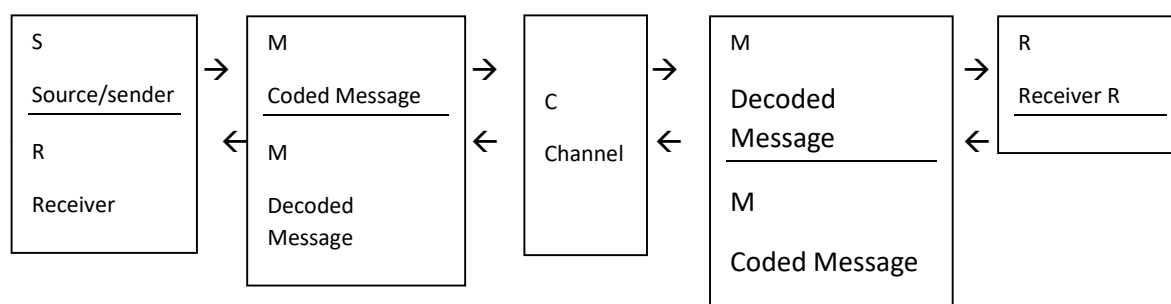
The physical building, including the interior, is an added value because it affects the mood and comfort of the customers. Although not large, it is very important to prioritize and pay attention to cleanliness and tidiness, especially in the waiting area. For that reason, the trainees learn to be responsive and quick in addressing these matters. Sellers must frequently tidy up products and the place, wipe up spilled liquids before they damage the floor and look dirty, and dispose of materials considered waste in the designated place. Often, consumers see the building as the first impression. Physical surroundings and other visible cues can have a profound effect on the impressions customers form about the quality of the service they receive (Lovelock, Patterson, Wirtz, 2015).

People

People are the ones who serve consumers, and they are one of the important assets in the field of commerce. The knowledge possessed by employees is crucial for the sustainability of a company. Knowledge is an information-based intangible that can accumulate into a stock of accumulated information within the company (Kasali, 2010). The store must require owners and employees to have knowledge of the products sold and the various procedures implemented. Training is provided to ensure that the knowledge of the store owner and employees is always up to date.

Another factor in people is the attitude and motivation of the owners and employees. The participant's attitude is reflected in their appearance, facial expressions, body language, and speech. Appearance in terms of hair, clothing, and shoes must be clean and tidy. When serving customers, you must be polite. Attitude must always be maintained both inside and outside the office. Employee motivation is necessary to realize the moment of truth message and the services offered at the expected level (Widjaja, 2009). Loyal, skilled and motivated employees who can work well independently or together in teams represent a key competitive advantage (Lovelock, Patterson, Wirtz, 2015). Many services will always need direct interaction between customers and service employees (Lovelock, Patterson, Wirtz, 2015). Knowledge is obtained from formal education in schools and informal training. Entrepreneurs are required to have a good attitude. Attitude can be demonstrated through verbal and non-verbal communication when interacting with the community and customers. Attitude can be applied in various forms such as appearance, tone of voice, body language, facial expressions, and speech (Widjaja, 2009).

Indonesian society, especially those living in rural areas, is very closely tied to politeness, etiquette, and honesty. Religion also teaches this, namely how to interact with fellow human beings. Interactive communication is a conversation or dialog (Moriarty, Sandra. Mitcell.Nancy. Wells, William, 2011). Two-way communication is more interactive, and the source and receiver change their positions as information is exchanged. Two-way communication is the most persuasive type of communication for marketers, as it is known that one of the important factors in consumer decision-making is the opinion of others, such as sales staff, friends, family, etc. The interactive communication model is described as follows:



Picture 2. Interactive Communication Model (Moriarty, Sandra. Mitchell, Nancy. Wells, William, 2011)

The model describes how communication works, starting with the source (source-s), the message sender (message-m) who sends the message in the form of words or visuals through an information channel. The message is encoded, interpreted, by the receiver (receiver-r) who is the reader, viewer, or listener. Two-way communication helps create long-term relationships between consumers and brands. Dialog also creates new ways to listen to consumer opinions.

CONCLUSION

In non-verbal marketing communications training for adolescents at the Dharma Wanita Kebonsari Special Needs School (SLB), participants were equipped with marketing communications knowledge. The training helped SLB adolescents develop businesses for those who already had them and fostered entrepreneurial interest among productive-age SLB adolescents, enabling them to become entrepreneurs and, in the future, create jobs. Entrepreneurs must possess technical expertise and marketing communications skills, as well as a positive attitude and appearance that are adapted to local economic, social, and cultural conditions.

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