



Social marketing strategy of the Yogyakarta City Gandeng Gendong movement, 2021-2022

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ABSTRACT

Keywords

Gandeng Gendong,
Social Marketing,
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In the midst of the economic crisis phenomenon that occurred during the Covid-19 Pandemic, the Yogyakarta City Government is trying to improve social welfare through the Gandeng Gendong Program as stated in the Yogyakarta Mayor Regulation Number 23 of 2018 concerning the Yogyakarta City Cooperation Program. The Gandeng Gendong program is an alternative effort formulated by the Yogyakarta City Government to take firm steps in social welfare issues through a Collaborative movement which in its implementation is linked to five elements of collaboration, namely City Government, Corporation, Campus, Community and Village. This research aims to determine the social marketing strategy developed by the Yogyakarta City Government in implementing the Gandeng Gendong Yogyakarta City movement in 2021-2022. This research uses a qualitative descriptive method with a case study approach. The data collection used the interview method and collected literature related to the research. The results of this research describe the social marketing strategy of the Gandeng Gendong movement in the city of Yogyakarta which has products in the form of values of solidity and caring for each other in helping underprivileged communities by cooperating with stakeholders and carrying the community. There are six steps in the social marketing strategy formulated in the Gandeng Gendong movement, namely 1) Product Determination, 2) Social analysis, 3) Determining targets and objectives, 4) Implementation of field programs, 5) Product distribution, 6) Monitoring and Evaluation, although it still seems sporadic.

1. Introduction

Looking at the portrait of fluctuations in economic growth in Yogyakarta in 2021-2022, of course it cannot be separated from the poverty factor which influences the rise and fall of economic growth at regional and national levels due to the shock of the Covid-19 pandemic. According to Purnomo, in developing countries generally the problem of low income and poverty is the main problem in economic development (Purnomo, 2019). The national problem facing Yogyakarta is the still high level of poverty, compared with the six provinces on the island of Java, the poverty level of the Special Region of Yogyakarta is relatively high. In September 2022, the percentage of poor people in the Special Region of Yogyakarta was ranked first, with 11.49% (Ahdiat, 2023).

In an effort to reduce the poverty rate, various programs have certainly been initiated by the Yogyakarta City Government, but the management of the poverty percentage has never seen a significant reduction. This phenomenon prompted the regional government of the city of Yogyakarta to issue the Gandeng Gendong program as an innovation in the context of collaboratively overcoming poverty which was launched in April 2018 (Adminwarta, 2022). The Gandeng Gendong program is an alternative effort formulated by the Yogyakarta City Government to take firm steps in the problem of poverty. Especially during the Covid-19 pandemic in the 2021-2022 period which drastically affected the economic conditions of the city of Yogyakarta, making the Gandeng Gendong program even more significant and needed to be implemented intensively by the Yogyakarta city government and all parties involved through mutual assistance and cooperation efforts so that community solidarity remained strong and the economy is back on its feet.

This program is certainly a collaborative social movement that seeks to help reduce poverty rates with cross-element synergy. Through varied social activities, the Gandeng Gendong program provides

encouragement to the people of Yogyakarta city to build awareness of the local wisdom of the people of Yogyakarta which is slowly being crushed by modernization by holding a collective agenda in the form of mutual cooperation, mutual assistance and social empowerment. This brings the people of Yogyakarta city closer to the values of local wisdom by fostering concern and mutual respect (Susanto, 2016).

The essence of the Gandeng Gendong program is an effort to work together to help reduce the poverty rate in Yogyakarta City collaboratively, where the focus of the Gandeng Gendong program is on aspects of community empowerment based on local potential, such as handicraft products, culinary preparations, even things that more technical, namely culinary processing training which is directly guided by chefs from hotels or restaurants as a form of CSR program (Putra et al., 2020). Thus, then the Gandeng Gendong program is considered an innovative initiative in overcoming the problem of poverty in the city of Yogyakarta. This is proven by the city of Yogyakarta being crowned at the Regional Development Awards (PPD) in 2020 by taking second place as the best city at the national level. Not only that, the Gandeng Gendong Program was also included in the top 99 in the Kemenpan-RB Public Service Innovation Competition in 2020. Of course, this indicates that the Gandeng Gendong program is an innovative program, especially in efforts to eradicate poverty (Iza & Nurhaeni, 2021).

Apart from that, the success of the Gandeng Gendong Movement is that the Yogyakarta City Government received the "Most Innovative City" award at the 2021 IGA (Innovative Government Award). through the Ministry of Home Affairs as an effort by the Yogyakarta City Government which collaborates with various elements from cities, villages, campuses, corporations, to communities with the success of this hand in hand movement with the Cantelan, Nglarisi, CSR and other social movements. Through this movement, it raises a level of awareness to work together with each other, both at the cooperative, university and community levels to help each other with the common goal of stabilizing the economy in the midst of the Covid-19 pandemic. (Adminwarta, 2021).

From a communication science perspective, the cooperative program, which in its implementation of social movements seeks to change behavior, culture and social attitudes, is a form of strategy in Social Marketing. With this, of course the Gandeng Gendong program also has a Social Marketing strategy which aims to make social-humanitarian values and local wisdom a commodity that is displayed in the midst of social reality in order to resolve social problems that occur in the city of Yogyakarta. Therefore, previous research discussing the Gandeng Gendong program focused more on the implementation of the Gandeng Gendong program in helping poverty in the city of Yogyakarta as well as on empowerment social movements.

There are six pieces of literature that are used as a literature review in this research which are divided into two topics, namely the Gandeng Gendong Movement and Social Marketing Strategy. The literature discussing the Gandeng Gendong Movement consists of three journals, namely research conducted by (Wulandari, D, Apiliyani, D, & Handayani, 2022), (Nugraha & Angeningsih, 2022) and (Putra et al., 2020) where the three journals The article outlines the collaborative strategy of the Gandeng Gendong movement in ending poverty in the city of Yogyakarta. The literature that discusses the topic of Social Marketing Strategy consists of three journals, namely (Kurniawan et al., 2018), (Hakim & Wincoko, 2020), and (Wibowo et al., 2022) which discuss strategies in social marketing in various different case studies.

social movement ideas which are the background for researchers' interest in researching strategies. which was applied by the Yogyakarta city government in social movements in Yogyakarta City by involving various actors in the program.

2. Research methods

This research uses a qualitative descriptive research method, with a case study approach which contains systematic and accurate research explanations that present symptoms, facts or events about the characteristics of a particular population or region (Sugiyono, 2018). This research describes the social marketing strategy carried out by the Yogyakarta City Government in the Gandeng Gendong movement and describes the social values contained in the Gandeng Gendong program to influence the social behavior of the people of Yogyakarta city. The types of research data are primary and

secondary data. The data collection in this research used interview methods, documentation, and collecting literature related to the research. The informant in the interview was Bappeda's First Expert Researcher and Policy Analyst from the Public Welfare Service. The data analysis used in this research uses interactive analysis by Miles and Huberman which has four stages in data analysis, namely data collection, data reduction, data presentation, and data verification in order to obtain data validity. The data validity test uses source triangulation by testing the validity of sources from several informants to obtain valid results.

3. Results and Discussion

A. Elements of Social Marketing in the Gandeng Gendong Movement

The social marketing implemented by the Yogyakarta City Government through the Gandeng Gendong program certainly has elements that become conceptual formulations before implementing the Gandeng Gendong movement in the community. There are elements that were influential in formulating the concept of the Gandeng Gendong movement. Meanwhile, according to Kotler (in Pudjiastuti, 2016), social marketing contains elements contained in social marketing. These elements consist of 4 Ps, namely Product, Price, Place and Promotion. However, in social marketing there are additional 2Ps, namely partnership and policy.

First, the product. In Social Marketing the products offered are ideas, thoughts and behavior changes (Kotler et al., 2002). Furthermore, Kotler classified social products into three types of products, including social products in the form of ideas, practices and real products (tangible objects). Determining ideas for the Gandeng Gendong program is certainly a fundamental thing that must be formulated in order to determine the direction of change in the Gandeng Gendong movement. The idea of the Gandeng Gendong Program in the view of the DIY City Government as conveyed by Bappeda in the First Expert Researcher field is that the value of solidarity is the main value initiated in the Gandeng Gendong movement, where concern for each other in helping less fortunate communities encourages concern to be able to hold each other and carry between communities.

Second, Price. The price element in the social marketing process includes monetary costs and non-monetary costs (time, effort, physical discomfort and psychological discomfort). In line with this, Hastings (in McLean, 2010) stated that costs or prices can involve sacrifices related to psychological, emotional, social, economic, time or other well-being. As stated by Bappeda in the First Research Expert field, there are no financial costs that must be sacrificed by the community to be able to experience the Gandeng Gendong movement. In financing, people only need to sacrifice energy without spending financially. This is still included in the price category as stated by Hastings that costs or prices can involve sacrifices related to psychological, emotional, social, economic, time or other well-being.

Third, Place. Place in social marketing refers to the distribution channels used by marketers in order to convey the products offered to the target audience (Kotler et al., 2002). Social marketing also requires a place to market its social products. In the Gandeng Gendong movement, of course there are several places that are the locations for implementing the Gandeng Gendong program. The location for the implementation of Gandeng Gendong is as stated by Bappeda in the First Research Expert field, namely adapting to community conditions. If there are houses that are uninhabitable, the Government will also collect data and help. As well as compensation for orphans in orphanages, and other movements in places and locations that may require the presence of this movement.

Fourth, Promotion. Promotion describes marketing efforts to communicate changes in behavior or ideas to target audiences, so that they are aware of the existence of the social product that has been promoted (Kotler et al., 2002). In promoting the Gandeng Gendong program, there are several promotional media that become channels for social movements so that they are consumed by the public. As information revealed by the Policy Analyst from the Community Welfare Service from the results of interviews is that the promotion of the Gandeng Gendong Movement uses two types of media, conventionally through direct communication with residents through Development Planning Consultation meetings, iconic greetings and even Sonoran media, and using the guise of being infected. or by word of mouth. As for digital, through optimizing all City Government digital media, such as websites and Instagram.

Fifth, Partnership. In social marketing there are partnerships which aim to build good relationships with various parties such as government institutions, community groups and the private sector. This is done to seek support for the social program or product that will be implemented. Seeing that the social products offered in the Gandeng Gendong Movement are about a collaborative concept, of course partnerships or involvement of other parties is very necessary in the social marketing process so that social products can be conveyed and received well by the public. Of course, the partnership collaboration built in the Gandeng Gendong Movement involves 5K, namely corporations, communities, campuses, villages and cities to strengthen social movements to achieve the welfare of the people of Yogyakarta City.

Sixth, Policy. The policy element is an element that is quite important in the marketing mix of the Gandeng Gendong program carried out by the Yogyakarta City Government, especially the Government as the agency that holds all policies related to the welfare of the citizens of the city of Yogyakarta . The policies made by the Yogyakarta Regional Government indirectly influence the social marketing process that occurs in society. Gandeng Gendong is a program that legally exists under Yogyakarta Mayor Regulation No. 23 of 2018 concerning the Gandeng Gendong Program. Of course, policy elements can be substantively reviewed from the Mayor's Regulation. This is in line with Luca and Suggs' statement which explains that the existence of certain policies can facilitate the desired behavior changes (Luca & Suggs, 2010).

B. Social Marketing Strategy of the Gandeng Gendong Movement

As a movement that has the value of changing society, of course Gandeng Gendong in implementing its movement has a communication strategy that is formulated concretely so that it can influence consumers through social marketing from the Gandeng Gendong movement. Therefore, stages are needed in implementing social marketing communications, namely these stages consist of Situation Analysis, Determining Goals and Targets, Developing Marketing Strategies, and Evaluation and Monitoring.

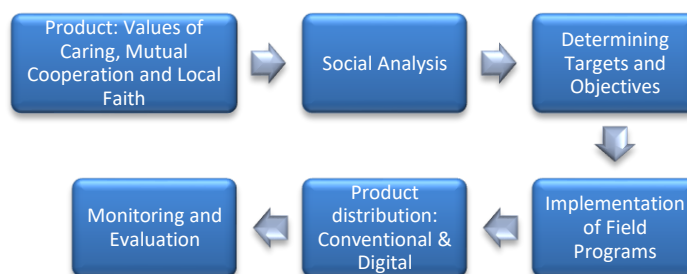


Fig. 1. Social Marketing Strategy Process of the Gandeng Gendong Movement

Source: Processed by researchers through interviews

The description of the social marketing strategy steps is as follows:

1) Product Determination

In line with the description of the elements of social marketing above, the determination of the idea product in the Gandeng Gendong program as conveyed by Bappeda's First Expert Researcher in an interview on August 22 2023 is in the form of the value of solidity of caring for each other in helping people who are less able to encourage caring. to be able to hold each other and promote mutual cooperation between communities, as well as the values of local wisdom.

2) Situation Analysis

Situation analysis in the implementation of the Gandeng Gendong Movement, researchers used SWOT analysis to determine the strengths, weaknesses, opportunities and threats of the Gandeng Gendong movement. The SWOT analysis was obtained from an interview with a Policy Analyst from the Public Welfare Service on August 22 2023. The SWOT analysis of the Gandeng Gendong movement in the city of Yogyakarta is as follows:

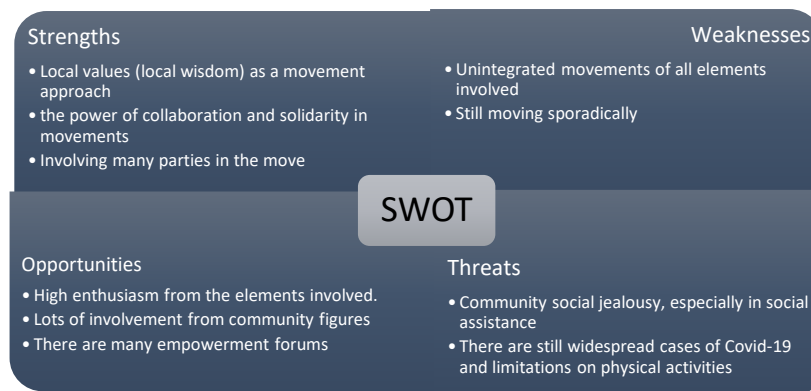


Fig. 2.SWOT Analysis of the Gandeng Gendong Movement

Source: Processed by researchers through interviews

The SWOT analysis above between the strengths, weaknesses, opportunities and threats of the Gandeng Gendong movement becomes analysis material for building a plan for the movement. This analysis is also a barometer in measuring the efforts and steps of the Yogyakarta city government in providing an impact on the people of Yogyakarta city through the Gandeng Gendong movement. Thus, the SWOT analysis becomes an analysis in determining strategies for implementing the Gandeng Gendong movement in society.

3) Determining Goals and Targets

Goals and targets are part of what must be considered by the Yogyakarta City government in implementing the Gandeng Gendong program. Of course, the goal of social marketing is to influence social ideas by changing people's behavior to be better than before. The aim of the hand in hand movement as stated by Bappeda in the First Research Expert field is empowerment and economic improvement of the community, especially economic improvement through collaborative empowerment. Furthermore, in reviewing the social portrait, the environmental conditions that are targeted in implementing the Gandeng Gendong movement are environments where there are still many people affected by Covid-19 and therefore economically need assistance from the Gandeng Gendong program.

Apart from determining social and environmental conditions, in more detail each of these determinations has indicators in determining environmental and social conditions. So productivity is a simple indicator that determines the targets for the 2021-2022 Gandeng Gendong program, namely economic conditions and productive age . Economic conditions are an alarm to help society recover from the economic crisis it is experiencing and productive age is an indicator related to human resources that can be empowered so that they can produce productivity in society. For this reason, in determining the target indicators used are based on the economic conditions of society and how the number of productive age people can be empowered so that they are able to produce productivity values, both services and goods, so that they can be ready to carry out work that can produce economic profit values.

4) Implementation of Field Programs

Mayor of Yogyakarta, Heroe Poerwadi said that the initial stage of the Gandeng Gendong Movement was a community empowerment strategy, a poverty alleviation strategy for community empowerment. The first effort to implement this movement is to empower culinary groups in villages and spread across various regions of Yogyakarta (adminwarta, 2021). The second effort is to see community participation in seeing reliable strategic potential, where this can be seen that the Gandeng Gendong Program was also included in the top 99 in the 2020 Kemenpan-RB Public Service Innovation Competition and the "Most Innovative City" award at the IGA (Innovative Government Award) 2021 .

The third effort is to make Gandeng Gendong a strategic plan for development that integrates all 5K actors. One example of the Yogyakarta Government's efforts in the Gandeng Gendong Movement is "Cantelan". Cantelan is an action to provide assistance to underprivileged residents. This assistance takes the form of packages of vegetables and side dishes or according to the donors' abilities. This package is presented in a unique way, namely by attaching or hanging the package on the fences of the house. Residents who need it can take it for free. This activity really shows the solidarity of the people of Yogyakarta, especially in Cokrodiningratan, one of the locations where Cantelan activities are held. There are also Nglarisi programs, CSR, and other social movements that have marketable social value.

5) Develop a Social Marketing Strategy

Developing a Social Marketing Strategy is certainly an important stage that must be carried out in carrying out social marketing. The formulation of a social marketing strategy influences the sustainability of social marketing communications in the midst of implementing the Gandeng Gendong program. For this reason, an important stage that should be carried out in developing a marketing strategy is how to formulate the strategy and flow in socializing the gangeng gendong program to the community. As stated by the First Expert Researcher at Bappeda in an interview on August 22 2023, there are two media for introducing the Gandeng Gendong Movement, namely conventional and digital. The description is as follows:

Table 1. Social Marketing Strategy

Social Marketing Strategy		
Conventional		Digital
1.	Collaboration	Website
2.	Getok Tular (word of mouth)	Instagram
3.	Community deliberation forums	Local radio and television channels

Source: Processed by researchers through interviews

In the social marketing of the Gandeng Gendong movement, we make greater use of collaborative activities carried out openly through follow-up forums from meetings between stakeholders so that this invites extensive socialization to the people of the city of Yogyakarta and can campaign for these social values directly in the community. Digital facilities such as websites, Instagram and local radio and television are also marketing tools because in 2021-2022 the Covid-19 pandemic is still worrying the public and digital flows are encouraging people to dive deeper into information on digital media. It is with this media that the social values contained in the Gandeng Gendong movement are distributed with the social marketing strategy that has been designed.

6) Evaluation and Monitoring

The function of conducting an evaluation is to measure the level of success of a social marketing being carried out. An evaluation carried out is very important because it can be used as a benchmark to increase effectiveness in running the program, while monitoring itself is carried out to see what problems occur during the program. So, in implementing the Gandeng Gendong program, the evaluation and monitoring stages are quite important because they relate to the level of effectiveness of program implementation in the field. For this reason, benchmarks and levels of community participation and contribution are the main discussion points in evaluation and monitoring forums.

Based on interviews with Policy Analysts from the Community Welfare Service, to assess benchmarks in implementing the Gandeng Gendong program, it can be adjusted to the objectives of Gandeng Gendong as stated in Yogyakarta Mayor Regulation Number 23 of 2018 concerning the Yogyakarta City Collaboration Program. For this reason, the benchmark is the creation of cooperation between stakeholders and the entire community of the city of Yogyakarta. Apart from that, reducing the poverty rate is also a benchmark in implementing the Gandeng Gendong program.

Apart from evaluation, monitoring is also carried out by the Yogyakarta City Government together with the stakeholders involved. So in implementing the Gandeng Gendong program, monitoring activities are carried out routinely and conditionally. For this reason, Bappeda in the First Expert Research Division revealed that monitoring activities were carried out during regular meetings to review the implementation of the Gandeng Gendong program which was carried out over a quarterly and conditional period. Thus, monitoring and evaluation are important stages in assessing the implementation of the Gandeng Gendong movement, especially in this research regarding the marketing communication process that takes place in the Yogyakarta city community.

In general, the social marketing strategy of the Gandeng Gendong movement implemented through the six steps above in 2021-2022 is still not fully running optimally. There are several strategy implementations that still have little impact on targets. First, in the field program there are still agendas whose implementation is still not integrated so that the collaborative values of the Gandeng Gendong movement products are still not conveyed in an essential way, such as corporations that only implement their own CSR programs without involving several parties as stated by the Policy Analyst from the Welfare Service Society. Second, the marketing strategy is still not optimal in the use of digital media, this can be seen from uploads on Instagram which display a lot of information on the agenda and activities of the Gandeng Gendong movement without providing the philosophical and educational value of the program. So, the two strategies that still haven't received attention are that the Gandeng Gendong movement requires optimization in digital movements.

4. Conclusion

Movement is an alternative effort formulated by the Yogyakarta City Government to take firm steps in the issue of poverty and social welfare through a Collaborative movement which in its implementation is linked to five elements of collaboration, namely City Government, Corporation, Campus, Community and Village. The social marketing strategy formulated by the Yogyakarta City Government to influence the behavior of the people of Yogyakarta City through the Gandeng Gendong Movement has a product in the form of the value of solidarity between stakeholders and the community in Yogyakarta which is the main value in the Gandeng Gendong movement, where concern for each other in helping less fortunate people is encouraged. concern for being able to hold each other and carry each other across the community. To market this idea, the strategy used by the Yogyakarta City Government is six strategic steps, namely 1) Product Determination, 2) social analysis, 3) Determining targets and objectives, 4) Implementation of field programs, 5) product distribution, 6) Monitoring and Evaluation. The advantage of, The drawback is that it still moves sporadically and the stakeholders who join it sometimes move out of sync.

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