

INCLUSIVEMAKERS: A DIGITAL MARKETING PLATFORM EMPOWERING PRODUCTS BY STUDENTS WITH DISABILITIES

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Abstract

This study developed InclusiveMakers, a digital marketing platform designed to promote products by students with disabilities in Bandung, Indonesia, addressing limited market access and technology adoption. The purpose was to enhance product visibility, market reach, and entrepreneurial intentions among these students. A design-based research (DBR) approach was applied through analysis, design, development, and evaluation stages. Expert validation rated the platform as “very good” across usability, functionality, responsiveness, and data security. A limited trial with 30 users confirmed strong validity and high reliability. These results occurred because the platform effectively connected student products with consumers, improving market reach and fostering entrepreneurial empowerment. This study offers a scalable model for supporting inclusive entrepreneurship, contributing to economic empowerment, and improving digital marketing skills among students with disabilities.

Keywords: Digital marketing, Disability, Entrepreneurial intention, InclusiveMakers platform, Student product.

1. Introduction

Digital marketing utilizes online platforms to promote products and services, expanding market reach and enhancing consumer engagement [1-4]. However, students with disabilities in Bandung, Indonesia, face challenges in adopting digital marketing due to reliance on conventional sales methods, limited platform access, and low technology adoption [5, 6]. These barriers reduce product sales and hinder entrepreneurial growth. Although much support for them has been well-documented, this digitalization is important [7-11].

Table 1 shows prior studies on digital marketing for people with disabilities, highlighting its role in economic empowerment, brand visibility, and entrepreneurial opportunities [12-16]. Despite this potential, there remains a lack of tailored digital tools for students with disabilities.

This study developed InclusiveMakers, a digital marketing platform designed to promote products by students with disabilities using a Design-Based Research (DBR) approach. The novelties of this research are: (i) developing a user-friendly platform for students with disabilities; (ii) integrating digital marketing tools with inclusive design; (iii) enhancing product visibility and market access; (iv) fostering entrepreneurial intentions; and (v) supporting local economic empowerment through technology.

Table 1. Review of previous research on digital marketing.

No.	Title	Ref.
1	The opportunity to contribute: Disability and the digital entrepreneur.	[12]
2	Disability citizenship and digital capital: The case of engagement with a social enterprise telco.	[13]
3	Social entrepreneurship – inclusive disability employment in the UAE.	[14]
4	Personal and contextual factors influencing the entrepreneurial intentions of people with disabilities in Spain.	[15]
5	Self as enterprise: Digital disability practices of entrepreneurship and employment in the wave of internet + disability' in China.	[16]

2. Literature Review

Figure 1 explains the marketplace model, integrating clients (buyers), vendors (sellers), delivery services, and the platform. The process includes user registration, order placement, payment processing, vendor fulfillment, and product delivery, managed through a transparent system [17-19]. This model ensures secure transactions and expands market access, particularly for small-scale entrepreneurs, such as students with disabilities. Digital marketplaces provide inclusive tools that support entrepreneurship, brand visibility, and economic empowerment for people with disabilities [12-16]. They foster digital inclusion, reduce inequality, and promote entrepreneurial intentions by leveraging technology to overcome market barriers [5, 6]. The development of InclusiveMakers aligns with these frameworks, offering an accessible digital marketing platform tailored to students with disabilities, enhancing their product competitiveness and supporting local economic inclusion [10, 11].

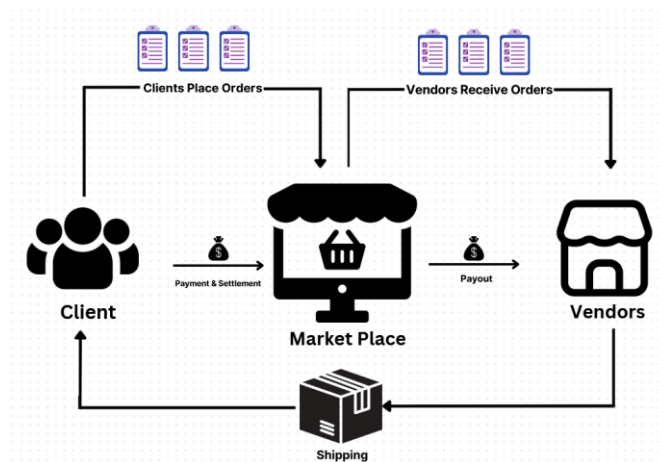


Fig. 1. Marketplace model.

3. Method

This study employed a DBR approach with four stages: analysis, design, development, and evaluation. Detailed information for this method is explained elsewhere [20]. The analysis phase identified marketing challenges faced by students with disabilities in Bandung Regency, including limited digital platform access and low technology adoption. The design phase focused on developing a web-based marketplace tailored to these needs. During development and evaluation, validation was conducted by experts in economics, technology, and inclusive education to assess usability, functionality, and relevance. A limited trial involving 30 users from the target community was performed to evaluate the platform's effectiveness and user experience in supporting digital marketing for students' products.

4. Results and Discussion

Figure 2 explains the development process of the InclusiveMakers platform, starting from planning, content collection, designing workflows, CMS configuration (WordPress), feature integration, and ending with system testing to ensure performance and usability [21-23].

Figure 3 explains the InclusiveMakers interface, showcasing features such as user registration, list of products, product catalog, gallery of student activities, and checkout system. These elements facilitated product promotion and streamlined purchasing processes for consumers [24, 25]. The feasibility test, validated by experts in economics, technology, and inclusive education, rated the platform as "very good" across usability, functionality, responsiveness, content relevance, and data security [25-27]. Trial results from 30 users showed strong validity ($r=0.517-0.710$) and high reliability (Cronbach's alpha 0.911), indicating the platform effectively supports digital marketing. Detailed information for this statistical analysis is reported elsewhere [28-30]. This occurred because the platform connected students' products with consumers efficiently, enhancing visibility, market reach, and entrepreneurial intentions [31-41].

These findings align with previous research emphasizing the role of digital marketing platforms in empowering students with disabilities, improving product competitiveness, and fostering economic inclusion through technology integration [10, 12, 15, 16].

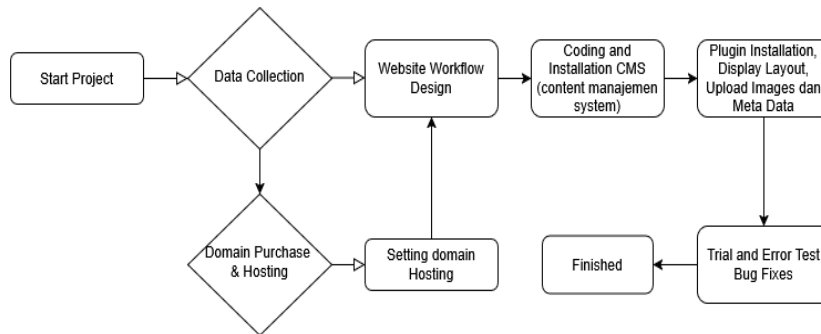


Fig. 2. Flowchart application for InclusiveMakers.com marketplace.

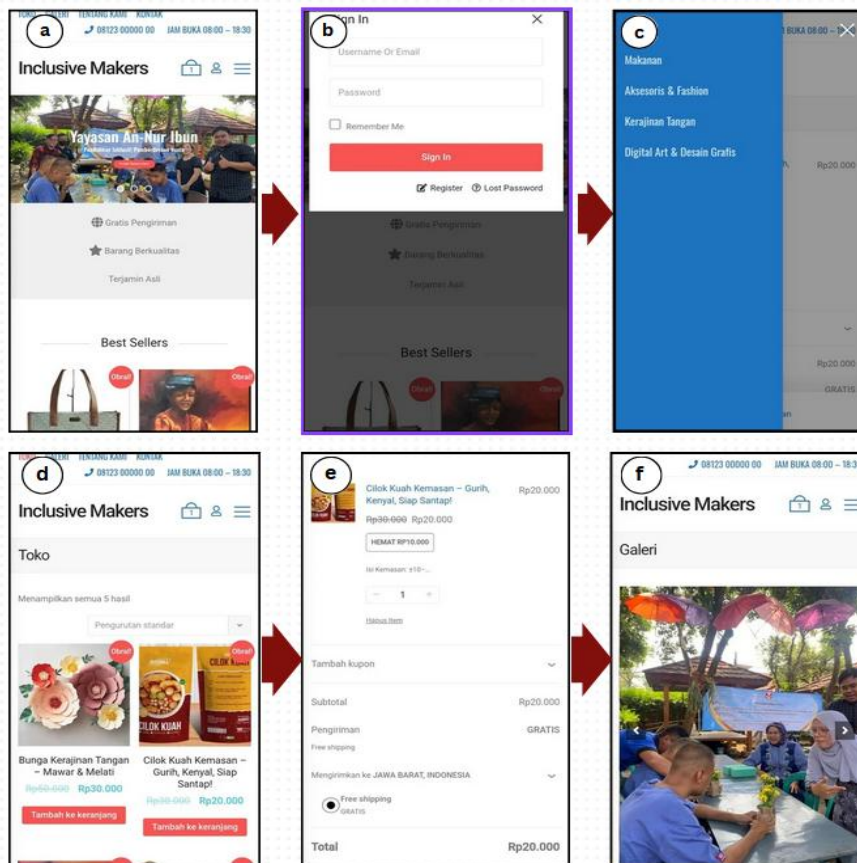


Fig. 3. Application for InclusiveMakers.com marketplace:
(a) Homepage, (b) Register menu, (c) List of products,
(d) Product catalogue, (e) Checkout menu, (f) Gallery of student activities.

5. Conclusions

This study successfully developed InclusiveMakers, a digital marketing platform to support products by students with disabilities. Expert validation rated the platform “very good” across usability, functionality, responsiveness, content relevance, and data security. Trial results showed strong validity and high reliability because the platform connected students’ products directly with consumers, improving product visibility, market reach, and entrepreneurial intentions. This research demonstrates that inclusive digital marketing platforms can empower students with disabilities, foster local economic growth, and enhance digital marketing skills, contributing to economic inclusion.

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