

# Digital Marketing Training on MSMEs Built by BPODT (Lake Toba Authority Implementing Agency)

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## **Abstract**

*Information technology that is developing rapidly can be beneficial for the community in supporting various business activities, both large and small scale businesses, including the activities of Micro, Small and Medium Enterprises (UMKM) so that they can be marketed globally. This activity aims to improve and develop digital marketing which is one of the digital-based product and service marketing techniques carried out by various Micro, Small and Medium Enterprises (UMKM) in the Lake Toba Caldera village. In this study, we describe the impact of digital marketing on sales volume for UMKM actors in the Caldera village. The method used in this research is descriptive qualitative research, namely research methods that are focused on problems based on facts which are carried out by means of observation, interviews and studying documents. The data analysis technique used is descriptive analysis, the results of research in the Caldera village are known.*

**Keywords:** digital marketing, Sales Increase, and UMKM.

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## **I. INRODUCTION**

The development of information technology now, becomes an opportunity for businesses both small and large to take advantage of current technological developments in running their business. With more competitors, making entrepreneurs into increasingly tight market competition. Business competition in this day and age is different from 20 or 25 years ago. If in the past the company did a powerful marketing strategy with *door-to-door* sales techniques, then for now the technique is no longer effective. The right marketing strategies and media channels are used to target the intended market which can later increase sales volume. Through digital media channels, it can change the way it interacts with customers faster and change the view of business brands. So, digital-based marketing methods are important to try instead of relying on traditional tactics such as doing marketing using billboards or print ads. *Digital marketing* is a marketing strategy that uses digital media and the internet. Digital marketing is one of the media in marketing that is currently very much in demand by business people, especially micro small and medium enterprises (UMKM) because it offers a more reasonable alternative in reaching potential customers and can save costs and time if it can be used properly. In the midst of the outbreak of the covid-19 virus in 2020, it did not hinder the spirit of Labuhanbatu University, especially the Faculty of Economics and Business in participating in contributing its knowledge to the people of Caldera Village which seeks to advance the economy of the local village community.

The parties involved in community service in The Caldera Village are lecturers and also some students. Geopark caldera toba is a name pinned to the lake spread in Southeast Asia, Lake toba along with the development of tourist destinations in North Sumatra is one of the UNESCO Global Geopark. On June 26, 2013 the North Sumatra provincial government inaugurated the name based on the Decree (SK) of the Governor of North Sumatra with number 188.44/404/KPTS/2013. Toba Caldera Geopark covers 7 areas namely Karo, Samosir, Dairi, Humbang Hasundutan, Simalungun, North Tapanuli and Toba Samosir. The devotion done is about digital marketing strategies.

The main problem faced by UMKM in the caldera village is the lack of knowledge in marketing their products online or by utilizing digital marketing, especially in market places whose benefits can actually expand product sales and increase their revenue. The lack of knowledge of the caldera village community about digital marketing inspires community service teams to convey socialization and also provide training on the current use of information and communication technology so that UMKM in The Caldera village understand the importance of digital marketing for their business opportunities, and it is also expected that they become motivated to use digital marketing as a business and business opportunity, used as a means of communication, and UMKM can practice directly on social media. The caldera community needs to take advantage of various ways by utilizing opportunities so that the volume of UMKM sales in the area increases. Social media has the potential to help UMKM in marketing their products (Stelzner, 2012). Social media consists of applications that have instant messaging features to social networking sites that offer users to interact with each other. The applications on social media are useful to circulate online information about how the consumer experience in consuming products with the main goal is to achieve *engagement* where in the business context, *engagement* can lead to profit creation. The role of digital marketing is expected to be able to reach target consumers quickly, precisely and widely. In addition, it can be more effective and efficient in the use of advertising funds for business and business purposes. Based on the above assessment, it is known that the main problem is the lack of public knowledge in the village of Caldera about digital marketing, inspiring a team of service conducted by lecturers from the faculty of economics and business accounting program, Labuhanbatu University. This activity is a real action or action carried out by academics as lecturers to be able to realize economic improvement in the caldera village and is a form of college involvement in carrying out tridharma universities and providing understanding and training to UMKM actors about appropriate marketing strategies in order to optimize the expected profit so that the formation of devotional activities to the community with the title "**Digital Marketing Training on UMKM Built by BPODT (Lake Toba Authority Implementing Agency)**"

## II. METHOD

In this study, qualitative descriptive methods are by collecting data through interviews, observations, and documentation on research objects. According to Nazir (1988: 63) in the "Research Method Example Book", descriptive methods are a method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present.

## III. RESULTS AND DISCUSSIONS

In community service that carries the theme of increasing and developing digital marketing in various UMKM business activities in Caldera Village, there are several activities carried out by lecturers, namely as follows:



**Fig 1.** Providing Workshops to the Community related to the Development and Improvement of digital marketing to UMKM business people.

On September 20, 2021, training activities related to the improvement and development of digital marketing were conducted by Yona Melia, S.M., M.M., as a filler for *digital marketing* training materials and UMKM of Caldera village. This training activity aims to provide understanding to the community, especially UMKM in the Caldera village so that business is more rapidly growing, so as to help the economy more advanced in the future. The training material is about *digital marketing* through Instagram social media. In this discussion, UMKM are taught how to photograph products using only simple tools but produce good product photo quality that can later attract consumers. In addition, UMKM are also taught how to market products using advertising features on Instagram, how to use hashtags, and how to utilize business accounts that Have been provided by Instagram specifically for business people. Further to that, UMKM in the caldera village are taught to sell products to one of the *market places*, namely shopee, business people are taught ranging from creating a sales account, how to upload products that want to be sold, to get to know the business features in the shopee application.



**Fig 2.** Providing digital marketing training through Instagram social media and shopee marketplace.

(Safko: 2016) suggests that social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues through internet technology. Furthermore (Kartika: 2013) suggests that social media is a phase of change in how people find, read, talk, and share information, news, data with others. Social media has become very popular because of its ease and giving people the opportunity to connect online in the form of personal relationships, politics and business activities. Social media provides social communication services. Based on this theory, it can be concluded that social media is so profitable for business people because it is used as one of the driving elements for the caldera village waga to continue to develop products, with social media business people can continue to establish communication with consumers and customers, not only that, caldera villagers can also develop a wider market network. Similar to marketplaces, marketplaces can also connect sellers with buyers. With the marketplace it will make it easier for buyers to get sellers, that way the needs of buyers will be quickly obtained even if only by making online shopping transactions. With so many buyers turning to online transactions, this is an opportunity for sellers to sell their products online by utilizing the marketplace. In addition, the benefits obtained by business people are that business people do not need to have a physical store and allow UMKM in the caldera village to expand their target market, the convenience obtained by business people is with the presence of various sending service options in the marketplace that is quite affordable and also with the existence of tracking of goods can be an added value so that trust and transparency between sellers and buyers can be built.

#### IV. CONCLUSION

The implementation of community service programs in the Caldera Village has the full support of the Village, namely the village devices and local communities because it is the first time they have received training themed *on digital marketing*. Where the service program carried out is the improvement and development of village community business that is highly awaited by the community, especially UMKM

actors due to the limited knowledge of the community about digital, especially how to utilize social media and marketplace for their business. We as a Team of Accounting Lecturers of Labuhan Batu University hope that in the future we can carry out similar activities to be able to help the village community in improving the economy of the village community.

### **THANK YOU**

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Mr. Head of Caldera Village Hamlet

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