Design and Management of Digital Communication Media to Build Stakeholder Trust and Reputation of the Indonesian Ikaboga Organization

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Abstract: Ikatan Ahli Boga Indonesia (Ikaboga Indonesia) was established in 1987. It is the first and oldest organization for Indonesian Culinary Experts. This organization is neither commercial nor political. They are currently experiencing challenges such as the weak commitment of its members, especially in terms of setting aside time, energy, and materials. As a result, many organizational tasks are not carried out according to their duties. This organization is also weak in managing digital communication media. In the digital era, many organizations compete to build stakeholder trust and reputation through digital media. This is the background to this PKM. By paying attention to the three main principles of the SDGs, namely universal, integration, and inclusive, this PKM focuses on and aims to improve the skills (technology and management) of the administrators and members of Ikaboga Indonesia. Such as skills in organizational communication management and the design and management of digital communication media to build stakeholder trust and the reputation of Ikaboga Indonesia. This program is carried out by elaborating ten methods: learning methods, question and answer and discussion methods, demonstration methods, problem-solving methods, practice or skills training methods, design methods, discovery methods, inquiry methods, mind mapping methods, and role-sharing methods. As a result, this activity was positively influenced; 71% of participants attended because they were interested and wanted to learn. This PKM was also considered to impact 81.2% of participants' cognitive changes significantly. The causal factors did not have a 100% effect on increasing participants' cognitive abilities due to obstacles of 56.5% lost and intermittent sound due to signal.; 43.5% had a wrong signal.; 21.77% due to distance obstacles, and 17.4% due to technological barriers, hunger, and other work, so they could not focus.

Keywords: Digital Communication Media; Organizational Reputation; Ikaboga Indonesia

Introduction

Public trust in organizations in the digital era depends on the organization's responsibility for organizational performance and the transparency shown in various digital media and platforms organisations use. Organizational behaviour with a digital culture is resilient and one of the keys to stakeholders' trust (Sanasi et al., 2022; Zhu, 2020).

The Indonesian Culinary Experts Association (Ikaboga Indonesia) is the first and oldest organization or forum for Indonesian culinary experts. It was established on December 3, 1987, through the Sub-Consortium of Cooking and Culinary Services of the Directorate General of Community Education, Directorate General of Education, Ministry of National Education. Membership of Ikaboga Indonesia includes organizations, associations, ties, foundations, and associations in the field of Food that have AD-ART that does not deviate or contradict Ikaboga Indonesia's AD/ART, as well as accept and approve AD-ART, work programs, codes of ethics and professional image of
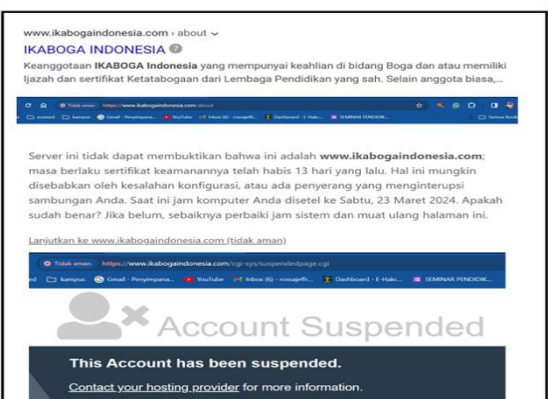
Ikaboga Indonesia. This organization also accepts individual members on the condition that they are 17 years old, have expertise in the field of Cuisine and have a Diploma and Certificate of Governance from a valid Educational Institution. In addition, Ikaboga Indonesia also accepts extraordinary members and honorary members. Extraordinary members are organizations, associations, bonds, foundations, and associations whose activities broadly engage in Food.; Food producers include but are not limited to Entrepreneurs/producers of foodstuffs; Finished food manufacturers; Equipment manufacturers for the Food Business; and Producers of supporting materials for the Food Business (food additives for cakes, bread, and other processed products). As for honorary members, namely, those who are not ordinary members but have worked and contributed to advancing and actively participating in achieving the goals of the Indonesian Ikaboga Organization.

From the results of tracing the profile of the Ikaboga Indonesia organization and questions and answers and discussions with the Chairman and management, as well as non-participant observations, it is known that this organization has the following obstacles or problems: First, this organization has challenges in the form of weak commitment of its members, especially in terms of setting aside time, energy, and materials (Pituringsih et al., 2023).

As a result, much organizational work is not done according to the mandate, especially if there are CSR activities (Pandjaitan et al., 2024). It is common for the Chairman and even the Board of Trustees of Ikaboga Indonesia to jump directly into seeking sponsorship funds for activities.; Second, for this organization to run and support the implementation of an *event,* the organization's source of funds, in addition to coming from contributions and voluntary donations from members, as well as from CSR (*Company Social Responsibility*) funds of private companies and state-owned enterprises that are managed for an extension or community empowerment activity, meaning that Ikaboga Indonesia can use relationships with stakeholders through CSR because of social contributions companies are in the regulations for managing companies, especially SOEs (Henni Gusfa, 2024).; Third, these organizations are fragile in managing their digital communication media, such as websites and social media. The latest data on the Ikaboga Indonesia organization displayed in the media is still very little, and even old data still exists (Ref. Table 1.)

Table 1. Problems in the Management of Digital Communication Media at the DPP of the Indonesian Ikaboga Organization (March 23, 2024)

Promotional Media Names and Links	Identify the problem
Website Ikaboga Indonesia Link: http://ikabogakb.com 	On the existing data website it is still very seditious and not up-to-date. There is data on the management in 2017, as this organization should be updated on the website of DPD 28 provinces and DPC 200 regions with a total of 10,000 members.
Website Ikaboga Indonesia https://www.ikabogaindoensia.com/about	This website is not renewed domain hosting and is not managed by a division that has a digital role.
Facebook ikaboga Indonesia Link: https://www.facebook.com/dpp.ikaboga	The number of followers is only 554, even though it should be more because the members in various management teams totalled 10,000. The security of this account is not guaranteed because it is not clear which role it manages and what its responsibilities are. The account is open/unlocked, and the last time this Facebook was active was in 2022

Promotional Media Names and Links	Identify the problem
Facebook Ikaboga Indonesia https://www.facebook.com/dpp.ikaboga	
Instagram Ikaboga Indonesia https:/www.instagram.com/ikaboga_indonesia/	The content is only 24 pieces of information, is not yet educational, and the number of followers is only 231. The intensity of content updates is again a problem of information up-to-date and information integration on old websites

Source: processed by researchers, Digital Survey (2024)

The organization's digital media search results show the problem in digital media governance. Ikaboga Indonesia has not been able to manage organizational communication, especially regarding the role and function of the communication division and the management of digital communication media. Even though it is now the digital era, many organizations are competing to build stakeholder trust and their reputation through digital media, such as social media and websites. Based on the above background, community service focuses on designing and managing digital media to build stakeholder trust and the reputation of the Ikaboga Indonesia organization.
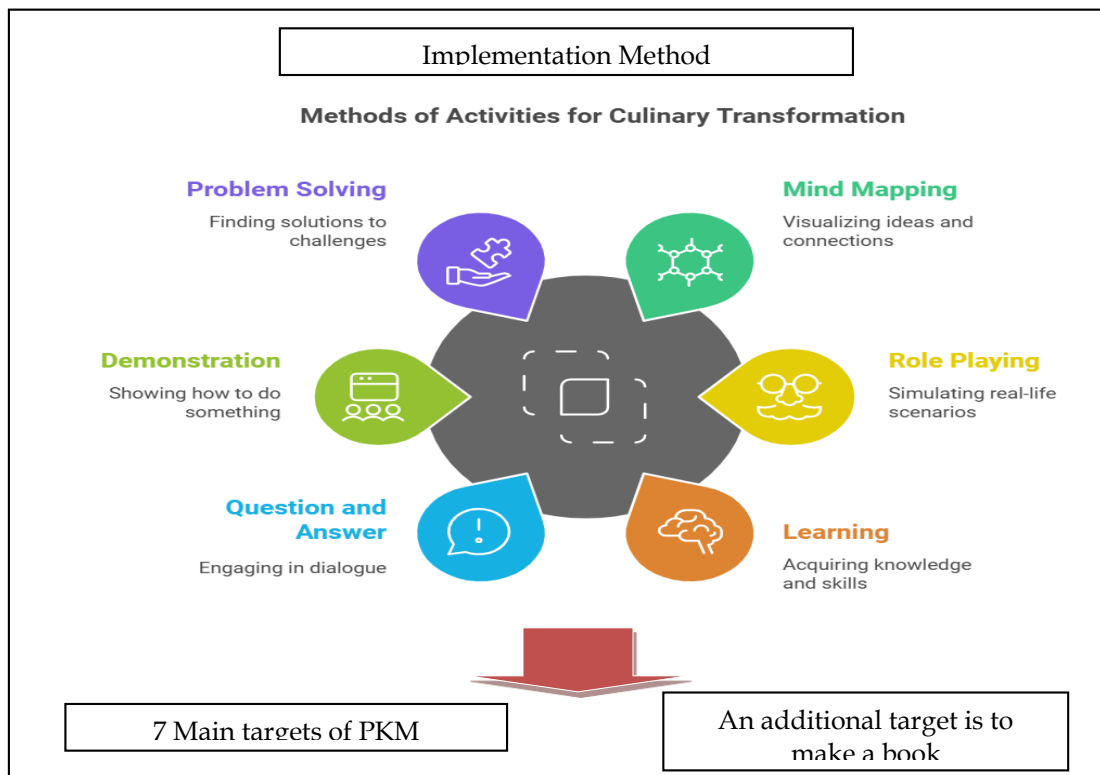
Method

The training method is a process to change attitudes and tendencies in using media and technology or digital media as a consequence of cooperation that participants must observe. There are ten methods used in this PKM activity (Ref. Table 2.), ranging from learning methods, question and answer and discussion methods, demonstration methods, problem-solving methods, practice methods or skills training, design methods, discovery methods, inquiry methods, mind mapping methods, and role sharing methods (Pandjaitan et al., 2024).

Table 2. Program Implementation Method

Method	Information
Learning methods	According to the agreement, they were carried out in 2 directions, presentations and training, gradually and scheduled in 2 FGDs. Use tools like slide projector, PowerPoint, canva, and video playback as examples. The learning time for each meeting is about six hours (09.00-15.00 WIB).
Question and answer and discussion methods	To explore and get responses from participants, to know their level of understanding and acceptance of the information that has been conveyed. In addition, to bring alternative solutions.
Demonstration method	It is done by showing, demonstrating, and performing or showing directly in front of the participants to make it easier to understand and imitate. For example, by showing promotional videos from organizations similar to Ikaboga Indonesia to make it easier to understand
Problem-solving methods (problem-based learning)	To see the mindset, level of emotional intelligence and intelligence of participants, as well as to explore the understanding and creativity of participants in solving problems that often arise in the Ikaboga Indonesia organization.
Practice methods or skills training	Train participants' *soft skills* using laptops, sticks, and *mobile phones*. For example, to write and design posters with canva and PPT, to make videos or vlogs and mini-dramas ready to be published through digital communication media such as Website, FB, IG, YouTube, TikTok and WA. This method is carried out in 3 stages. They start with presenting materials, individual and group practice activities, and evaluations and assessments with awards to motivate participants.

Method	Information
Design method	This method is a companion method for learning and a complement to training methods to stimulate participants' creativity. In addition, it will invite participants to be brave and skilled in designing their creative ideas to prepare them to be independent and more confident.
Method discovery	This method encourages participants to be more active and independent in seeking ideas, knowledge, and creativity. Among them is encouraging participants to look for creative ideas to create motivational messages and innovative content that can positively make the name of Ikaboga Indonesia more known to build stakeholder trust and organizational reputation.
Metode inquiry	This method measures participants' concentration, understanding, seriousness, and commitment, for example, by looking at the results of the assignment given by the facilitator.
Method mind mapping	This method is used to invite participants to map problems and solutions. This includes creating content that will be published through the organization's digital communication media to build stakeholder trust and organizational reputation. Including sponsorship mapping
Role sharing method.	This method is used when practising responding to netizens. This method trains participants on informative, argumentative, and persuasive techniques.

Source : (Rosmawaty Hilderiah Pandjaitan 2024)

Figure 1. Methods of Implementation of PKM Activities and Main and Additional Targets
Source: Prepared by the Author, 2024

Participants in this PKM are Ikaboga Indonesia administrators from the DPP, DPD, and DPC levels. The sustainability of this program is carried out with mentoring programs, for example, in managing content for each social media platform. The promised outputs are creating websites, emails, and organizational social media accounts on Facebook, Instagram, TikTok, and books.

Result and Discussion

The technological process in an organization is an inevitability that is carried out, and the challenge of sustainability with the organizational value agenda also exists in the process of using technology in the organizational cycle as a learner (Miller, 2017). Moving towards this learning organization requires a management information system (Jackson, 2021). The managerial approach in Ikaboga Indonesia is still classic, where technology is only a tool for disseminating information. It can be used to encourage the participation of administrators and members in achieving community-based empowerment collaboration. This is important because the joint competence and creativity of teachers and members in building brand identity through co-creation is a shared

commitment (Alves et al., 2022). However, the commitment of members and administrators in the DPP, DPD, and DPC Ikaboga Indonesia is still not strong.

Strategically, Ikaboga is an informal organization engaged in the field of Food and is trusted by several ministries, such as the Ministry of Vocational Education and the Ministry of Health. Several companies also channel their social contributions to improve the Indonesian food community through the Ikaboga Indonesia program. Networking, the Ikaboga organization has the strength and opportunity to develop itself in the future with the development of organizational personality in digital (Smet et al., 2021).

Socialization on the Background of Community Service Activities

The organizational approach is based on resources, so socialization is carried out, according to Miller (2017), by maximizing the resources of organizational members and selecting members who contribute to organizational goals with leadership. The first socialisation phase was virtually conducted on Tuesday, August 27, 2024, from p.m. 10.00-12.00 WIB, attended by 46 participants (Figure 1.). At this stage, socialization was carried out regarding the background of PKM, along with its aims and objectives. The goal is to build a common perception and understanding of PKM using social media (Siregar, 2022). The coordination of organizational actions of Ikaboga Indonesia has been perfect, according to Mc. Pee institutional communication positions the organization for the agenda of excellence that it highlights (Griffin et al., 2014). The implementation of this socialization received tremendous support from the Chairman and all DPP administrators, as well as DPD and DPC Ikaboga Indonesia. Attended by the Chairman, all Ikaboga Indonesia DPP administrators, and several Ikaboga Indonesia DPD and DPC Chairmen. Here's the documentation:
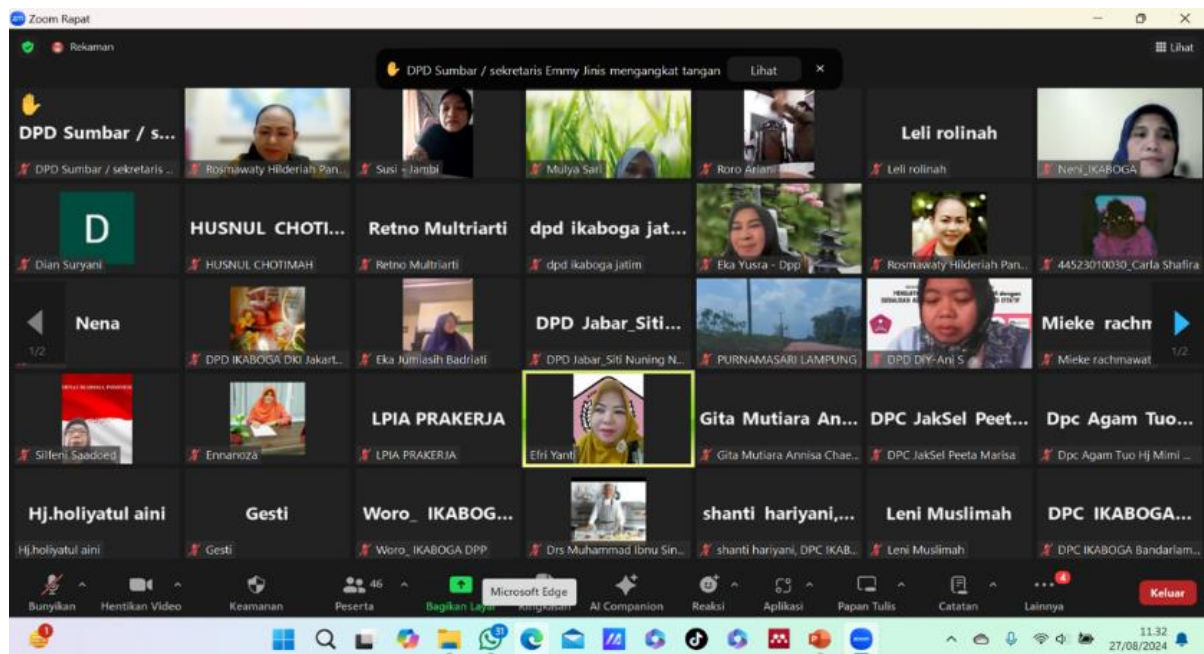
Figure 2. The First Phase of PKM activities, Tuesday, August 27, 2024, from pk. 10.00-12.00 WIB
Source: Documentation of PKM Activities in 2024

Content Management Through Technical Guidance on Tips & Tricks for Simple Food Photos Using Mobile Phones

Simulation and improving skills with active learning are the goals of technical guidance (Patiño et al., 2023). Communication creativity PKM activities through expertise in using media and managing content for the culinary transformation of the archipelago are advanced themes in the second phase, held at the Ikaboga Indonesia DPP Office, Jalan Penggilingan Baru I no 21 - 27 Kel. On Tuesday, August 28, 2024, from a.m. 14.00 - 17.30 WIB. They were attended by 26 participants (14 participants attended in person and 12 participants attended online), consisting of the Chairman of Ikaboga Indonesia, Secretary General of Ikaboga Indonesia, Chairman of DPD, Chairman of DPC, and Management of DPP IKABOGA Indonesia (the attendance list is attached in the Log Book).

This activity was carried out in a hybrid manner, an offline atmosphere in a family atmosphere, with the presentation of a consumption menu prepared by the committee. The main focus was to provide technical guidance on tips & tricks for simple food photos using a

410

mobile phone camera. When shooting pictures and videos, the workspace and emotions are relaxed, and the atmosphere is friendly between members and presenters, who explain the practice directly. The resource person was Bima Petala Rifardhi, a Master of Communication Science student with NIM: 55222120017. Recognize Bima Petala Rifardhi's knowledge. He is also a professional photographer and

already has a digital partnership business. So, his photography competence has been proven by the service he provides to his clients. This training activity was filled with a simulation of making a healthy menu to anticipate the menu for children. The Chairman of the central Ikaboga Indonesia simulated a tutorial on how to make a steamed otak-otak stunting menu. The following is a documentation of the activity.
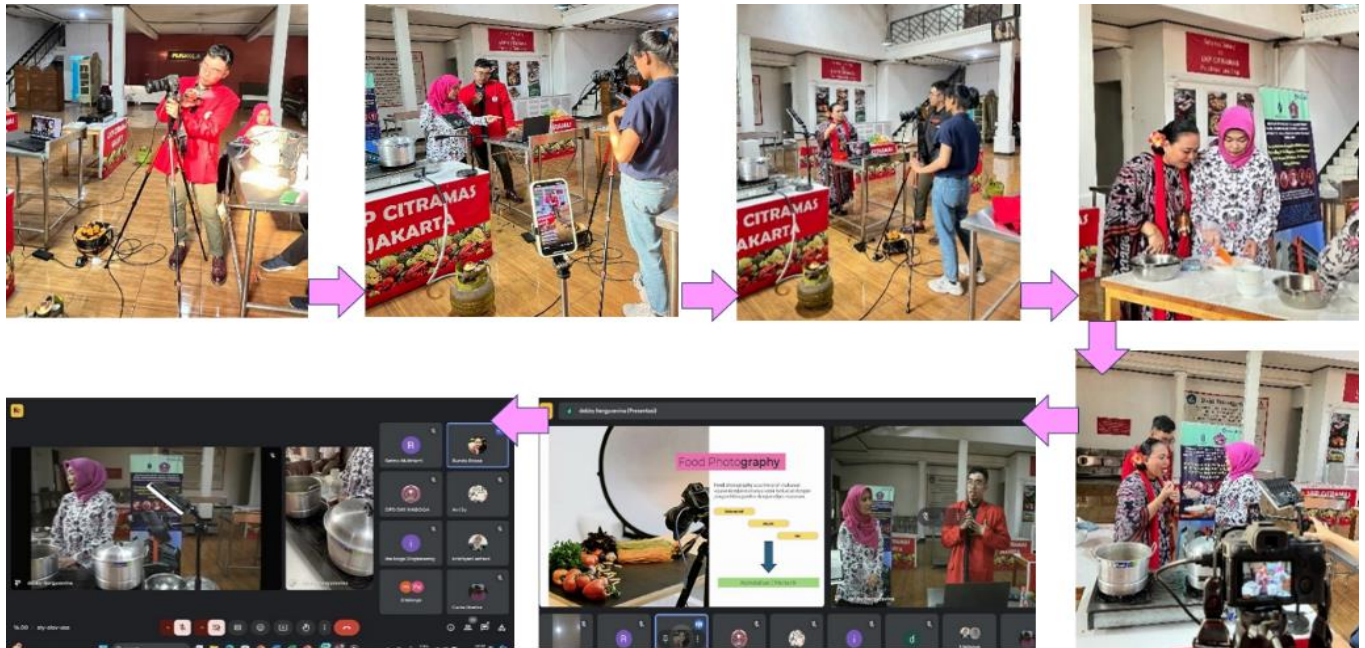
Figure 3. Documentation of PKM activities in the second phase
Source: Processing of activity documentation, 2024

Empowerment of communication division administrators through training using applications in creating organizational profile content and content visualization

The third phase of PKM activities was carried out at Building E, 6th Floor of the Ministry of Education and Culture, Research, Technology and Higher Education, Jalan Jenderal Sudirman, Senayan, Central Jakarta. She was receiving sponsorship from the Directorate of Courses and Training, Mrs. Nahdiana, M.Pd., in lending assistance for training rooms and Zoom facilities. It was held hybrid on Thursday, September 26, 2024, from a.m. 09.00–13.30 WIB and attended by 56 participants. At the DPP level, there was 13%. At the DPD level, there were 34.8%, and at the DPC level, there were 52.2%. This consists of the Chairman of Ikaboga Indonesia, the Chairman of the DPD, the Chairman of the DPC, and the Management of the IKABOGA Indonesia DPP (the attendance list is attached in the log book). Chairman of Ikaboga Indonesia, Secretary General of DPP, Chairman of DPD and DPP Management from various provinces in Indonesia.

An organization that can emerge and exist in the future has a purpose, identity, and culture. Therefore,

the reinforcement provided in this third phase of PKM activities delivers material for further learning, where three resource persons provide knowledge transfer. The first resource person was the Head of the PKM Team, Dr. Rosmawaty Hilderiah Pandjaitan, S.Sos., M.T, with the title: Design and Management of Digital Communication Media for Organizational Profiles to Build Stakeholder Trust and Reputation of Ikaboga Indonesia. This material explains eight ways to design social media for organizational profiles to build stakeholder trust and the reputation of the Ikaboga Indonesia organization and five ways to manage social media for organizational profiles to build stakeholder trust and the reputation of the Ikaboga Indonesia organization; how to create a Timeline Schedule Content Promotion; about the website; coordination and collaboration system for social media specialists DPP Ikaboda Indonesia; and examples of digital content.

The second and third speakers were students from the Faculty of Communication Sciences, Mercu Buana University, who are also members of the PKM team, namely Kayla Amalia Shabrina and Carla Shafira Ariza Ichsanti. The second speaker, Kayla Amalia Shabrina,

provided technical guidance on designing using the canva application, from choosing a template for social media IG, FB, or TikTok to selecting a theme, from choosing a template. In addition, it also shows how to place logos and videos, including sounds. Meanwhile, the third speaker, Carla Shafira Ariza Ichsanti, provided a tutorial on how to make food promotions that can be uploaded to YouTube and IG. The following are 12 images that prove PKM activities have been carried out for this third stage.

Figure 4. The Atmosphere of the Implementation of the Third Phase of PKM Activities
Source: Processed activity documentation, 2024

Analysis, evaluation, training, and technical guidance on social media and website content management through the Canva application

Creating a collaboration between Mecu Buana University (UMB) and a partner organization, namely Ikaboga Indonesia, is carried out with the configuration of training and designing the organization's website and social media accounts. The training and evaluation carried out by the UMB PKM team require improvements and changes in behaviour from the Ikaboga Indonesia administrators. This change was evaluated using the Patrik Kirk evaluation model carried out in four stages: the evaluation of the reaction stage, the assessment of the learning stage, the review of the behaviour stage and the evaluation of the outcome stage (Patiño et al., 2023). The learning material is insightful and technical, as well as tricks and tips for using, producing, and managing social media to benefit organizations that reflect leadership through the Ikaboga Indonesia brand at the central and branch levels. The capacity of the central Ikaboga as an organization that is the centre of activities and supports development programs from various cross-ministries can strengthen the leadership of the national organizational brand because the prominence of the brand identity of Ikaboga Indonesia is the basis of organizational capacity (Beverland et al., 2007). The

behaviour of members and administrators who participate in the hybrid training mechanism is the mediation of the Ikaboga Indonesia brand internally because the brand leadership experience is in internal training and activities (Rahman et al., 2022). The following is a description of the training evaluation.

a. Characteristics of trainees

The percentage of participants who attended was 51–60 years old (43.5%), then 41–50 years old (34.8%), then 21–30 years old (8.7%), and the remaining 13% consisted of 61–70, 31–40 years old, and there were even those over 70 years old. Most participants attended online (95.7%), and the rest (4.3%) attended in person. The infographic can be seen in Figure 5.

When looking at the percentage of Ikaboga Indonesia administrators of the same age and their level of interest in this training, it can be understood that efforts still need to be made so that the number of millennial administrators is more interested. So that millennial member volunteers can inherit the circulation of knowledge about Indonesian Cuisine. This means organizational sustainability lies in brand leadership (Mclaughlin & Mott, 2009; Purser, 2023).
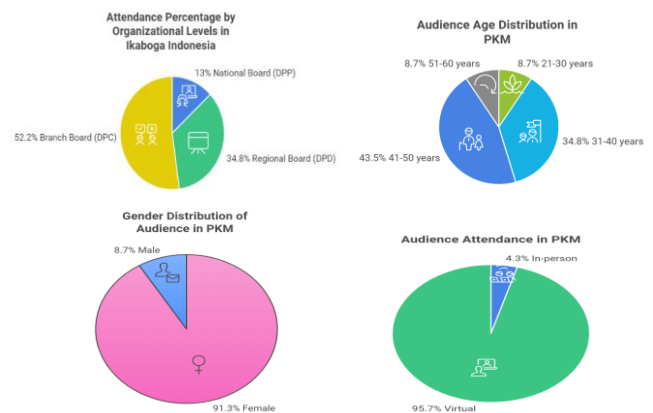

Figure 5. Graph of PKM Participants
Source: Results of Data Processing by Researchers (2024)

b. Reaction to the Motivation of Participant Attendance

Reactions are part of active learning (Patiño et al., 2023). Proactive reactions are emotions in the workplace that encourage commitment to organizing (Miller, 2017). In this PKM process, to measure the success of the communication carried out, it starts when the resource person starts delivering the material to Q and A during the training. The participants responded positively to the training in the third phase of PKM activities. This can be seen from the response of PKM participants, as shown in Figure 5. It is known that 73.9% of participants are interested in the theme; 65.2% are interested because they want to learn how to create a company profile; 52.2% are interested because they want to learn how to

design with Canva,; 65.2% are interested because they want to learn how to promote with social media; 56.5% are interested because they want to learn how to build relationships with organizational stakeholders; 56.5% are interested because they want to learn how to build a reputation; 30.4% of participants also gave reasons for attending because they appreciated their friends and missed their friends with Indonesian Ikaboga friends; and 17.4% because they like to get together. If you look at all the data on the percentage of reasons for participants, it can be seen that on average or 71% of participants attend because they are really interested in the theme and want to learn. Here's the infographic.
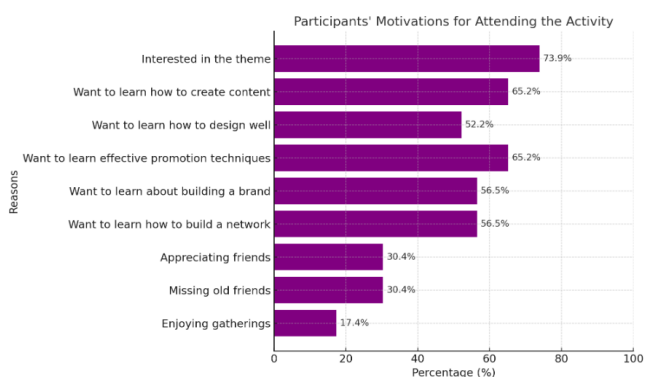
Figure 6. Trainee Motivation Reaction Chart
Source: Results of Data Processing by Researchers (2024**)**

c. Changes in Participants' Understanding and Attitudes

Bringing about changes in the organizational situation, the classical approach and the sub-power approach with technological adaptation require the power of an excellent cultural mindset (Miller, 2017). The training is a collaborative activity with a hybrid method so that adapting the participants' attitudes using technology is easy to understand because social media is user-friendly and already on each participant's cellphone. Changes in behaviour using social media are known from the assessment of their understanding of 34.8% giving a score of 9, 21.7% giving a score of 10, 21.7% giving a score of 8, 13% giving a score of 7, and 4.3% gave a score of 6 and 5. So, the total percentage of scores from 8 to 10 is 78.2% who understand and can use social media with the content configuration they create.

d. Outcomes of Training Proficiency for Participants

The benefits of the training are, of course, the practice that can be imitated and modified on the social media accounts of each participant and the benefits of this training. The majority of participants answered, or 39.1% gave a score of 9, 26.1% gave a score of 10, 17.4% gave a score of 8, 13% gave a score of 7, and 4.3% showed a 5. This means that overall, the total percentage of scores from 8 to 10 is 82.6%. This figure quantitatively illustrates that this training provides efficacy in

managing content and using content as an organizational agility strategy with organizational adaptive capacity (Babatunde, 2021). Organizational social media accounts mediate the role of internal brands and promote products (Alfiyanto, 2020; Dewa & Safitri, 2021; Febriyanti et al., 2022; Herdiana, 2018).

*e. Changes in Attitudes and Behaviors of Participants*

Communication is a message, and a message is a communicative behaviour. When using digital media and configuring messages on various social media platforms, the evaluation of this training monitors the change in the tendency to behave and practice behaviour. Based on the evaluation stages of Kirkpatrick's analysis training, the stages of understanding and pacification in the practice of the workshop are behaviour change (Utomo & Tehupeiory, 2014), and simulations demonstrated in the creation of video content and website are based on co-design through brainstorming with participants for websites and other content (Kamila & Subastian, 2020). Therefore, this training is significant in changing behaviour from most answers. 30.4% of participants gave a score of 9, 26.1% gave a score of 10, 26.1% rated 8, 13% gave a score of 7, and 4.3% gave 5. So when calculating the value of cognitive improvement and leading to participant behaviour in the range from 8 to 10, the change in participant behaviour is 82.6%. This means that in terms of product, the content can be seen after the training evaluation (Mukhlisin et al., 2023; Tamsuri, 2022). The root of this behaviour change is the value agenda that brings organizations to a brand leadership resource approach (Bertolini et al., 2023; Mclaughlin & Mott, 2009). Member competencies are a reference for developing organizational capacity. So that the circulation of organizational knowledge products can be conveyed in various informative actions (Purser, 2023), which are transparent and even and hint at the accountability of the management in achieving the trust of their stakeholders (Yasih & Arafah, 2022), namely the Indonesian people.

f. Obstacles found by participants

Potential changes in technological barriers can find a solution, namely adapting to work mechanisms that increase satisfaction and commitment. An evaluation found that hybrid empowerment activities did not meet expectations, reaching 100% appropriate. Based on Figure 7, it can be understood that the obstacles felt in the empowerment stage through technical guidance and exposure of resource persons occur due to the following obstacles: at most or 56.5% due to the obstacle of the voice of the resource persons, which are lost and interrogated several times due to the signal.; 43.5% due to signal difficulties.; 21.77% due to distance barriers,

and 17.4% due to technological barriers, hunger, and other work, so they could not focus on listening to presentations and technical guidance from resource persons.
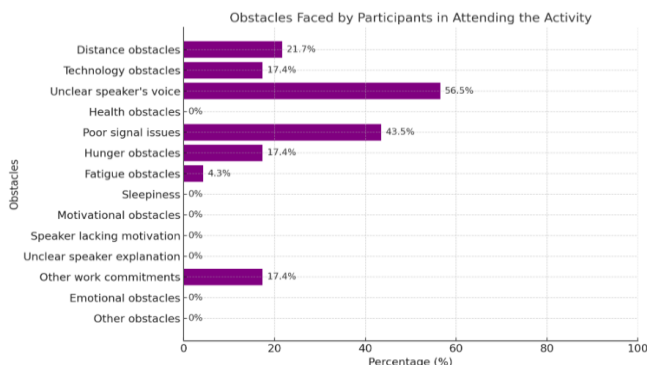
Figure 7. Graph of PKM Obstacles by Participants
Source: Results of Data Processing by Researchers (2024)

The use of technology in choosing time and space in activities is an obstacle that occurs. Still, in mentoring and the existence of social media groups, this can be overcome through layered coordination in the group so that the multi-media used can be a solution. But psychologically, the time used during the training sometimes coincides with other activities so that it is not optimal for participation and wants offline training and mentoring at the Ikaboga Indonesia branch following the words of participants from West Sumatra: "I feel that this activity is beneficial because so far I have been relying on children whose time is also limited with their activities. It is good to continue providing offline assistance at each Ikaboga branch. I hope the resource persons can visit us in West Sumatra to continue practising our social media."

### g. Application of Technology and Innovation to Society

Creativity in all aspects of life relies on ideas and innovation. Communication creativity that conveys messages and is multi-media or digital ensures the sustainability of Indonesian Cuisine and gastronomy and impacts tourism (Bastenegar, 2020). Several outputs strengthen technology and innovation in the community due to the roots of organizational culture (Wildana et al., 2024).

Technological engineering in soft skills is the behaviour change that was previously not adaptive to digital and is now adaptive and can use digital to manage content and information related to the organization (Gioia et al., 2000). The application of technology to hard skills is to use media and tools such as cameras—Canva applications to create content and creativity in managing social media accounts and websites. Before designing a website to be used during

training, first introduce how to make organizational content according to the brainstorming that has been done previously (Kamila & Subastian, 2020). The creativity of this content is also accompanied by a reference book produced for Indonesian Ikaboga activists. The following are the PKM outputs that have been successfully made.

The book titled "Communication Creativity for the Culinary Transformation of the Archipelago."

The book is a way of organizing learners. The service in Ikaboga Indonesia produced a book that explains various Indonesian culinary recipes, storytelling about Indonesian Cuisine, from ingredients to serving and eating menus. This book provides information about communication creativity in the organisation's context so that the management of Indonesian ikaboga, especially the communication division, encourages Ikaboga to have a purpose, A strong identity through the organizational culture, and the values on the agenda can be achieved. Specifications: This book contains tips for creativity and communication adaptation that are important to know all Ikaboga Indonesia members for the archipelago culinary transformation, 100 motivational messages, and more than 100 recipes for Indonesian Cuisine.
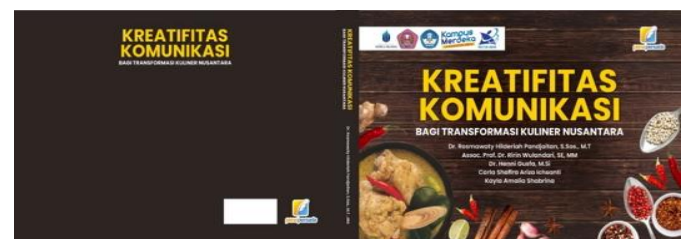
Figure 8. The book cover is titled "Communication Creativity for the Culinary Transformation of the Archipelago."
Source: Publisher PT. Pena Persada Kerta Utama, 2024

Creative videos to build Ikaboga's reputation

YouTube is one of the learning media and strengthens organizational capacity, awareness about the organization and commitment (Febriyantoro, 2020; Rahmatika et al., 2021). It can be better when media channels are used optimally to regenerate Indonesian culinary knowledge or knowledge circulation in organizations (Adi, 2022; Jackson, 2021). The video content was produced by the community service creative team in collaboration with the management of ikaboga Indonesia with specifications: Made using an Android cellphone camera, equipped with a wireless microphone, LED lights, standing cellphones such as tripods or monopods, lighting kits such as ring lights, and Backdrops. Filmora Business is used for editing software. The video content is informative, educational, argumentative, and creative motivation in the field of

Food and culinary services (archipelago and world), as well as the achievements of Ikaboga Indonesia.

Figure 9. Examples of Creative Videos to Build Ikaboga Indonesia's Reputation by Including Ikaboga Indonesia's Partner Logos
Source: From Ikaboga's YouTube Link, Nov. 28, 2024

Website Ikaboga Indonesia

The system's design with product specifications was made thanks to the participation of the trainees (Ridwan et al., 2019). Specifications: Created using CSS, HTML, and JavaScript using the Visual Studio Code application and purchasing Image Assets in Freepic and the prototype process with Figma and Editorial Illustration with Ibis Paint X. As for Videography using Capcut. The website is dynamic so that the content can be changed according to the owner's or operator's wishes.; The website design is made contemporary and accompanied by essential aspects such as the homepage, the organization, work programs, achievements, annual activities (2024), registration, organizational partners, and organizational attributes. In addition, you can create *a homepage*, product, about us, and contact us.
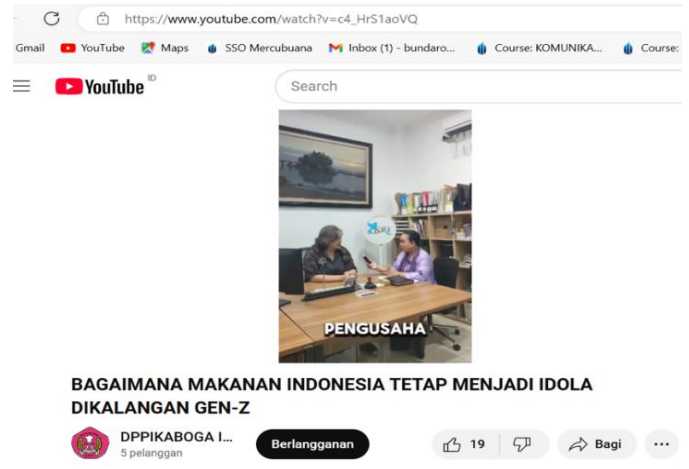

Figure 10. Screenshot of DPP Ikaboga Indonesia Website Example (Link: DPPIkabogaIndonesia.com)
Source : From the Ikaboga Indonesia DPP Website Link, 28 Nov. 2024

YouTube Ikaboga Indonesia

The creativity of the message messages made by the trainees is encouraged to make the performance of the ikaboga organization lead the organisation's brand, and the trainees are also encouraged to monetize their content through social media (Hariningsih et al., 2023). Specifications: Created with files in HD 1080p quality;

using MPEG-2 or MPEG-4 program streaming stored with extensions; The audio-visual duration is a minimum of 2 minutes and a maximum of 25 minutes; The frame rate is set to 24, 25, or 30 frames per second, and does not use the sampling technique; The aspect ratio is attempted to be original, and the uploaded video does not include a wide or tall display box; The highest resolution video resolution to provide maximum flexibility in the encoding and playback process. It can be with a resolution of 1920x1080, 1280x720, or 320x240. The video bit rate is around 50 Mbps or 80 Mbps.

Figure 11. Screenshot of YouTube Example of DPP Ikaboga Indonesia
Source : YouTube DPP Ikaboga Indonesia, 28 Nov. 2024

Facebook Ikaboga Indonesia

One of the uses of social media is how to map the market, where Facebook content is used to create education and marketing (Gumilar et al., 2023). The Facebook content uploaded is like Food that can handle stunting. The FB Link of Ikaboga Indonesia is https://www.facebook.com/profile.php?id=100067000727566.

Figure 12. Screenshot of FB Example of DPP Ikaboga Indonesia
Source: FB Ikaboga Indonesia, 28 Nov. 2024

Instagram Ikaboga Indonesia

Social media features like Instagram ads are unique, making it easier for users to get advertising information. For the leadership of the Ikaboga Indonesia brand, the information in the Instagram ads is in the form of Food and landscape photography. The videography concept uses techniques in the form of B-Roll and cinematic, and the design results are uploaded to Instagram social media (Paskalina et al., 2021). The university team carried out Ikaboga Indonesia's social media integration and created an Instagram account of the Ikaboga Indonesia organization with the following specifications: made by using a profile photo of the Ikaboga Indonesia organization's logo; using the name Ikaboga Indonesia; making an attractive headline by displaying the tagline of Ikaboga Indonesia, namely "Increasing friendship with the hobby of cooking". Create an informative description in your Instagram bio shortly and concisely. Create a link to the website or other social media pages on the Instagram bio of the Ikaboga Indonesia organization. The IG link of Ikaboga Indonesia IG is: https://www.instagram.com/ikaboga_indonesia/
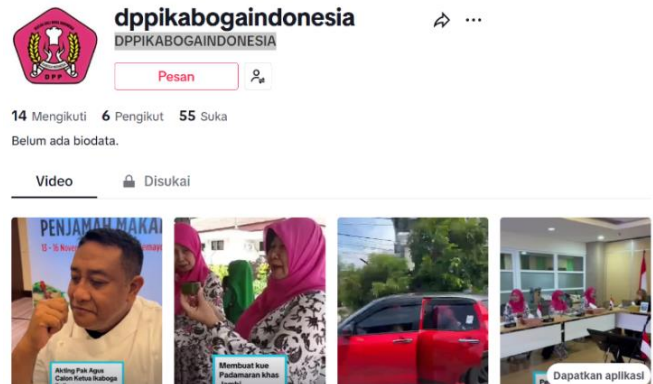

Figure 13. Screenshot of IG Example of DPP Ikaboga Indonesia
Sumber : IG DPP Ikaboga Indonesia, 28 Nov. 2024

TikTok Ikaboga Indonesia

The use of social media is the behaviour of its users and the culture represented by a healthy culture, with comedians, TikTok messages uploaded with comedy story nuances become an attraction for netizens to follow the organization's social networks (Dewa & Safitri, 2021). The specifications for Ikaboga Indonesia are made using a profile photo of the Ikaboga Indonesia organization logo and the name Ikaboga Indonesia. TikTok Ikaboga Indonesia will be filled with 30 unique TikTok short video content within a time limit of 15 to 60 seconds.; the characteristics of video content are informative, educational, argumentative, and creative

motivation in the field of Food and culinary services (archipelago and world), as well as the achievements of Ikaboga Indonesia; create an age limit from adulthood to older (18 years old); opened a response for netizens. As for TikTok Ikaboga Indonesia, namely, DPPIKABOGAINDONESIA.

Figure 14. Screenshot of TikTok Example DPP Ikaboga Indonesia
Sumber : TikTok DPP Ikaboga Indonesia, 28 Nov. 2024

The development of digital partnership and content creativity with an agile strategy (Herdiana, 2018) for this grant and working capital assistance is given to DPP Ikaboga Indonesia. The technology tools that will be handed over are dual wireless microphones, HP Clip-on Mic microphones (type: WIRELESS MIC-K63), a KV overhead phone stand, and an LED lamp stand holder phone.

Conclusion

Community service activities designed based on clear outcomes and measurements or evaluations will provide a positive response from participants. Changes occurred in the responses: 73.9% of participants were interested in the theme, 65.2% were interested because they want to learn how to create a company profile, 52.2% were interested because they want to learn how to design with Canva, 65.2% are interested because they want to learn how to promote with social media; 56.5% are interested because they want to learn how to build relationships with organizational stakeholders; 56.5% are interested because they want to learn how to make a reputation; 30.4% of participants also gave reasons for attending because they appreciated their friends and missed their friends with Indonesian Ikaboga friends; and 17.4% because they like to get together. If you look at all the data on the percentage of reasons for participants, it can be seen that 71% of participants attend because they are interested in the theme and want to learn. Participants also consider this PKM to have a significant influence on their understanding and

tendency to behave. Most participants understood because the total percentage of scores from 8 to 10 was 78.2%.

Furthermore, the benefits of PKM material for participants are that it is known that the total percentage of scores from 8 to 10 is 82.6%. The significance of the influence of PKM on participants' understanding or cognitive improvement, which gives a score of 8 to 10, is 82.6%. So, it can be known that the percentage of participants who admitted to experiencing cognitive changes after participating in this PKM was around 81.2%. This means that the significance value of this PKM for participants' cognitive changes is 81.2%. The outputs produced in community service, designing and managing digital communication media for organizational profiles to build stakeholder trust and reputation of Ikaboga Indonesia are reference books, organizational social media accounts along with their content that has been uploaded and integrated through websites, Facebook, Instagram, tiktok. The assistance to produce content is dual wireless microphones, clip-on mic microphones, HP and KV overhead phone stands, and LED lamp holder phone stands.

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