

## Digital Communication Strategy Start-Up Psychology Service Bureau in Improving Consumer Self-Development

Melly Maulin Purwaningwulan<sup>1</sup>, Muhammad Dwi Rizki<sup>2</sup>

<sup>1,2</sup>Communication Science Department, Faculty of Social and Political Science,  
Universitas Komputer Indonesia, Bandung, Indonesia

<sup>1</sup>[melly.maulin@email.unikom.ac.id](mailto:melly.maulin@email.unikom.ac.id), <sup>2</sup>[dwi.41818152@mahasiswa.unikom.ac.id](mailto:dwi.41818152@mahasiswa.unikom.ac.id)

**Abstract.** This study aims to determine the Start-Up Digital Communication Strategy of the Psychology Service Bureau in Improving Consumer Self-Development. To answer the objectives of the sub-focus of research includes Defining Communicators, Setting Targets & Analysis of Audience Needs, Composing Messages and Selecting Media & Communication Channels. This study uses a qualitative approach and descriptive research methods. Data collection techniques through in-depth interviews, non-participant observation and documentation. Using purposive sampling technique, 6 informants were obtained. Test the validity of the data using triangulation and member checking. The results of the study show that communicators meet professional criteria in the field of psychology and have a track record as a speaker or motivator. Target audience needs and needs analysis refers to the business model canvas, evaluation results of previous activities and team brainstorming. The nature of the message conveyed is informative and educative. Two-sided issue message delivery techniques and message appeals used rational, emotional and motivational message appeals. Various social media are used to promote program activities and after implementation, YouTube is used as a publication medium. The conclusion of the research is that the Start-Up Digital Communication Strategy of the Psychology Service Bureau has increased the self-development of its consumers, the long-term impact of building psychological social support for the younger generation in dealing with and solving problems.

**Keywords:** Digital Communication Strategy, Start-Up Service Bureau Psychology, Self-Development

### 1. Introduction

Self-development is a long-term process for life in increasing our self-actualization to various things in life. This is a way for others to assess our skills and qualities, consider life goals and set life goals to maximize and realize our potential <https://www.ekrut.com/media/self-development/> (accessed May 24 2022 at 10:50 WIB). (Trisdiyanty 2022) For example, when we want to be successful people or want to become entrepreneurs it means we have to have a mindset like entrepreneurs who are diligent at work, consistent, responsible and so on. Self-development is very necessary because from every corner of our life we are required to progress and develop, even from the smallest things. The COVID-19 pandemic has become an alarming event for the world, especially for the country of Indonesia, various sectors have been affected by this pandemic, starting from the economy, education, industry, especially health, both physically and mentally, many people are experiencing depression, stress and the like, they seem to have lost their way. continue a life. On the other hand, this pandemic has forced us to try new

things, hone creativity, recognize our abilities and talents because we don't know what we plan to do in the future, so we must understand what quality we are. Basically self-development is a way for an individual to realize their potential, talents and abilities so that the quality of life of the individual can progress. This is the key in developing an individual's quality of life, in other words, self-development seeks to improve, change and develop oneself.

In the process of self-development that takes place within each individual, it is certain that there are ideal needs that can be met by the environment in which they live, as a provision to follow up on the ongoing life, or vice versa, what their needs are not fulfilled. Loevinger in the Indonesian University of Education team (2002) suggests there are at least eleven aspects of development that need attention, namely: The foundation of life (1) is religious. (2) The foundation of ethical behavior. (3) Emotional maturity. (4) intellectual maturity. (5) Awareness of responsibility. (6) Social roles as men and women. (7) Self-acceptance and its development. (8) The independence of economic behavior. (9) Career insight and preparation. (10) Maturity of relationships with peers. (11) Preparation for marriage and family life (University et al. 2017). As with communication, each individual has their own perspective in understanding the meaning of "Quality of Life" in terms of financial, religious, educational and others. According to Diana Nurdianti in her book *Personality Development* says: "Self-development is a continuous learning process towards self-change towards a better direction. Through self-development, individuals will continue to improve their abilities so that a person's potential and talents can be realized in the form of achievements or actual work to the maximum extent possible and beneficial to himself and the interests of the people (Altruism)" (Nurdianti, 2015: 14)

Thus, in a development it takes a program that arranges specific strategies in it so that what is needed is in accordance with the needs. Along with the description above, it is necessary for researchers to use a strategy because the success or failure of effective communication activities is largely determined by the communication strategy, especially for compiling a program. But to achieve this goal, the strategy does not function as a guide that only shows the direction, but must show how the operational tactics are. Likewise, the communication strategy is a combination of communication planning and communication management. A communication planning expert Middleton states, as quoted by Hafied Cangara in his book *Communication Planning and Strategy*: "Communication strategy is the best combination of all elements of communication ranging from communicators, messages, channels (media), receivers to influences (effects) designed to achieve optimal communication goals. (Middleton in Cangara, 2013:61). Communication strategy is a tip or tactic that can be done in implementing communication planning. The concept of strategy sometimes experiences duplication because it is often seen as an umbrella for planning when it is linked to the concept of strategic planning, which incidentally is communication policy.

In developing their own business, every business person has a different marketing communication strategy in marketing products or services to consumers. An effective marketing communication strategy is needed to attract customer engagement to increase sales of a product or service. Business people must be able to implement marketing communication strategies that are under the times and must be able to adapt in the digital era, where technology cannot be separated from everyday life. One of the business actors experiencing an increase in the number of businesses in the digital economy sector in Indonesia is a startup company. Based on data from [startupranking.com](http://startupranking.com), Indonesia is ranked fifth with the most significant number of startups in the world, behind the United States, India, the United Kingdom, and Canada. Based on data obtained by the Financial Services Authority (OJK), the number of startups in Indonesia reached 2,319. (Wardhani, Suci Xaviera, 2022) Massive and global changes related to the Covid 19 pandemic have forced the industry to divert some of its activities through online media. The conventional activities of the business must be transferred online, including branding and marketing. Digital branding and online marketing must be optimized to make a business survive and grow. (Deborah, Marsha. 2021).

Quoting from the official website of PT Talenta Indonesia Raya, the psychology bureau is a company engaged in counseling, training, recruitment and psychologist services. Besides being used by companies to assess employee performance, the best psychology bureaus also offer a variety of personal consulting services. The professional psychology bureau certainly employs a psychologist. They are in charge of serving patients with consulting services. They only have one task, namely to invite patients to talk. Even though it looks simple, professional psychologists have special knowledge that is used to examine the patient's mental condition through various psychological methods <https://talentaindonesia.id/biro-psikologi-indonesia/> (Accessed April 13, 2022, 17:13 WIB).

As one of Psychology Service Bureaus “Generasi cakap” which was formed on December 18, 2021, has and implements a communication strategy in its program, has a responsibility in this matter. Through a program called Teman Cakap, Generasi Cakap tries to help those in need in self-development. Faced with this situation, Generasi Cakap feels that it is very important for the community to improve their quality of life. As mentioned above, self-development touches on broad aspects as well as the Teman Cakap program. Self-development presents various types, from mental health, to skills to individual self-awareness. Because this relates to the development of the Teman Cakap requires the right strategy to be able to achieve what is expected. As the researchers have obtained from the social media Instagram, Generasi Cakap @ Generasi Cakap is a psychology service that aims to help create a capable young generation, through mindset growth as well as mental strengthening and skillset acceleration. Generasi Cakap plays an active role in serving the above through the programs it runs. The era of globalization makes changes on how humans develop and relate to one another. Humans are moving from traditional ways to modern ways and also the interpersonal relationships to business relationships. This change makes business actors aware that they must adapt to the current situation to maintain their competitiveness. Market players, in this case, companies, have begun to market their products by utilizing the existence of technology called digital marketing communication. (Kamadi, Yossy et al. 2022)

In general, this research was conducted to obtain an overview of How the Communication Strategy of the Psychology Service Bureau Through the Teman Cakap Program Improves Consumer Self-Development? In particular, the formulation in this study is how to determine communicators, set targets & audience analysis, compose messages and choose media & communication channels.

## **2. Method**

The object of research is a situation that the researcher wants to know, examine and observe to find out what happened. the researcher wants to explore Teman Cakap program at the Generasi Cakap Psychology Service Bureau regarding determining communicators, setting targets & goals, composing messages and choosing media & communication channels. The research that will be used by researchers is a qualitative approach with descriptive methods. Qualitative research was chosen because the researcher intends to describe the research phenomenon regarding the Communication Strategy of the Generasi Cakap Psychology Service Bureau through the Teman Cakap Program in Improving Consumer Self-Development. Descriptive research is also research in which data is collected to test research questions or hypotheses related to current conditions and events.

Data collection techniques were carried out using literature studies, literature studies, field studies, non-participant observation, in-depth interviews and documentation. Meanwhile, the data validity test is carried out by means of triangulation and member check which is the most commonly used method for increasing data validity in qualitative research. The selection of informants was carried out using a purposive sampling technique. In qualitative research, the samples taken are more selective. Researchers based on the theoretical basis used, personal curiosity, empirical characteristics encountered, and so on. (Nugrahani, 2014:101). This purposive technique is seen by researchers as more capable of capturing the completeness and depth of data in the face of a reality that is not single. Because of that, researchers only choose informants according to what is needed by researchers.

**Table 1.** Research Informants

Number	Name	Information
1	Nur Anugerah	Psychologist & Founder Generasi Cakap
2	Siti Aisyiyah	Graphic Designer
3	Tifani Anisa P	Learning & Development Associate Generasi Cakap
4	Otniel Mawitjere	Teman Cakap Program Participants
5	Ni Made Ayu N	Teman Cakap Program Participants
6	Ivonne Febri	Teman Cakap Program Participants

### 3. Results and Discussions

#### Define Communicator

The programs organized by the Psychology Service Bureau, especially Teman Cakap program in recruiting and appointing Communicators, are not arbitrary, but there are terms or conditions that must be met. This is done so that the process of conveying messages or information is in accordance with the objectives of the program. In various communication studies, the communicator becomes the source and control of all communication activities. Therefore if a communication process does not work well then the main error comes from the communicator because it is the communicator who does not understand the preparation of the message choosing the right media and approaching the target audience as the main actor in communication activities the communicator plays a very important role for that a communicators who will act as the spearhead of a program must be skilled at communicating, rich in ideas and full of creativity” (Cangara, 2013: 108). Based on the above understanding, the communicator really plays a major role in the process of implementing a program smoothly. The communicator must be skilled in all things because he is the center of attention in a communication activity. Cangara again explains that to become a communicator one must meet 3 conditions. The first is the level of other people's trust in him (credibility), the second is attractiveness, and the last is power. (Cangara, 2013:108)

The Psychology Service Bureau in appointing communicators for Teman Cakap program is carried out in accordance with the existing provisions where in determining the communicators do not do it arbitrarily there are criteria that must be met to become communicators in the conversant program. In practice, the competent generation in determining communicators is someone who has a background or basis in the world of psychology, those who have competence in that field because the proficient friend program is related to psychology, the communicator must also have expertise in that field. The psychology service bureau conducted a small research to determine communicators starting from the selected communicators who are prioritized in relationships, because bureau has a psychologist background, their relations automatically have a basis in the world of psychology. in the process of appointing their communicators who have experience in becoming speakers or communicators to become reference points for the proficient generation. In the process itself, the competent generation holds discussions with the team to choose who is the main candidate as the communicator and has the capacity to fill in material in the webinars of proficient friends and of course when choosing this there are also considerations from the experience after that also look at the track record.

#### Setting Targets and Analysis of Audience Needs

The most important target in Teman Cakap program is young people when viewed from an age perspective around the ages of 20-34 or if in the level category it means high school graduates and above or can be called early workers. Because based on the results of simple research conducted by the

capable generation, the age category above most often experiences problems related to mental health, quarter life crises, resilience, this plus the pandemic, which until now still has an impact on self-development among young people, has become the main concern of the capable generation. "Understanding the community, especially those who will be the target of the communication program is very important because all communication activities are directed at them. in the program offered, the communication activities carried out will be in vain "(Cangara, 2013: 111).

In developing new business innovations, an understanding of customers is needed, the benefits that the company provides to customers, and the benefits derived from these innovations. Business innovation is one of the strategies that companies can use to strengthen the company's position in the market. This also applies to our country Indonesia, where the acceleration of innovation also plays an important role as one of the key strategies to strengthen the position of the Indonesian state in business competition in Southeast Asia, as can be seen that the projected economic growth with accelerated innovation will increase from year to year. (Nugraha, Deden Novan Setiawan et al. 2021)

In setting targets for Teman Cakap, look at it from a sociodemographic aspect where in practice the age of 20-34 years is their main target then the work for the average age of 20-34 is students then graduates who are not yet working, freelancers who sometimes still have doubts in their lives. The program is held online or online, which means that this event is very flexible in terms of costs as well as to join audience members or consumers, you don't need to pay a fee because it is free. The needs of the audience in the conversational friend program are seen from their age group. The majority of consumers who take part in the conversational friend program are students who are basically very interested in getting the knowledge they need which can then be obtained for free. The process of setting targets and analyzing the needs of the audience is carried out not only by the bureau but also by the communicator who is also involved in the process of determining this. This is done for initial discussions with the communicator so that the communicator can understand what will be the goals of the program. It is possible that in setting the target the communicator can choose the target he wants to target.

The Psychology Service Bureau conducts a survey to collect data which will be used as a reference in determining the target audience, then the needs of the audience and what topics or themes the communicator wants to convey and this data will also be used as Term Of Reference program that can assist the communicator in delivering the material.

### **Composing Messages**

The message is everything conveyed by someone in the form of a symbol that is perceived and accepted by the audience in a series of meanings. (Cangara, 2013: 113) The message really depends on the program to be delivered if the program is commercial in nature to invite people to buy marketed goods then the message is persuasive and provocative whereas if the product is in the form of an extension program for public awareness then the nature of the message must be persuasive and educative, but if the program is to be conveyed, its nature is only known by the public, then the nature of the message must be informative.

Teman Cakap program is a webinar activity that focuses on the self-development of the younger generation. And aims to provide education, motivation, tips & tricks on mindset and mental development. This program has the nature of an informative message, and educative because basically a message must have an informative nature attached to it. Basically the educational messages conveyed by the proficient generation in the proficient friend program have an emphasis on cognitive, affective and psychomotor elements because educational messages must have a tendency towards change not only from not knowing to knowing, but also implementing what they know, therefore , psychomotor elements are emphasized in this case. Composing messages that are educational in nature is not easy,

but must be accompanied by references earlier, whether it is from the experience or knowledge of other people which is read and then transferred. In managing and compiling messages that are impactful and effective, the Bureau pays attention to several things:

1. Must first master the message conveyed, including its systematic preparation
2. Able to present logical arguments. for that must have reasons in the form of facts and opinions that can support the material presented.
3. Have the ability to make language intonation (vocals), as well as body movements that can attract the attention of listeners.
4. Has the ability to spice up messages in the form of humor to attract attention and reduce boredom of hearing.

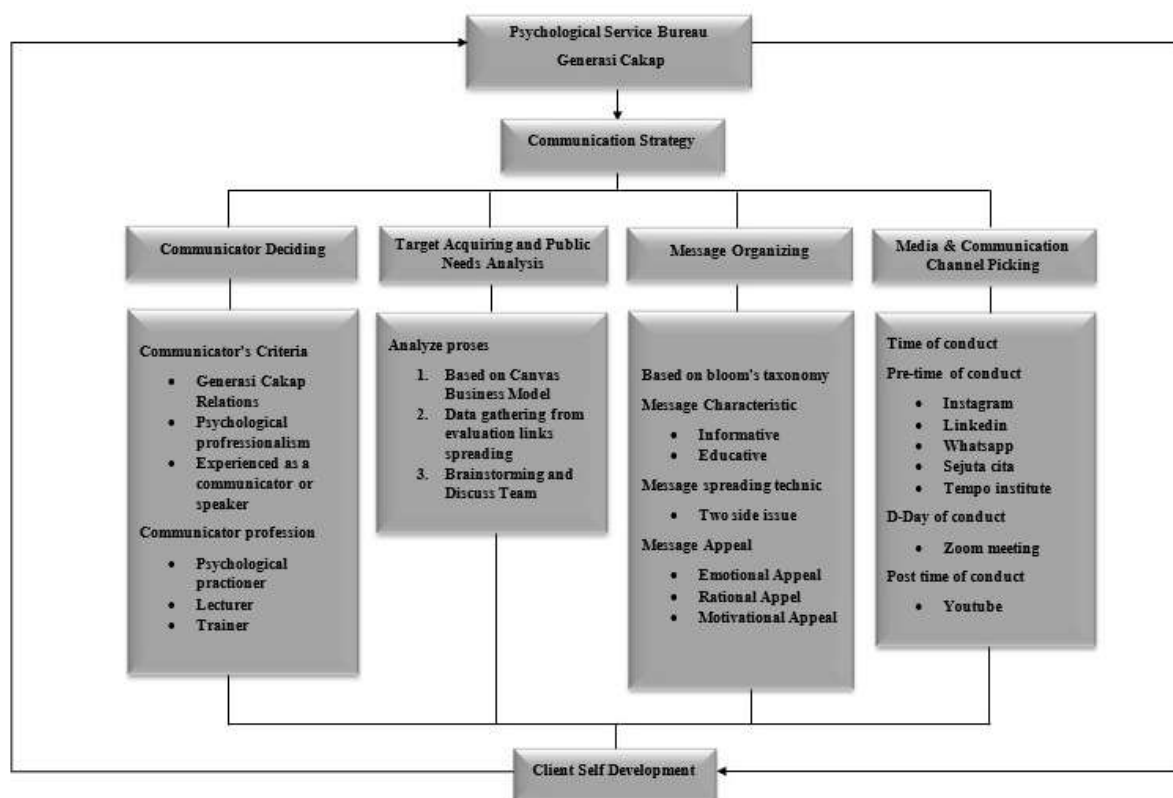
### **Choose Media and Communication Channels**

The process of selecting media and communication channels by the psychology service bureau aims to optimize the information conveyed in the program. In choosing the communication media, the characteristics of the content and the purpose of the message to be conveyed must be considered, and the type of media owned by the audience. Based on the results of interviews with all research informants in choosing media and communication channels to optimize using Instagram and LinkedIn social media or activities for the implementation day using the zoom meeting cloud media application. There is another communication medium used by the proficient generation in disseminating information, namely WhatsApp, the last media used is Youtube. Social media and digital media on the internet are the gateways to open digital communication. Why can it be said so? This is because most of the population from all over the world is now connected to the internet-Indonesia even in many studies always ranks one to five as the country with the highest number of accounts and uploads of content on social media, the network that occurs between individuals is also increasingly global, starting to blur the barriers of space and time, the hierarchy is increasingly limitless, to the content that floods the digital medium. (Saktisyahputra S. Saputra et al. 2023)

In Teman Cakap program for holding webinar activities online apart from the impact of the pandemic, it is also so that audiences can access or reach them flexibly because the target generation of the capable generation does not only speak in one place or location but is among young people in all regions of Indonesia. there is this age group. The distinctive difference between the internet and other mass media is interactivity, namely the opportunity for media users to participate with the media itself. in newspapers, radio and television people have to wait for feedback which is quite long because it is limited by space and time, whereas on the internet the relationship between fellow users can take place quickly and live (directly). the existence of a webcam, for example, can help fellow users to converse face to face (face to face) like interpersonal communication. (Tamburaka, 2013:78). In the Capable Friends program, this activity is carried out by using the Zoom Meeting application media where all audiences participating in the program can see each other's consumer faces during implementation and can also respond directly regardless of space and time.

In determining the right media, the agency started by looking at the target audience in terms of age, it was found that at the age of 20-34, the use of Instagram social media was very popular, then the initial focus was branding via Instagram so to reach the target via Instagram because it was easier to use. LinkedIn is used in optimizing the communicator network. In a highly competitive environment, digital marketing entails a wide range of operations, including the creation of corporate plans that leverage developing technology to increase spending and expand the industry globally. As technology progresses, digital marketing, social network ads, and internet browser marketing are all growing more prominent. (Pankaj Kumar Sinha, Prof. Manmeet Nag, Prof Sanjay Srivastava. 2022)

Figure 1 below illustrates the results of the research :



**Figure 1. Model Research Results**

#### 4. Conclusion

The Communication Strategy of the Psychology Services Bureau can be concluded that it has been able to improve the self-development of its consumers. the proficient friend program was created to inform, educate the public and consumers of the proficient generation regarding problems in the field of psychology. in practice the program also becomes a bridge for consumers to recognize other programs offered. a big hope from the bureau is that Teman Cakap program has a big impact on consumer self-development, the effect of which is expected to be sustainable in the long term. As a psychology service bureau, it is recommended to create a special blog which will later be distributed related articles in the world of psychology, this will help audiences who only like to read.

#### Acknowledgement

Appreciation and gratitude to Rector of Universitas Komputer Indonesia for his support in this research

## References

- Cangara, Hafied. 2013. *Perencanaan & Strategi Komunikasi*. Jakarta: PT Raja Grafindo Persada.
- Deborah, Marsha. 2021. Digital Branding and Online Marketing Communication Strategy Optimization: A Case Study of A Small Hits Beverage Business Proceedings of the International Conference on Industrial Engineering and Operations Management Sao Paulo, Brazil, April 5 - 8, 2021
- Herdiansyah, Haris. 2013. *Wawancara, Observasi, Dan Focus Groups*. Jakarta: PT Raja Grafindo Persada. "Mengenal Cara Kerja Biro Psikologi Di Indonesia." 2020. 2020. <https://talentaindonesia.id/biro-psikologi-indonesia/>.
- Kamadi, Yossy et al. 2022. ENHANCING BRAND AWARENESS THROUGH DIGITAL COMMUNICATION STRATEGIES Journal of Theoretical and Applied Information Technology 15th December 2022. Vol.100. No 23, 7176-7186
- Morrison. 2013. *Teori Komunikasi Tentang Kommunikator, Pesan, Percakapan, Dan Hubungan (Interpersonal)*. Edited by Risman Sikumbang. Bogor: Penerbit Ghalia Indonesia.
- Mulyana, Deddy. 2013. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Nugrahani, Farida. 2014. *Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa*. Solo: Cakra Books.
- Nurdianti, Diana. 2015. *Personality Development*. Yogyakarta: Penerbit K-Media.
- Nugraha, Deden Novan Setiawan et al. 2021. Digital Marketing Communication in the Covid-19 Outbreak PSYCHOLOGY AND EDUCATION (2021) 58(1): 6367-6372
- Pankaj Kumar Sinha, Prof. Manmeet Nag, Prof Sanjay Srivastava. 2022. Digital Marketing Channels: Analysing Customers' Preferences Journal of Positive School Psychology <http://journalppw.com> 2022, Vol. 6, No. 5, 4093-4097
- Rismawaty, Desayu Eka Surya, and Sangra Juliano P. 2014. *Pengantar Ilmu Komunikasi*. Bandung: Rekayasa Sains.
- Satori, Djam'an, and Aan Komariah. 2011. *Metodologi Penelitian Kualitatif*. Edited by Riduwan. Bandung: Alfabeta, CV.
- Saktisya Putra S. Saputra et al. 2023. Digital Communication Management Planning, Activities and Evaluation of Selebgram Suhardi\_Official in Improving Image (Eds.): InCCluSi 2022, ASSEHR 682, pp. 19–32, 2023. [https://doi.org/10.2991/978-2-494069-07-7\\_4](https://doi.org/10.2991/978-2-494069-07-7_4)
- Solihat, Manap, Melly Maulin Purwaningwulan, and Olih Solihin. 2015. *Interpersonal Skill (Tips Membangun Komunikasi Dan Relasi)*. Bandung: Rekayasa Sains.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta, CV.
- Tamburaka, Apriadi. 2013. *Literasi Media Cerdas Bermedia Khalayak Media Massa*. Jakarta: PT Raja Grafindo Persada.
- Trisdiyanty, Annisa. 2022. "7 Tips Untuk Membangun Self Development Dan Beberapa Rekomendasi Buku Terbaiknya." EKRUT Media. 2022. <https://www.ekrut.com/media/self-development>.
- Universitas, Pendidikan, Kristen Indonesia, Fkip Uki, and Agama Kristen. 2017. "Abstract Pengembangan Diri Mahasiswa" 6 (2): 248–55.
- Wardhani, Suci Xaviera. 2022. Creativity of Social Media Marketing as a Digital Marketing Communication Strategy in Indonesia. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 5, No 3, August 2022, Page: 28017-28028 e-ISSN: 2615-3076(Online), p-ISSN: 2615-1715(Print) [www.bircu-journal.com/index.php/birci](http://www.bircu-journal.com/index.php/birci)