

## Capacity Enhancement of Productivity and Product Marketing Through Construction Project Management of Interior Spaces

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**Abstract:** The execution of interior construction work involves a complex series of processes carried out in parallel and interdependent. Additionally, the nature of the work is highly specialized, with tasks being divided according to the characteristics and professions of those performing them. It is crucial to maintain regular coordination and control to ensure that all activities are consistent and aligned throughout building construction. This, of course, requires the involvement of a team capable of managing the project, creating work plans, and coordinating with other teams. They need strong communication skills, problem-solving abilities, and effective leadership. The success of an interior construction project can be measured by the production of high-quality work, adherence to the planned budget, and timely completion in accordance with agreements. Therefore, performance-oriented control is necessary to complete an interior construction project successfully. In the management of interior construction projects, the concept of earned value integrates cost and time. By applying this concept, the overall performance of an interior construction project, as well as that of individual work packages, can be identified and predicted. The results of this performance evaluation can serve as an early warning if inefficiencies arise during the completion of the interior construction project. This community service activity, aimed at empowering interior construction workers, embodies the effort to develop project management capabilities within this field. This activity aims to provide a project management guide for interior construction that supports the development of team capabilities. The method of this community service activity was carried out through socialization and community empowerment activities related to the stages of an interior construction project management process to improve work productivity. With controlled work planning, productivity improvement could also be achieved through enhanced job promotion. The results of this activity showed that the implementation of the service activity was deemed successful, with a significant improvement in test scores, from a very low knowledge level of 0-40 to a very good knowledge level of 86-100. In the execution of interior construction, the ability to organize and manage work was required to achieve the best results and market them directly according to the chosen strategy. Additionally, partner feedback indicated that they strongly agreed with the implementation of this program.

**Keywords:** interior construction; marketing; project management

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**Received:** 30 October 2023

**Accepted:** 14 August 2024

**Published:** 14 November 2024

**DOI** : <https://doi.org/10.20527/btjpm.v6i4.10690>

**How to cite:** Gani, P.J.A., Gani, A.A., & Ikhsan, A.M. (2024). Capacity enhancement of productivity and product marketing through construction project management of interior spaces . *Bubungan Tinggi Jurnal Pengabdian Masyarakat*, 6 (4), 933-.

## INTRODUCTION

The design of interior spaces has become one of the rapidly growing fields of architecture in Indonesia. This growth has occurred in tandem with people's increasing needs, desires, and lifestyles regarding the function of space as a container for activities (Wicaksono & Tisnawati, 2014). Currently, interior design is more focused on creating works of art that showcase the form of space, reflecting both function and aesthetics while also considering other elements that support the existence of the space (Endang, 2013). Due to the significant role that interior design plays in influencing the impression it leaves on its users, this has become the primary goal of planning a beautiful and comfortable space. The design of interior spaces involves planning, organizing, and designing the interior spaces of a building to create a physical arrangement that meets human needs for shelter and protection. The interior design outcomes also influence the perspectives and impressions of human mood and personality. Therefore, interior design creates interior spaces by integrating various elements into a cohesive whole to achieve specific goals focused on aesthetics, safety, and comfort.

Rapid construction growth is evident with the numerous large-scale interior construction projects undertaken by the government, private sector, and joint ventures. Executing interior construction management involves activities that intertwine various related disciplines. Using appropriate, practical, fast, and safe methods will greatly assist in completing these interior construction projects, helping to achieve the desired targets for time, cost, and quality (Onibala et al., 2018). However, they

often face several challenges that impact their productivity.

In executing project phases, delays and poor product quality often occur. These issues are caused by natural factors such as weather disturbances like heavy rainfall that affect the progress of work volume and the procurement of materials that must align with the required timelines. For example, once one task is completed, another one needs to begin, leading to disruptions and delays in the workflow. The use of inadequate equipment and frequent breakdowns also contribute to these delays. One of the most time-consuming aspects of interior work is the drying process of materials, whether during joining or painting. Moreover, transporting products from the workshop to the installation site often takes longer than planned (Onibala et al., 2018). Additionally, efficient project management can help the progress of interior construction projects. Interior design projects often involve numerous details, including planning, team coordination, and budget management. With proper project management skills, projects can stay within the plan, budgets can escalate, and work quality can improve. As a result, client satisfaction may decline, and the reputation of interior designers can be negatively impacted.

Furthermore, crucial workforce empowerment has not been optimal due to the lack of standardized skills among workers, insufficient core workforce, and underdeveloped marketing management abilities. These factors contribute to partners' low productivity. Interior construction planners need to understand effective product marketing strategies to enhance visibility and attract potential customers. Marketing products through

online platforms and social media is crucial in the digital age. However, interior construction planners, in this case, still need to understand how to leverage online marketing potential effectively.

Therefore, providing training and mentoring to interior designers in project management and product marketing is important. They can avoid common challenges with a better understanding of managing projects efficiently. Moreover, knowledge of product marketing strategies will help them promote their work more effectively, create new business opportunities, and increase their revenue. Through this community service initiative, the authors of this study hope to provide meaningful support to our interior design partners, enhance their productivity, assist their growth, and ultimately, positively impact the interior design industry.

## METHOD

The partner, Akunata Indonesia (an interior consultant and contractor), located at Jl. Dg. Tata Raya, Berjaya House Blok A2, Makassar. planned, implemented, supervised, and evaluated the interior construction project. The main problem faced by the partner, which was addressed through this community service activity, was related to the method of implementing the activities. The partner formulated the method of implementing this activity. This activity involved lecturers from the Architecture Study Program of the Faculty of Engineering, the Management Study Program of the Faculty of Economics & Business UMI, and active students. The lecturers and students conducted the activities in several stages, namely:

- Identifying partner needs: This strategy was carried out through surveys, interviews, and approaches with the partner to gather

information. This method uncovered and identified the problems or challenges faced in project management and product marketing. The team then provided input on the importance of the interior construction management function in executing a project. Once the partner understood the importance of management in planning an interior project, a literature review and preliminary survey were conducted at the partner's location, which was related to the needs that would support the implementation of activities in the next stage.

- Training in Project Management: The training was conducted by organizing sessions on project management, which included project planning, time management, budgeting, and task delegation to the partner. Additionally, material was provided on how to manage their projects more efficiently. Following this, the partner was also given activities to implement the interior construction management model to enhance their work productivity.
- Product Marketing Training: The training involved teaching the partner about product marketing strategies. This included online marketing strategies, branding, social media, and how to build relationships with users. After that, the partner was introduced to and taught how to select the right strategies according to their needs and target community.
- Monitoring and Assistance: Monitoring was conducted through pre- and post-training tests to assess the partner community's level of knowledge, which was one of the activity's ultimate goals. Meanwhile, assistance was provided post-training, involving periodic activities with the partner to help them overcome challenges in implementing project management and marketing

strategies. This assistance lasted two months to observe the implementation process in the field.

- Evaluation and Feedback: This was carried out by evaluating the progress of interior entrepreneurs after they participated in the training and received assistance. This allowed the results to be seen from the beginning and served as a basis for further activity development. The evaluation and feedback were conducted by measuring partner satisfaction through a questionnaire regarding their satisfaction with the program activities that had been implemented.

Monitoring activities were conducted twice in the technical implementation: pre-training and post-training tests. This was done to determine the success level of the program’s implementation. The monitoring instruments can be seen in the following Table 1.

Table 1 Aspects and indicators of monitoring

Aspect	Indicator
Project Scope Management	Lingkup Pelaksanaan Pekerjaan Lingkup Pelaksanaan Konstruksi Ruang Dalam Manfaat Manajemen Proyek
Time and Cost Management	Teknik Manajemen Waktu Pekerjaan Alokasi Biaya Proyek Penilaian <i>Cost of Quantity</i>
Quality Management	Pengertian Manajemen Mutu Skema Penyusunan Perencanaan Mutu Proyek Tindakan Mutu Plan, Do, Check, Action (PDCA)
Product Marketing	Pentingnya <i>Digital Marketing</i> Inovasi <i>Digital Marketing</i> Jenis <i>Digital Marketing</i> Strategi <i>Digital Marketing</i> Perencanaan <i>Digital Marketing</i>

The monitoring activities were carried out in 2 stages: pre-test and post-test. The pre-test was conducted before

the training, and the post-test was conducted after the training to measure the change in knowledge acquired by the partners during the activities. In the learning process, pre-and post-tests can be used to measure cognitive development with the material that has been and will be provided (Effendy, 2016). The test questions were designed based on the training materials and were presented in a multiple-choice format.

Table 2 Knowledge level assessment Category

Score	Assessment Category
0 - 40	Very Poor
41 – 55	Poor
56 – 70	Adequate
71 – 85	Good
86 - 100	Very Good

## RESULTS AND DISCUSSION

This community service activity had been carried out through 5 (five) stages and executed according to the competencies possessed by each service team. It involved a general introduction to the scope of a job within a space. Before participating in the training activity, the partner’s level of knowledge was categorized as very poor, with a score of 0 - 40. After participating in the training activity, through a test, it was found that the partner's level of understanding had increased significantly and had been categorized as very good, with a score of 86 - 100. The details of the activity implementation could be described as follows:

### Identification of Partner Needs

The implementation of this community service activity, titled “Capacity Enhancement of Productivity and Product Marketing Through Construction Project Management of Interior Spaces,” began with an initial survey related to identifying partner needs and issues. In this activity, the service team and the partners spent 2 days touring interior construction workshops located in 3 different

locations. On the first day, they visited the first and second workshop locations, conducting interviews with the owners and workers present. On the second day, they visited the third workshop location (see Figure 1), and the service team reiterated the purpose and objectives of identifying these issues, hoping to assist and improve knowledge to increase productivity and sales in a specific manner and provide general benefits of knowledge.



Figure 1 Initial survey at partner location

The results of identifying partner needs and issues provided feedback for implementing training on managing interior construction projects and product marketing in accordance with the needs and problems encountered (See Figure 2). This activity also included regular monitoring and mentoring to help partners improve the productivity of the interior products produced.



Figure 2 Types of products produced by partners

### Project Management and Product Marketing Training

Full-time training was provided in this phase, including a workshop on project management methods and digital product marketing (see Figure 3). This activity was held on Friday, September 22, 2023, with 22 participants. The service team delivered training on project management methods from the Architecture Program at the Faculty of Engineering, Universitas Muslim Indonesia, and the digital product marketing methods were presented by the service team from the Management Program at the Faculty of Economics and Business, Universitas Muslim Indonesia. The activity covered four main areas: 1) concepts and definitions of project management, 2) the scope of project management, 3) project planning and organization, and 4) project time and resource management.



Figure 3 Project management training

The value of a project is determined by six indicators: time, quality, cost, scope, safety, and function. These values also reflect aspects of success, indicating how the project progressed during its execution. In construction projects, such as building construction or interior work, the project's success is determined by several factors, particularly scope, quality, cost, and time (Nursin, Wacono, & Pratomojati, 2011). This shows that all these elements are interconnected and part of a cohesive project, so understanding and planning all components well can certainly improve productivity and sales.

The project management method application workshop is shown in Figure 4.



Figure 4 Workshop on project management method application

In the construction industry, project management must be applied to consider each project uniquely in terms of its life cycle, work methods, planning, execution, and organization. In this way, project success can be enhanced (Kwofie et al., 2014). Since project management is crucial for completing construction work, these tasks must be planned, executed, and monitored by qualified human resources, which can be identified through their knowledge and skills in project management (Sandi et al., 2022).

Product marketing training is shown in Figure 5.



Figure 5 Product marketing training

The marketing training was conducted because the partners realized that their marketing activities had not been able to increase the sales they were

achieving. Therefore, the team provided material covering four key areas: 1) the importance of digital marketing, 2) innovations in digital marketing, 3) types of digital marketing strategies, and 4) challenges in digital marketing.

The service team also provided tips and tricks for creating digital marketing promotional materials. As a result of this activity, the participants gained improved knowledge about the importance of managing a project effectively, aligning it with planning, and identifying appropriate product marketing strategies.

The importance of using social media is derived from interactions and connections with other users, as well as content created by organizations, companies, or individuals. Social media marketing strategies refer to the activities of organizations that combine social media communication (networking) and interaction (influence) to achieve desired marketing outcomes (Li, Larimo, & Leonidou, 2021). Besides using social media for innovation and knowledge purposes, the benefits of social media marketing for companies lie in its cost-effective, interactive, and direct communication between customers and the public (Kaplan & Haenlein, 2011).

Workshop on applying product marketing strategy selection methods is shown in Figure 6.



Figure 6 Workshop on applying product marketing strategy selection methods

According to a recent systematic review, social media is an internet-based channel that allows users to interact with large or specialized communities, derive value from user-generated content, and create a sense of connection with others either in real-time or asynchronously (Carr & Hayes, 2015). Therefore, social media marketing involves using social media to interact with stakeholders and as a necessary tool for communication (Suryawardani et al., 2023). This aligns with the community service activities conducted by (Alfian et al., 2023), which state that implementing this marketing mix will enhance product value and sales and increase entrepreneurs' revenue.

**Monitoring and Assistance**

In the monitoring phase, the service team administered tests in the form of questionnaires before and after the training to measure the impact of the activity on the partners. The results of the pre-test and post-test assessments for the partners can be seen in the following Table 3.

Table 3 *Pre-test and post-test results*

Score	Total Value (%)	
	<i>Pre-Test</i>	<i>Post-Test</i>
0 - 40	77.27	-
41 - 55	18.18	-
56 - 70	4.55	-
71 - 85	-	9.09
86 - 100	-	90.10

Based on Table 3 it was found that the partners' level of knowledge about project management and product marketing before the training was 77.27% very poor, 18.18% poor, and 4.55% adequate. After the final evaluation following the training, the partners' level of knowledge had significantly improved to 9.09% good and 90.10% very good. With this significant increase in the partners' knowledge and understanding, it can be concluded that the implementation of this activity was successful. In other

words, the main objective of the community service was not just the final scores achieved but also the improvement observed (Yanti & Rahmat, 2020).

The next step in the community service activity is mentoring, which is also crucial as it allows the partners to gain a greater opportunity to learn and practice the techniques used for creating financial reports and developing new variations of their products (Eliya Rokhmah, Almaidah, 2018). Mentoring on applying project management methods and creating product marketing materials is shown in Figure 7.



Figure 7 Mentoring on applying project management methods and creating product marketing materials

The mentoring was conducted by supporting the partners regularly to help them apply project management and determine the appropriate product marketing strategies according to the chosen market.

During the community service activity, examples of application in professional endeavours were also provided during the mentoring. Partners could consult directly with the Implementation Team if any issues arose. After the mentoring was completed, monitoring and evaluation were conducted to assess the level of achievement (see Figure 8). Issues were

recorded Throughout the activity so that partners could learn how to resolve them.



Figure 8 Mentoring on resolving challenges during method application

The service team will continue to monitor the partners' progress over time and measure the positive impacts achieved. This will help assess the program's success and determine whether any improvements are needed. Additionally, an online forum or discussion group will be created to allow the partners to interact. Through this mentoring method, we aim to ensure that the partners effectively apply the knowledge and skills taught in the community service and that they can address challenges that arise in their journey toward improving productivity in the interior construction industry.

### Evaluation and Feedback

To understand, analyze, and evaluate the progress of activities provided by the service team, evaluation and feedback from partners were crucial for measuring the program's success. This evaluation aimed to gain valuable insights into partner satisfaction, perceptions of the service team's quality, and areas for improvement. One step in this process was thoroughly analyzing partner feedback to identify patterns, trends, tendencies, and customer issues. By understanding partner feedback, the service team could take necessary actions to enhance the product and the overall knowledge of

the service team. Evaluating partner feedback was essential to the service team's efforts to maintain the program's success (Wisnu, 2023).

In this activity, the forms of evaluation and feedback conducted were:

- The enhancement of understanding and managerial skills in interior construction work on how to run and develop a business was evident. The increased capacity of interior products demonstrated this, as well as the improved efficiency due to innovations, the ability to plan production activities, and the ability to resolve operational issues.
- The increase in the partner's knowledge and understanding of marketing showed that the partner could capitalize on existing opportunities and meet consumer demand for products desired by the market.
- The partner built collaborative networks with other entrepreneurs or partners to sell their products and provide information about new products.

### CONCLUSION

The community service activity at Internal UMI, which involved training in project management and product marketing to enhance the productivity of partner products, proceeded successfully. This was evident from the activity results, which showed an increase in partner knowledge from 77.27% who had very limited knowledge to 90.10% who were highly knowledgeable. With the success of this community service, it was also concluded that in the execution of interior construction projects, the ability to manage and coordinate work was needed to achieve optimal results that could be marketed directly according to the chosen strategy. This was also reflected in the feedback from the partners, who strongly agreed with the program's implementation and hoped



it would serve as a model or technical guide to enhance product productivity in the future.

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