



Marketing Communication by Businesses in the Cerebral Palsy Community

Mutiah Mutiah^(✉), Diyah Utami, Tsurouyya Tsurouyya, Vinda Maya Setianingrum,
and Fitri Norhabiba

Universitas Negeri Surabaya, Surabaya, Indonesia
mutiah@unesa.ac.id

Abstract. The cerebral palsy family community is a group of parents who have children with brain paralysis. In this community they have a variety of activities aimed at therapy so that it can stimulate their child's motor, sensory and cognitive abilities. Members of this community are very active in participating in every activity because not all parents are economically able to treat their children through medical services at the hospital. Most parents in this community also make efforts to increase their child's medical expenses. Even though they are small businesses, they are trying to do marketing to reach consumers. It is not easy to carry out marketing activities for the products or services they produce because they have to coincide with caring for children with cerebral palsy. Children with cerebral palsy need the attention and help of their parents in their daily activities. Therefore, this study aims to see how parents of children with cerebral palsy communicate the products and services they market to consumers. Then what is the role of the community in their marketing communication activities. Generally, marketing communication is always related to the 7P theory (product, place, promotion, price, process, people, physical environment) but in this case, of course it is unique because there are limitations and a community base that they use as a means to market their products and services. This research method is a case study with qualitative approach, and I collect data with interview and field observations, researchers interviewed five informants. The conclusion in this study is that the community becomes a means to market their products, community members work together to promote the efforts of their members because they feel the same fate. Meanwhile, the name of the community, namely "Cerebral Palsy Family" became a marketing communication brand to sell sympathetic stories that made consumers touched to make product purchases.

Keywords: Community · Marketing · Cerebral Palsy

1 Introduction

The happy cerebral palsy community is a group of parents who have children with brain paralysis. Parenting children who suffer from cerebral palsy must be more patient and skilled at communicating because these children have difficulty speaking due to withering of the brain that inhibits the speech muscles. In addition to having difficulty

communicating verbally, many children with cerebral palsy have verbal communication disorders [1]. Children with cerebral palsy (CP) can experience a range of significant speech, language and communication difficult [2]. Children with cerebral palsy also experience limited movement. Therefore, parents play a major role in caring for, stimulating children's development and providing support. Communication is often impaired in cerebral palsy (CP). Tools are needed to describe this complex function, in order to provide effective support [3]. Because the needs of children with cerebral palsy are what encourage parents, especially mothers, to join the happy cerebral family community. In this community, both children with CP and their parents receive therapy. For children, therapy includes motor activities, involving body movements, communicating non-verbally, and socializing with friends. While for parents, therapy is for them by gathering fellow parents who have the same fate and strengthening each other and surrendering to God to patiently care for their cerebral palsy child.

Regular gatherings in the community aim to build the motivation of parents who have businesses to promote their products. Initially they did individual marketing and limited promotion through personal social media. Of course, such marketing is not optimal because marketing cannot reach wider consumers at this time producers have to utilize digital technology for product marketing, We find that extant research in digital marketing communication relates mostly to a specific, national level rather than a global level, despite the porousness of national boundaries for digital marketing [4]. But on the other hand, the limitations of parents to do marketing due to busy caring for CP children seem to be a logical reason. Before they joined the community, the sales of the products they marketed only reached their family and neighbors around where they lived and relied on social media and word of mouth sales, but after being in the community, they began to do marketing and network building skills. The community has activities in collaboration with universities through community service programs so that knowledge transfer occurs. From there, members who have businesses begin to know a variety of information related to strategies and media for product marketing in order to reach more consumers. In marketing, one of the important elements so that consumer purchases can be made massively is by communicating the products we have through media that are in accordance with market segmentation [5]. This technique of communicating products to consumers is called marketing communication. Marketing communication is a series of processes for delivering marketing messages through certain channels with the aim of making transactions or purchases by consumers. The delivery of marketing messages must be right on target at the right time [6]. Factors that need to be communicated include, the advantages of the product, the location of the sale, the price of the product, the advantages of buying a product or promotion, how the product can be obtained, whether the product is in accordance with consumer needs. In marketing communication this factor is called the marketing mix [7]. In this case, it is possible to see that the marketing mix applied is different and unique, because the community base is their initial way of selling products.

The community becomes a marketing tool for business actors who are parents of children with cerebral palsy. Because the name of the community, namely "Happy Cerebral Palsy Family" is already widely known. This community is also often invited in corporate social responsibility by government and private institutions. In addition, the

community must also have social networks [8] with various parties, one of which is universities because universities have an obligation to organize community service programs that can be utilized by this community. The existence of the community is used by members as business actors to promote their products. Members who have businesses are assisted by community leaders to connect with potential customers. This community-based marketing method is interesting to research. Although research on marketing communication has been widely carried out [9], research on marketing communication based on cerebral palsy community is not widely done. This study will look at how marketing communication is carried out by business actors who are in the happy cerebral palsy family community in Surabaya. To obtain comprehensive data related to what kind of community-based marketing communication is, the research method used is a case study [10]. Case study allows data to be conveyed in detail. The informants of this research are community members who have businesses or products that are sold. The novelty of the research lies in the activities of community based Smes make community “stories” a way of offering products that members sell.

2 Method

The presentation of research results is carried out with a qualitative approach [11]. The qualitative approach allows the data to be presented with a holistic narrative through the case study method [12]. This case study method is considered suitable for this research because the research problems are fully disclosed. Data collection techniques by means of interviews and observations. Open interviews were conducted on five community members who have businesses, both products and services offered. These five informants are willing and able to answer questions clearly. The research was conducted in the happy cerebral palsy family community in Surabaya, Indonesia for one month. Interview and observation data were analyzed by reducing data according to research needs. Then the data that has been classified will be presented with a narrative then from the analysis the researcher will provide recommendations.

3 Result and Discussion

The happy cerebral palsy family community in Surabaya is a community that contains parents who have children with cerebral palsy. This community was formed starting from the frequent meeting while treating their child in the hospital. Because they have the same feeling, they form an association to strengthen each other. Activities in this community are oriented towards therapy to improve children’s motor, sensory and cognitive abilities. Routine activities are carried out every week in the form of children’s play groups, religious studies for parents, special children’s fairy tales, reading gardens. This activity allows parents to interact and share stories in the upbringing of their children. It is also in this community that parents who own businesses begin to introduce and offer products. The presence of this community is well known by the people of Surabaya, that’s why several parties such as government institutions, industry and universities invite them to collaborate. Among the activities that have been carried out with external parties are

Table 1. Business Informants

No.	Name	Business
1	AJ	Community leader and managing non-formal schools and resellers of local food products
2	DW	Plant sellers and renting plants for gardens in government offices and private
3	LS	Seller of household staples
4	MR	Seller of cakes and snacks
5	SN	Seller of household staples

entrepreneurship and parenting training. This kind of cooperation is then used by parents who have businesses to offer their products or services.

In this study only representative informants for required data and ready for interview. And these five informants are MSME actors who are active in the happy cerebral palsy family community. Table 1 shows the profile of the informant.

Entrepreneurship carried out by parents with children with cerebral palsy is a demand to help the family's economy but their marketing activities are hampered by time. Children with cerebral palsy need help and full attention so that they find it difficult to use all available media for selling their products.

In marketing communications, generally apply a marketing mix strategy consisting of product, price, people, place, promotion, physical, process [13]. For business actors in the happy cerebral palsy family community, marketing communication has its own pattern, namely community-based. In the product aspect, the community does not play a role in determining the quality and production of the product. as well as at the price stage. The community has an important role in the place and promotion aspects. Members who have businesses usually use community locations as sales locations, because people are more familiar with the location or community basecamp. Then in the promotion process, the community also helps sell its members' products. The promotion process is carried out when the community collaborates with several external parties.

Meanwhile, the other elements of the marketing mix are not too applied in marketing communications for products from the cerebral palsy family members. This is due to the limited time between caring for children with cerebral palsy and efforts to maximize the promotion of their products as a "funnel" or the most helpful tool in product promotion activities, secondly by selling stories that they experience.

3.1 Community

In product marketing activities. these business actors use the community as a liaison with consumers. Members and community leaders provide information to relatives, friends, colleagues and partners about the products sold by members of the happy cerebral palsy family. As stated by one member named MR

"the members and the leader of this community helped me to offer the cakes that I sell to their relatives. When the community has activities in collaboration with

external parties, my cakes are also offered to them. Thank God, many people ordered my cake.”

MR himself is a single parent who takes care of his child who suffers from cerebral palsy on his own, so that MR feels that the community is an effective marketing medium to sell his cakes. Not only MR uses this community as a liaison between sellers and consumers but also LS and SN. In general, parents who own this business find it difficult to manage the time between caring for their child who suffers from cerebral palsy and running online and direct promotions to sell their products. Therefore, the community plays an important role in marketing the products of its members. Community leaders also provide opportunities for members who have businesses to sell products through the community whatsapp group. There are six whatsapp groups facilitated by the happy cerebral palsy family community for cerebral palsy community members, following AJ’s statement as the chairman and manager of the whatsapp group

“every Saturday I convey in the whatsapp group, please members who have products to sell can promote them in the group. On Saturday, a special group shared information about products sold by members.”

Slightly different from the informant with the initials DW, DW’s plant business has been in operation for quite a long time. This business was initiated before he joined the happy cerebral palsy family community. According to DW, he also takes advantage of the community’s social network with external parties. Through this social network, DW has expanded its business from selling plants only to services for gardening and renting out indoor plant decorations for gardens in offices. Previously, DW sold plants conventionally, but after being in the happy cerebral family community, the idea to develop the business emerged because it was inspired by trainings that are often carried out by the community in collaboration with universities.

According to the informants, being in the community not only invites children for therapy, but it turns out that as parents, they also need therapy, and without realizing it, activities in the community have made parents more productive. The community, which is considered a place for them to share and support each other to improve the quality of their children’s abilities, turns out to also play a strong role in helping the economic activities of its members who have businesses. In addition to the large role of the community in the marketing communication process of its members. The marketing technique that researchers have found is communicating the story of the seller. Narratives of stories or fate experienced by parents of children with cerebral palsy are often conveyed in offering products. The researcher describes in the following subtitles.

3.2 Story or Destiny as a Narrative in Product Sales

Marketing carried out by members in the happy cerebral palsy family community is still simple, they offer products and promote them through personal and community social media. In their marketing activities, the researcher observes a unique thing, namely the use of narratives that invite compassion and sympathy. Narrative describing the condition of their child with cerebral palsy. The condition of children with cerebral

palsy they insert when interacting with potential customers and also in selling through the community. One of them is an informant who admits that in promoting their plant products, DW and her husband do advertisements via live Instagram. When they are promoting through live Instagram, they often invite children with cerebral palsy to be included in the frame. According to DW, involving children in making promotional videos does not aim to exploit children, but researchers see informants using narratives that explain their children with cerebral palsy when promoting their products so that it seems that there is an element of creating sad and compassionate stories from consumers. As the results of the interview with DW below,

“when we are selling, we invite our children as well as during the live Instagram promotion. So that our children also feel that they are treated normally.”

Creating stories or stories that contain sympathy behind the products being sold is often one of the marketing strategies of producers to consumers. Like the product “sego mushroom” (mushroom rice) which is a product made by students of the Sepuluh November Institute of Technology Surabaya, in its product packaging it displays the narrative “there is a mushroom farmer’s prayer in every bite” [14].

4 Conclusion

The conclusion of this study is that there is a uniqueness in the communication process community based marketing. Business actors in the happy cerebral palsy family community rely heavily on the name of the community to promote their products. Sales of products to consumers are generally facilitated by the community, even consumers think that the community has activities in producing products and services, but this is not the case. Then the “child with cerebral palsy” narrative is attached to their product marketing message. The narrative turned out to be quite successful in inviting potential consumers to empathize and finally buy their product.

Acknowledgment. I extend my respect to Prof. Dr. Muhammad Turhan Yani, M.Pd as Dean of the Faculty of Social Sciences and Law. Then I also thank the organizers of the 2022 international conference on social science and law. Thank you very much for the happy cerebral palsy family community in Surabaya. The community has great members, even though they have difficulties in raising children with cerebral palsy but do not give up and are always passionate about parenting as well as in the entrepreneurs they start.

Authors’ Contributions. The author comprises five members where all are contributed to writing the article. Article writing is separated into numerous stages of research and writing that are completed in 2 (two) months. The author investigates related themes based on observations made in the field over many months. The writer offers the ideas in this scientific article based on observable data.

References

1. Mumpuniarti, "Role Of Parents For The Development Of Cerebral Palsy Communication With Additional And Alternative Communication Systems (Augmentative and Alternative Communication/AAC)," Jogyakarta, 2016. [Online]. Available: <http://staffnew.uny.ac.id/upload/131284656/pengabdian/ROLEOFPARENTSFORTHEDEVELOPMENTOFCEREBRALPALSYPALSYCOMMUNICATIONSWITHADDITIONALANDALTERNATIVECOMMUNICATIONSYSTEMS.pdf>.
2. M. Clarke, K. Price, and T. Griffiths, "Augmentative and alternative communication for children with cerebral palsy," *Paediatr. Child Health (Oxford)*, vol. 29, no. 9, pp. 373–377, 2016, doi: <https://doi.org/10.1016/j.paed.2016.04.012>.
3. K. Himmelmann, K. Lindh, and MJC Hidecker, "Communication ability in cerebral palsy: A study from the CP register of western Sweden," *Eur. J. Paediatr. Neurol.*, vol. 17, no. 6, pp. 568–574, 2013, doi: <https://doi.org/10.1016/J.EJPN.2013.04.005>.
4. V. Shankar, D. Grewal, S. Sunder, B. Fossen, K. Peters, and A. Agarwal, "Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches," *Int. J. Res. Mark.*, vol. 39, no. 2, pp. 541–565, 2022, doi: <https://doi.org/10.1016/J.IJRESMAR.2021.09.005>.
5. MI Tobler-Rohr, "Product development and marketing: management and communication," in *Handbook of Sustainable Textile Production*, Woodhead Publishing, 2011, pp. 386–470.
6. D. Villanova *et al.*, "Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time," *J. Retail.*, vol. 97, no. 1, pp. 116–132, 2021, doi: <https://doi.org/10.1016/J.JRETAI.2021.02.001>.
7. I. Makienko and J. Rixom, "Using Marketing Mix Elasticities to Demonstrate Consumer and Producer Perspectives in Marketing Management Class," *Int. J. Manag. Educ.*, vol. 20, no. 3, p. 100689, 2022, doi: <https://doi.org/10.1016/J.IJME.2022.100689>.
8. Z. Salim, "Placing social networks: A case study of female gated community residents in Bahrain," *Habitat Int.*, vol. 126, p. 102557, 2022, doi: <https://doi.org/10.1016/J.HABITATINT.2022.102557>.
9. M. érić, . Ozretić-Došen, and V. kare, "How can perceived consistency in marketing communications influence customer–brand relationship outcomes?," *Eur. Manag. J.*, vol. 38, no. 2, pp. 335–343, 2020, doi: <https://doi.org/10.1016/J.EMJ.2019.08.011>.
10. P. Wong, "Application of Analytical Method for Preloading: Design of Selected Case Studies," in *Ground Improvement Case Histories: Embankments with Special Reference to Consolidation and Other Physical Methods*, Butterworth-Heinemann, 2015, pp. 241–257.
11. D. Mitchell *et al.*, "Going in thinking process, coming out transformed: Reflections and recommendations from a qualitative research course," *Soc. science. Humanity. Open*, vol. 20, no. 1, p. 100031, 2020, doi: <https://doi.org/10.1016/J.SSAHO.2020.100031>.
12. P. Pihlanto, "The action-oriented approach and case study method in management studies," *Scand. J. Manag.*, vol. 10, no. 4, pp. 369–382, 1994, doi: [https://doi.org/10.1016/0956-5221\(94\)90024-8](https://doi.org/10.1016/0956-5221(94)90024-8).
13. G. Todorova, "MARKETING COMMUNICATION MIX," *Trakia J. Sci.*, vol. 13, no. 1, pp. 368–374, 2015, doi: <https://doi.org/10.15547/tjs.2015.s.01.063>.
14. Dyan Rekohardi, "Prayer for Mushroom Farmers," *Surya.co.id*, Surabaya, p. 1, 2014.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

