

## Increasing the Revenue Through Digital Marketing: A lesson learned from a Small Business Enterprise Run by Volunteers of Community with Disability

Vita Dian Herawati<sup>1</sup>, Anindya Rahmangingtyas<sup>1</sup>, Atikah Itsna Zulfatirrohman<sup>1</sup>, Hildayanti Eka Pratiwi<sup>1</sup>, Toni Indriawan<sup>1</sup>, Gigih Dutyama Fiddien<sup>1</sup>, Lu yang<sup>2</sup>, Sarah Taki<sup>3</sup>, Dwi Linna Suswardany<sup>1\*</sup>

Health Promotion Service, Universitas Muhammadiyah Surakarta<sup>1</sup>, Faculty of Sociology and Population Studies, Nanjing University of Posts and Telecommunications, Jiangsu, China<sup>2</sup>, Health Promotion Service, Sydney Local Health District, Australia/The Centre of Research Excellent in the Early Prevention of Obesity in childhood (EPOCHCRE), Australia<sup>3</sup>

\*Corresponding author: [d.linna.suswardany@ums.ac.id](mailto:d.linna.suswardany@ums.ac.id)

### Article Info:

Submitted: 12 April 2022  
Revised: 8 July 2022  
Accepted: 16 July 2022  
Published: 30 August 2022

**Keywords:** Digital marketing, Instagram, Disability Entrepreneurship, Training, Macrame

### Abstract

Digital marketing has become increasingly important and needed in the New Normal, especially for small industries such as Amor Ethnic. Amor Ethnic is a self-help group/community with disabilities with businesses in the form of hands and feet crafts using macrame materials. This micro-enterprise was affected by the Covid-19 pandemic so that there were no sales for four months during the pandemic. Therefore, expansion of market reach must be done immediately. Amor Ethnic has used Instagram for marketing, but it did not use Instagram marketing optimally. The purpose of this community service was to improve the knowledge and skills of the Amor Ethnic community in using Instagram for marketing and to increase their business turnover. Marketing 3.0, selecting a caption that reflects FAITH (Feel Assurance in The Heart), was chosen as the uniqueness of Amor Ethnic's marketing approach. Training and mentoring methods were conducted through the WhatsApp and Google Meet applications. The topics were product photography, photo editing, ads and feed design, preparation of Instagram feeds, use of Instagram Ads, analysis of Instagram Ads insight data, and preparation of content strategies to maximise the use of Instagram. Evaluation was using pretest and posttest. The results showed there were improved skills in implementing digital marketing using Instagram. The improvement was seen in improved quality of product photos, Instagram design, followers, profile visits, reach of Instagram accounts, and increased customer orders and turnover.

## 1. Introduction

The Many people with disabilities in several countries do not get job opportunities (World Health Organization, 2011). The results show that the average income of disabled workers is 15-30% lower than the general workforce (OECD, 2010), and when they get a job, people with disabilities experience more significant challenges in maintaining their jobs or work

positions than other people in general (Lewis, Dobbs, and Biddle 2013). Therefore, being independent by making and marketing handicraft products is one of the options for the disabled to earn income, as was done by Amor Ethnic, a self-help group in Grogol Sukoharjo Village. Amor Ethnic is a community where people with disabilities practice, create and sell their work made from macrame materials and have officially become MSMEs. This community has two volunteers who help with management, including managing the Instagram account. Three people with disabilities become craftsmen at Amor Ethnic, each of whom has a physical disability such as not having hands, a body size that is much smaller than people of her age, and who is physically weak after recovering from cancer. Based on the results of a survey in September 2019 at the Amor Ethnic workshop, Grogol Village Hall (Figures 1 and 2), Amor Ethnic managers stated that people with disabilities and administrators were able to produce more work. However, until last September 2019, Amor Ethnic's bookkeeping showed that, on average, they could only sell 13-14 bags per year in the last six years (2013-2019), so the turnover was not sufficient for people with disabilities, especially for people with disabilities who were already married.



Figure 1. Problem Identification Visit      Figure 2. The Process of Making Foot Crafts

Marketing that has been carried out at the local level in Grogol Village, Sukoharjo and its surroundings through social gatherings and exhibitions has also been unable to reach more buyers. At the local village level, their craft is considered unaffordable. The marketing tools for Amor Ethnic products that already use Instagram have not been used optimally. Business features on Instagram have not been used, Amor Ethnic's Instagram Feed is not yet attractive because the photo quality and design are not yet artistic, hashtags are not optimal, and Instagram paid advertising has not been used. The volunteers who manage the Amor Ethnic Instagram account are housewives with undergraduate and postgraduate educational backgrounds who are busy with entrepreneurship and take care of their families and children at home. These volunteers have never used Instagram's post scheduling feature, so they can only spend time opening this MSME's Instagram when they are not busy, which is only at night.

The team of students and lecturers in the Technology Application Student Creativity Program (PKM-T) funded by Dikti sees the potential to be developed in Amor Ethnic MSMEs. It is to increase sales at a broader level, not only in the local market, by utilising Business Instagram's features. The solution to overcome our partners' problems with applying digital marketing technology was chosen based on scientific evidence, namely the results of several studies showing that marketing using Instagram with paid advertising has proven effective

(Amira & Nurhayati, 2019). Business Instagram's features, if used properly, are also practical for marketing, such as the use of taglines and hashtags, which have been proven to be effective in increasing brand awareness, brand image, and consumers engagement (Chaidir et al., 2018; Stathopoulou et al., 2012; Widyastuti & Nugroho, 2018). Furthermore, marketing by viralizing brands on social media, including Instagram, has also proven effective in improving purchasing decisions and consumer satisfaction (Hendrawan & Suarjana, 2019).

In addition to using digital marketing, which is included in the marketing 4.0 category, our team combines it with marketing 3.0, namely the Faith approach. According to (Kotler et al., 2011), target marketing 3.0 is not only to make customers buy and think for the buyers' needs but also involves values and concern for others with consideration of the heart or feelings, thoughts, and trust in the products being marketed. The innovation of the PKM-T team by developing the FAITH approach fits with this marketing 3.0 strategy, focusing on product sales and the value promoted by Amor Ethnic SMEs. FAITH that is meant here is Full Assurance In the Heart or a strong belief in the Power and Mercy of Allah SWT. This faith was reflected in discussions with volunteers and artisans with disabilities when the PKM-T Team conducted a survey. In discussions with Amor Ethnic, the sentence often said is "We believe that the fortune will not be swapped (by Allah)". "We keep trying; God will give the best results", and "We do not want to be pitied, but we are happy that our work is appreciated and used". The faith shown by the volunteers and people with disabilities made the PKM-T Team intend to choose a tagline and hashtag that also reflects the faith that partners hold firmly. Faith that people with disabilities can work productively and are worthy of developing their business. We hope that Faith will also inspire followers and buyers. They are the buyers who buy not only Amor Ethnic handicraft products but also buyers who share the spirit of creating an inclusive environment for people with disabilities wherever they are and come from. Therefore, this PKM-T aims to improve our partners' digital marketing skills, namely MSME Amor Ethnic, using business Instagram features with the FAITH approach to reach buyers further and ultimately increase sales turnover.

## **2. Methods of Implementation**

The implementation method used in PKM-T Digital Marketing is entirely done online through the WhatsApp and Google Meet applications. The selection of online training is a prerequisite required by the Director-General of Belmawa Dikti, the Indonesian Ministry of Education and Culture, as the funder for our activities, considering the conditions during the PKM-T implementation are still in the New Normal period and require the implementation of social distancing, wearing masks, and washing hands with soap more often to break the spread of the Covid-19 virus. WhatsApp and Google Meet were chosen because these applications are lighter and do not consume too much data quota, so the PKM-T team with partners can access them. This activity is carried out for about two months, starting at the end of August until mid-October. Digital marketing using the FAITH approach is a priority in this activity to achieve the mission of attracting buyers who carry the value of inclusion for people with disabilities and spread the value of inclusion through digital marketing of macrame products created by people with disabilities. However, in this PKM-T activity, we did not measure whether the FAITH approach could attract buyers with these characteristics.

This PKM-T activity consists of four stages: preparation, implementation, mentoring and evaluation.

During the preparation stage, the PKM-T team and the supervisor held a Focus Group Discussion with partners to prepare for implementing the PKM-T program. At this stage, the PKM-T team generally explains the flow of the PKM-T program and discusses the time and method of implementing the program later. This process also aims to equate the perception of the PKM-T team with partners, translate the FAITH spirit, and make it happen at the implementation stage. The PKM-T team also prepared manuals and video tutorials and created new Instagram accounts (only for catalogues) for partners. An agreement is reached at the preparation stage; then, it is continued with the implementation stage, which is implemented in the form of training. This training is carried out through the Google Meet application as a liaison between the PKM-T team and partners. When the PKM-T team demonstrates the training, partners simultaneously follow what the PKM-T team does. To save credit and avoid signal interference when using Google Meet, the team conducted the mentoring session using WhatsApp media.

There are seven types of training in this PKM-T: a) Photography Training: The PKM-T team practices several photography techniques using cellphones to partners presented through Google Meet. Some of the photography techniques taught include using the features available on the cellphone camera, lighting, layout, and point of view to obtain quality photos; b) Photo Editing Training: It is not enough to pay attention to the technique of taking product photos, partners are also taught photo editing. Previously, partners were asked to download several applications such as Lightroom, Canva, Picsart, and Unfold, which were used for this training so that in the future, they could choose which application they prefer; c) Instagram Feed Design Training and Advertising Poster Creation: Partners are taught how to create backgrounds and themed posts. Starting from creating Instagram stories, Highlights to Instagram feeds. In addition, the PKM-T team also trained the partners on Instagram feed design and the creation of attractive advertising posters. The supporting application used is Canva to beautify and design posts on Instagram; d) Instagram Feed Compilation Training: This training starts from compiling and making the proper bio to be displayed on Instagram profiles, such as: selecting keywords or keywords that will appear on Instagram searches, making short descriptions of partner Instagram accounts, and creating automatic links connect to the number or WhatsApp. After the bio is formed, it is continued by making a neat caption that reflects FAITH by selecting the right and appropriate hashtag, then practising scheduled post uploads using the Later application. The scheduling of this post is adjusted to the selection of a schedule that follows the number of activities of Instagram visitors.

The other training provided are e) Instagram Ads Usage Training: In digital marketing, promotion is the most important thing. At this stage, partners are taught to promote through Instagram using paid advertising to increase followers and engagement to increase turnover. The steps taught to partners in this training are creating a linked page between Instagram and Facebook, filling out advertisement balances through Facebook, and doing paid promotions on Instagram posts. This advertisement is carried out for seven days using an ad balance of Rp. 30,000 for five days and Rp. 50,000 for two days with a duration of 24 hours

for each ad on two Instagram accounts, namely a new account (Instagram only catalogue) and an old Instagram account Amor Ethnic; f) Instagram Ads Data Analysis Training: Along with promotion scheduling, partners are taught to analyse insightful data on Instagram such as profile visits, account reach, favourite posts, follower growth, account coverage area locations, age and gender distribution of visitors or followers from Amor's Instagram account Ethnic; g). Promotional Content Strategy Training: Through partners who have been able to analyse Instagram Ads data, training is continued to identify the target market. The strategies developed for the future include choosing the type of visitor's favourite post, determining the next promotion target such as regional reach, gender, and age of visitors, and implementing promotional scheduling or posting products according to time analysis based on the activity of visitors to the Amor Ethnic Instagram account.

Assistance stage: along with the training, the PKM-T team also aids the development of partners by monitoring the development of Amor Ethnic's Instagram account and ensuring understanding of partners through the WhatsApp Group as a forum for partners to send the results of implementing the training that has been carried out. Mentoring also aims to facilitate partners to ask the PKM-T team if they experience problems or difficulties in implementing the training. The next stage is Evaluation: At this stage, the PKM-T Team evaluates to ensure that the activities that have been carried out have achieved their goals or not. The evaluations included: a) Pre and post-tests: the provision of Pre-test questions before and Posttest questions after the training, carried out through Google Form. The purpose of holding pre-test and post-test during training is to compare partners' knowledge before and after training; b). Comparing the application of skills before and after training: With the training and mentoring, partners are expected to apply the skills taught during the training. This stage is carried out by looking at the development of partner skills through the results of post-training implementation. For example, after training on product photo taking and photo editing, partners also send the results of taking and editing product photos, then sending them to the WhatsApp Group, so that partner's skill development can be observed; c). Comparing Digital Marketing Implementation: The effectiveness of this digital marketing implementation can be seen from the comparison before and after using Instagram Ads (Instagram with paid ads). They were implementing digital marketing using Instagram Ads; by analysing the data, it is expected to discover the increase in the number of Instagram insights and product purchases.

### **3. Results and Discussion**

The creation of an e-book guidebook (Figure 3) which is equipped with a video tutorial is one of the results of this activity which has proven to make it easier for partners to learn how to implement digital marketing, and it can even be used for a longer time after the PKM-T is finished. This e-book has also obtained Haki. Furthermore, the creation of a new Instagram account, namely @amor\_ethnickatalog (Picture 4), aims to create an Instagram account that is used specifically to post products such as product catalogues without being seasoned with photos of Amor Ethnic activities such as the manufacturing process or other related activities.



Figure 3. manual (e-book)

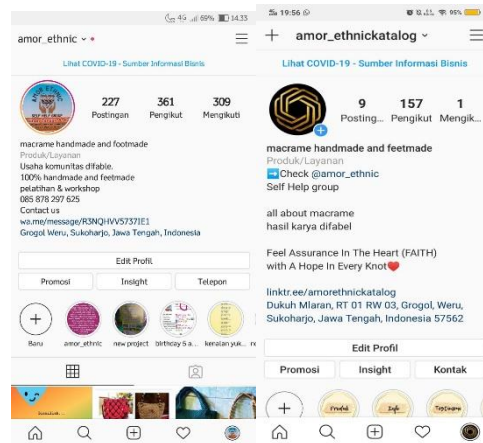


Figure 4. Instagram Amor Ethnic and Amor Ethnic catalogue

### Improved quality of partner product photos

Photography skills are essential to producing quality product photos. After the training, partners have shown significant progress in photography techniques. Previously, partners were less than optimal in taking product photos to promote. Because partners only have a smartphone for taking pictures, the PKM-T team teaches proper photography techniques using a smartphone by maximising the use of the features on the smartphone camera. There are obstacles when conducting this training because the type of Smartphone used by the PKM-T team is different from the partner, so there are differences in the camera setting options so that the duration of the training takes longer than the planned time. The PKM-T team also bought partners some equipment to support product photos. In addition, partners have also been able to edit product photos through the Lightroom, Canva, Picsart, and Unfold applications. Photo editing is intended so that photos posted on Instagram look more attractive and match the filter selection and adjustment, as well as the use of photo frames with a note that this photo editing does not eliminate the product's original identity. Quality

and photos are crucial and play a significant role in product promotion. The results of the study (Lie & Xie, 2020) show a significant and robust impact between content in the form of photos and engagement/interaction of social media visitors. Their research also shows a consistency that leads to higher social media visitor engagement on quality photo uploads or photos of the same quality as professional photographer shots. Product-related information such as photos and product details are one of the keys that can increase the role of photos in product promotion (Ting et al., 2015).

### Instagram Feed Quality Improvement and Advertising Poster Creation

The first thing that Instagram users see in their feeds is the visual of the Instagram feed. According to Arumsari (2018), Instagram social media prioritises photos or visual advertisements as a communication medium, so Instagram feeds must be eye-catching. A good, neat, and artistic Instagram feed will attract visitors' attention. Partners have improved in compiling Instagram feeds so that the appearance of posts on the @amor\_ethnic Instagram account looks more structured and neater. The proper bio, caption, and hashtag reflect Faith has also been implemented after the training and mentoring. It shows that the training on designing and compiling Instagram feeds and making posters has been successfully understood and has improved partners' skills. However, for the manufacture of advertising posters, partners have not been able to implement it optimally, so for now, partners can only make simple posters. Further training is needed to improve the capacity of these partners.



Figure 5. Poster designs made by partners

### Increase in Followers, Profile Visits, Account Reach, Orders, and partner turnover

Good selection and taking of photos, neat feed arrangement, use of captions with Faith value, and use of Instagram Ads on Instagram accounts @amor\_ethnic and @amor\_ethnikatalog show an excellent influence on increasing followers, visits, account reach and increasing the number of orders.

Using and maximising Instagram Ads features, which have advantages, measurable prices, Self-see, instant and reportable, has proven to make it easier to determine the target market. Furthermore, the study's results (Amira & Nurhayati, 2019) show that the Sponsored/paid Instagram feature has proven effective in increasing followers, which is also evident in our PKM-T results. Instagram insight analysis was carried out by comparing the insights of the @amor\_ethnic and @amor\_ethnikatalog Instagram accounts from 7 days before the promotion, which was 10-16 September 2020, with seven days when the promotion was held, 17-23 September 2020.

**a.) Increased Account Reach**

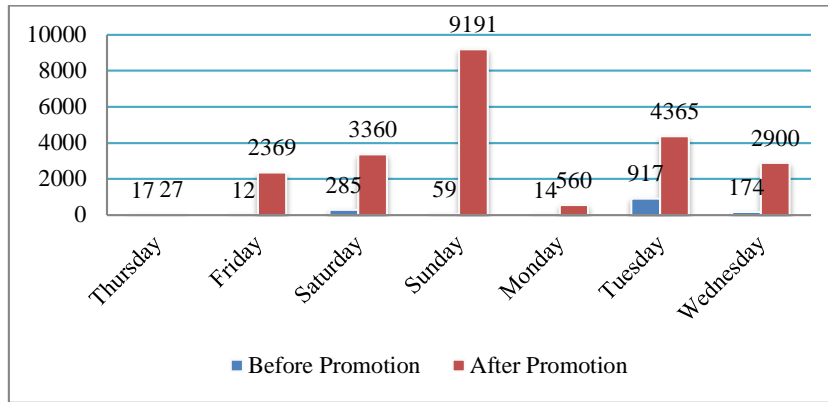


Figure 6. Reach Instagram Account @amor\_ethnickatalog

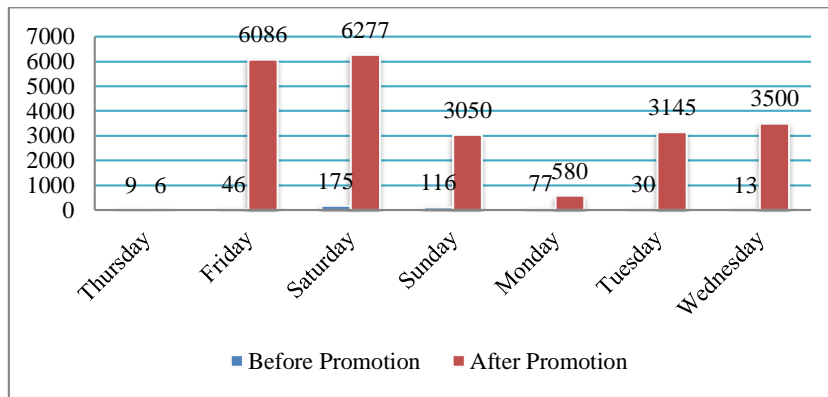


Figure 7. Reach Instagram Account @amor\_ethnic

On the @amor\_ethnickatalog account before the promotion, the total number of accounts reached was 1,487, and after the promotion, it increased to 22,772 with a percentage increase of 1440%. While on the @amor\_ethnic account, before the promotion, the total account reach was 446 and after the promotion was 22,644, with a percentage increase of 4.759%. The data shows that the results of increasing the reach of Instagram users' access to the two Amor Ethnic accounts accelerated rapidly after the implementation of paid ads on Instagram posts.

**b.) Increased Followers**



Figure 8. Followers Instagram account @amor\_ethnickatalog



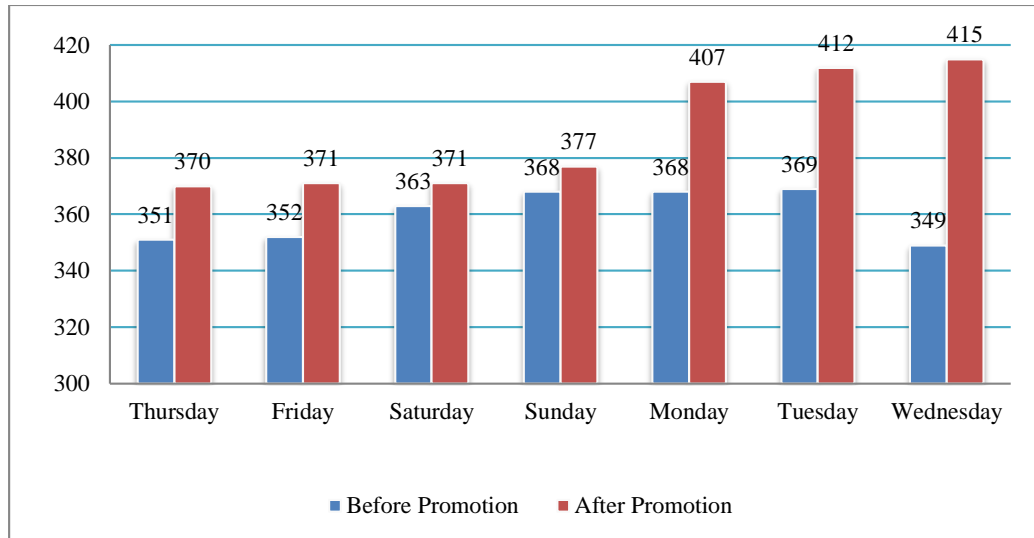


Figure 9. Followers Instagram account @amor\_ethnickatalog

The increase in followers reached can increase orders and sales turnover. For example, before the promotion, the number of followers for the @amor\_ethnickatalog account was 192 and after the promotion was 219, with a percentage increase of 14%. While on the @amor\_ethnic account, before the promotion, the total account reach was 351 and after the promotion was 415, with a percentage increase of 18%.

### c.) Increased Profile Visits

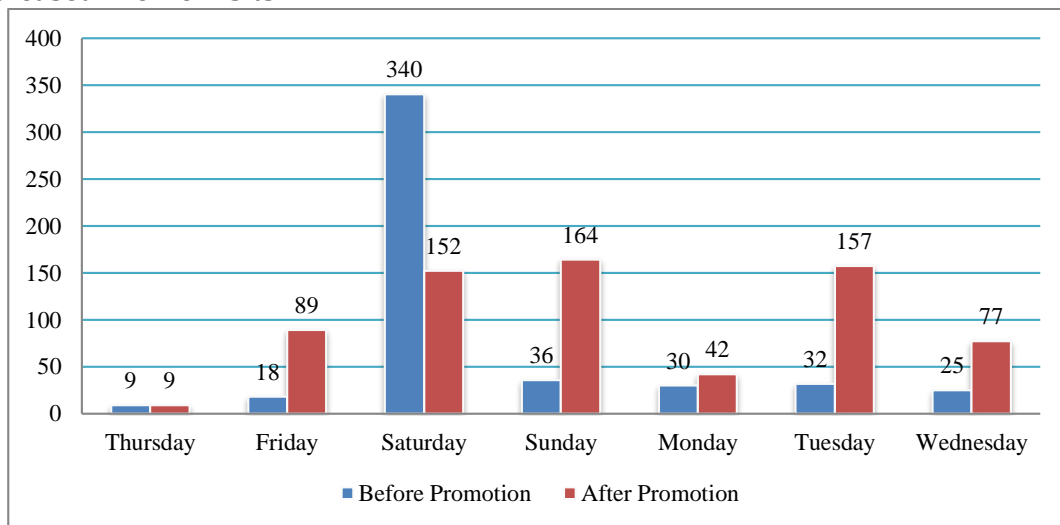


Figure 10. Visit the Instagram account profile @amor\_ethnickatalog

The number of visits to profiles on Instagram accounts shows how many people are interested in posting Instagram content. For example, there was a 51% increase in profile visits on the @amor\_ethnickatalog Instagram account, from 490 before the promotion to 690 after the promotion. Meanwhile, on the Instagram account @amor\_ethnic, profile visits increased by 344%, from 176 before promotion to 732 after promotion.

#### d.) Relationship Between Profile Visits and Content Promotion

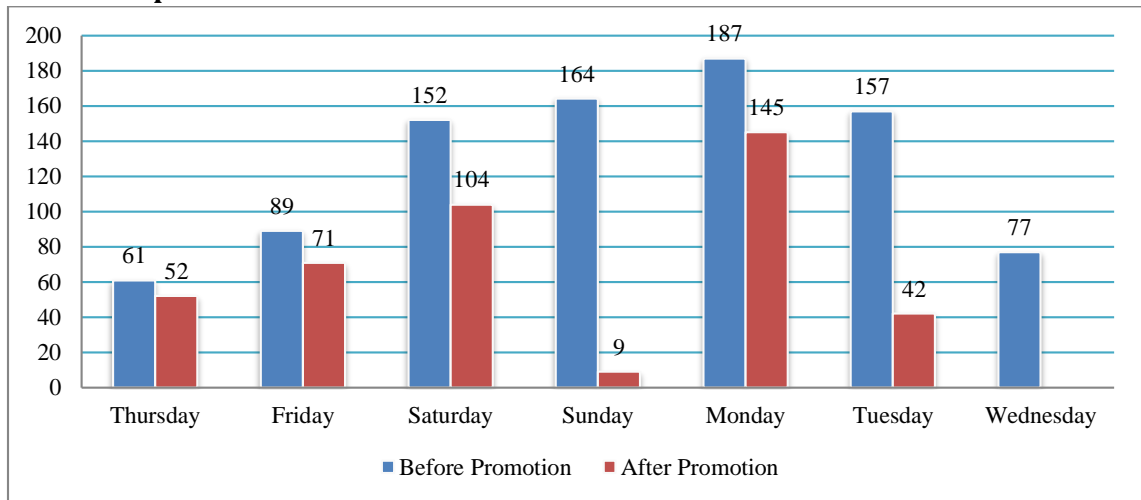


Figure 11. Relationship between profile visits and content promotion @amor\_ethnickatalog

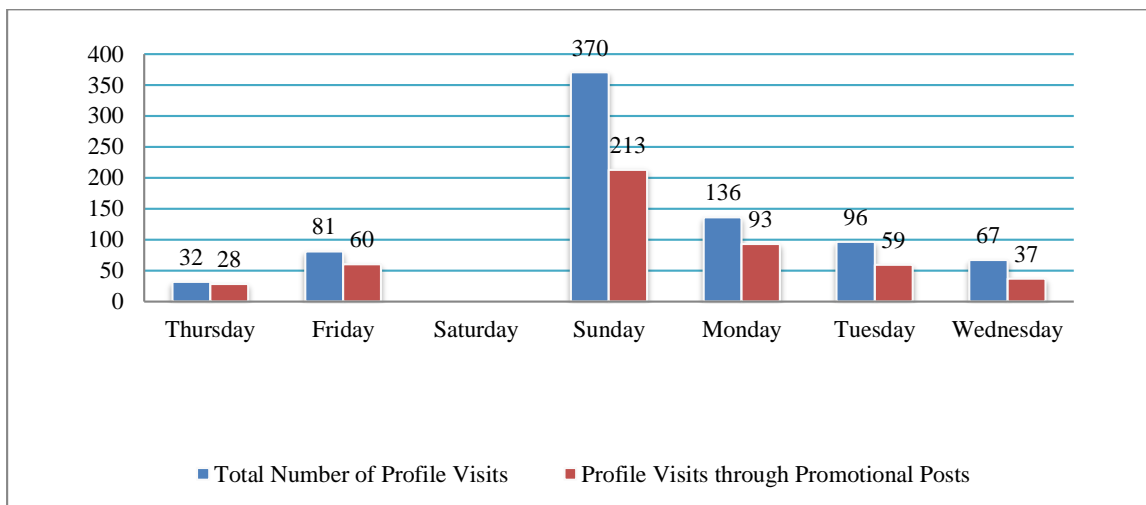


Figure 12. Relationship between profile visits and content promotion @amor\_ethnic

Instagram Ads or paid promotions have proven to influence the number of profile visits significantly. Establishing a marketing strategy for content promotion can be done by analysing Instagram Insight data (Sahrupi, 2019). Based on data analysis on Instagram @amor\_ethnickatalog, 60.46% or 430 of 690 are profile visits through promoted posts, while on Instagram @amor\_ethnic, 59.6% or 490 of 782 are profile visits through promoted posts.

### e.) Turnover Increase

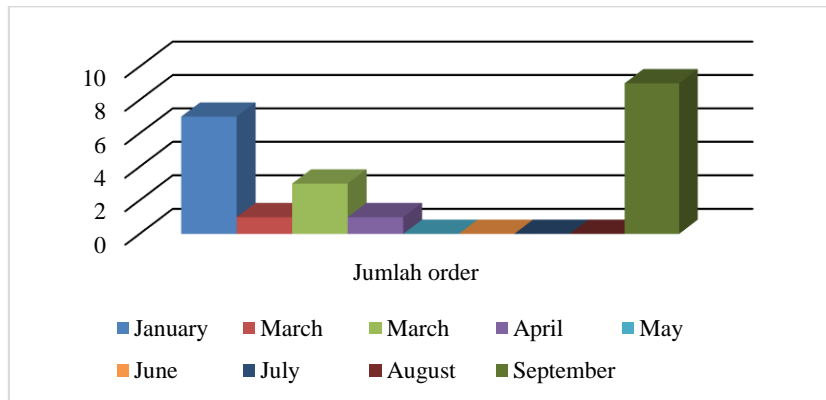


Figure 13. Number of Orders in 2020

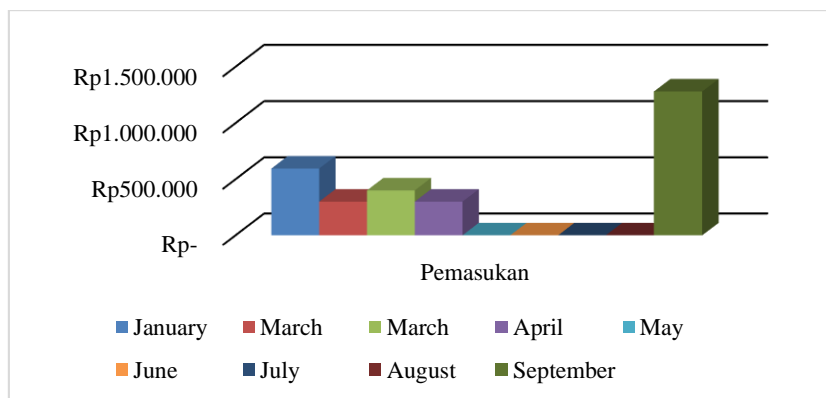


Figure 14. Total Income in 2020

The graph shows that in 2020, September, the second month of PKM-T implementation, was the month with the highest number of orders for Amor products, followed by January (before PKM-T was conducted). During the pandemic's start, Amor Ethnic did not get orders from May-August. Therefore, the highest turnover during 2020 also occurred in September, exceeding the turnover in January before the pandemic occurred. Buyers also come from a wider area, not only around Sukoharjo but also from Depok, Yogyakarta, Gunung Kidul, and Surakarta.

### Increased partner knowledge about Digital Marketing

With various training that has been held, partners can increase their knowledge about Digital Marketing, all of which is done online. It is assessed through the mentoring process and analysis of the pre-test and post-test filling contained during the activities in each training. From the data analysis of the pre-test and post-test questions, the results for the highest correct score at the pre-test were 55 points out of 100 contained in the second training pre-test. The post-test data for the highest point is 77 points, namely the post-test in the fourth training. Based on the evaluation of the pre-posttest process, it appears that our partners do not always fill this test. Discussions with partners showed that they preferred the practice of applying direct knowledge rather than only being tested for knowledge before and after training. Therefore, evaluation by comparing the work of digital marketing partners

before and after training is the right choice to facilitate the dislike of some partners in filling out the pre and post-test. The ability to practice what has been trained is one of the benchmarks for the program's success (Ridho et al., 2019). At this stage, the PKM-T team cannot be separated from obstacles. There is one skill that partners have not mastered, namely partners who have not had time to try to fill their advertising balances because, during the training period, there was long-term damage to the Facebook account used for filling Instagram ad balances, so only the PKM-T team did the balance replenishment stage. In addition, even though partners can create captions and hashtags that have been taught, partners sometimes forget to apply them.

#### **4. Conclusion**

Based on the results of this PKM-T activity, training and mentoring on product photography, photo editing, advertisement and feed design, Instagram feed preparation, Instagram Ads users, Instagram Ads insight data analysis, and content strategy development have increased the knowledge and skills of partners in implementing digital marketing uses Instagram business features as well as paid Instagram ads. The application of digital marketing can also improve the quality of product photos, improve partner Instagram designs, increase the breadth of the reach of Instagram accounts, the number of followers and profile visits, and increase the number of orders and partner turnover.

#### **5. Acknowledgements**

Praise be to Allah SWT, and our gratitude goes to the Director-General of Belmawa, Dikti, the Ministry of Education and Culture of the Republic of Indonesia, who has selectively funded the PKM-T Application of Technology (PKM-T) activity, as well as to the University of Muhammadiyah Surakarta which has facilitated and monitored the activities properly. It is done. In particular, to our MSME partner Amor Ethnic, we thank you very much for being cooperative and enthusiastic in participating in the training and mentoring so that a sustainable brotherhood can be established even though the PKM-T has ended..

#### **6. References**

- Amira, N., & Nurhayati, I. K. (2019). Efektivitas Fitur Instagram Sponsored sebagai Media Iklan/Promosi (Studi pada Iklan Tiket.com dengan Metode EPIC Model). *Journal Of Media and Communication Science*, 2(2), 116–126.
- Arumsari, R. Y., & Utama, J. (2018). Kajian Pendekatan Visual Iklan pada Instagram. *Jurnal Bahasa Rupa*, 2(1), 52-58.
- Chaidir, M., Prakoso, C. T., & Boer, K. M. (2018). Pengaruh Tagline Iklan Yamaha “Semakin Di Depan” Terhadap Kesadaran Merek Pada Masyarakat Kecamatan Samarinda Ulu Di Kota Samarinda. *EJournal Ilmu Komunikasi*, 6(1), 391–402.
- Hendrawan, I. G. Y., & Suarjana, I. W. (2019). Analisis Efektivitas Viral Marketing Dalam Meningkatkan Keputusan Pembelian Dan Kepuasan Konsumen. *Jurnal Sains, Akuntansi Dan Manajemen*, 1(2), 188–199.

- Kotler, P., Kartajaya, H., & Setiawan, I. (2011). Marketing 3.0: From Products to Customers to the Human Spirit. In Marketing 3.0: From Products to Customers to the Human Spirit. Springer Singapore. <https://doi.org/10.1002/9781118257883>
- Lewis, R., L. Dobbs, and P. Biddle. (2013). "'if This Wasn't Here I Probably Wouldn't Be': Disabled Workers' Views of Employment Support." *Disability & Society* 28 (8): 1089–1103. doi:10.1080/09687599.2012.758031.
- Li, Y., & Xie, Y. (2020). Is a picture worth a thousand words? An empirical study of image content and social media engagement. *Journal of Marketing Research*, 57(1), 1-19.
- OECD. (2010). *Sickness, Disability and Work: Breaking the Barriers: A Synthesis of Findings across OECD Countries*. Paris, France: OECD Publishing. <https://doi.org/10.1111/j.1468-246X.2011.01406.x>
- Ridho, M. R., Simanjuntak, P., & Ningsih, D. (2019). PKM Ecommerce, Packaging Design dan Manajemen Pemasaran untuk Usaha Kuliner Kota Batam. *Wikrama Parahita : Jurnal Pengabdian Masyarakat*, 3(1), 21. <https://doi.org/10.30656/jpmwp.v3i1.1180>
- Sahrupi, S., & Shofa, M. J. (2019). Strategi Pemasaran Produk Kerajinan Casing Lampu Berbahan Dasar Bambu di Kelurahan Pabuaran, Kota Serang. *Wikrama Parahita: Jurnal Pengabdian Masyarakat*, 3(2), 75-80.
- Stathopoulou, A., Borel, L., Christodoulides, G., & West, D. (2012). - Birkbeck Institutional Research Online. 34, 1–14. [papers3://publication/uuid/07C88B45-D01F-4FC3-AC91-3A9085095100](https://publication/uuid/07C88B45-D01F-4FC3-AC91-3A9085095100)
- Ting, H., Ming, W. W. P., Run, E. C. de, & Choo, S. L. Y. (2015). *International Journal of Business and Innovation*. Vol. 2, Issue 2, 2015. 2(2), 15–31.
- Widyastuti, D. A., & Nugroho, M. R. (2018). EFEKTIVITAS TAGLINE # DijaminOri TERHADAP BRAND AWARENESS E-COMMERCE JD . ID. *Journal of Entrepreneurship, Management, and Industry*, 1, 211–225.
- World Health Organisation. (2011). *World Report on Disability*. Geneva: World Health Organisation.