

EMPOWERING THE UMKM COMMUNITY BY IMPLEMENTING COMPETENCY-BASED DIGITAL MARKETING AT LAKE TOBA TOURIST DESTINATION TOBASA DISTRICT

**Bunga Aditi¹, Tapi Rondang Ni Bulan², Olga Theolina Sitorus³,
Sopi Pentana⁴, Hasminidiarty⁵**

¹Fakultas Ekonomi Bisnis, Universitas Harapan Medan

²Fakultas Ekonomi Bisnis, Universitas Harapan Medan

³Program Studi Perhotelan, Politeknik Mandiri Bina Prestasi Medan

⁴Fakultas Ekonomi Bisnis Univerdita Harapan Medan

⁵fakultas Ekonomi, Universitas Batanghari Jambi

Email: hasminidiarty@unbari.ac.id

Email: bunga.aditi16@gmail.com, tapinibulan@gmail.com, olgateolina@gmail.com,
sopi.pentana@gmail.com

Koresponden author: bunga.aditi16@gmail.com

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Abstract

Community empowerment is carried out in an effort to improve the quality of community welfare. To achieve this goal, it is necessary to create an empowerment program for Micro, Small and Medium Enterprises (MSMEs) by implementing digital marketing as a current requirement in accordance with increasingly sophisticated technological developments. The empowerment program through the implementation of competency-based digital marketing as an effort to promote superior products originating from the Lake Toba tourist destination, meaning that MSME actors in this area must have the ability to use online-based applications to develop their business. The results of the study in general, MSME participants at the Lake Toba Tourism Destination, Toba Regency, were able to participate in activities from implementation to mentoring well. As a suggestion for the implementation of the next activity, it is necessary to emphasize more on what needs to be done by participants.

Keywords: *Empowering The Umkm Community, Implementing Competency-Based Digital Marketing, Tourist Destination Tobasa District*

INTRODUCTION

Background

Community empowerment is carried out in an effort to improve the quality of community welfare which includes family welfare, making the poor independent, raising the dignity of the lower class community, making the community a subject in acting. To achieve this goal, it is necessary to create an empowerment program for Micro, Small and Medium Enterprises (MSMEs) by implementing digital marketing as a current necessity in accordance with increasingly sophisticated technological developments. Empowerment program through the implementation of competency-based digital marketing as an effort to promote superior products originating from the Lake Toba tourist destination, meaning that MSMEs in this area must have the ability to use online-based applications to develop their business, therefore training and knowledge are provided in using the online application, because many business actors have joined using digital marketing to escape bankruptcy, this is because consumer culture has shifted with the existence of digital marketing as a place for them to find information and provide products.

Online applications are currently widely used by consumers to search for information or make transactions in terms of security and convenience, so there is no doubt that there is consumer behavior that wants to search for information first by considering various information obtained, so it is certain that consumers decide to buy the product after concluding the information obtained from the digital marketing application, therefore, MSME actors must be able to follow the changing market trend conditions, but the abilities of MSME actors are still low, so assistance from experts or academics is needed to share information. One of the community empowerment

developments carried out by the Tobasa Regency government to reduce poverty through MSMEs, this program actively contributes to developing Lake Toba Tourism Destinations so that it can improve the economy in the area and minimize unemployment. MSMEs have a strategic role in national economic development, therefore in addition to playing a role in economic growth and labor absorption, they also play a role in distributing development results.

In general, MSMEs engaged in the trading business sector in Toba Samosir Regency have not all used digital marketing as an effort to develop MSMEs and overcome bankruptcy. This happens because MSMEs do not yet have assistance in introducing digital marketing as a positive step to be able to compete healthily through online applications used to advance the business and there is no thought of MSME actors to think about their business for the long term, with this phenomenon, if left without assistance, it will result in the business being run not being able to contribute to building the regional economy. Those engaged in the trading business sector are not accustomed to recording and preparing financial reports as a picture of the company's business activities and financial position. Most MSMEs engaged in the trading business sector only record the amount of money received and the amount of money spent, the amount of goods purchased and sold, and the amount of receivables or payables. However, the recording is only a reminder, and not in the format desired by the banking party.

Indicators to be achieved from activities

The indicators to be achieved from the implementation of competency-based digital marketing activities for MSME actors in increasing the selling value of superior products and introducing Lake Toba Tourism Destinations in Tobasa Regency are as follows:

1. Community empowerment as an effort to provide welfare to people who want to progress and escape from the poverty zone.
2. Empowerment of MSME groups as a manifestation of Article 33 paragraph 1, namely that the economy is structured as a joint effort based on the principle of family.
3. Introduction to digital marketing to make it easier for MSMEs to introduce their products
4. In viewing the capabilities of MSME actors in running a business, it is necessary to apply competency-based as an indicator in viewing the success of MSMEs.

Content or Materials to be provided to participants

The material that will be provided to participants during the training process is as follows:

The preparation of training materials related to competency-based digital marketing is carried out by looking at training needs, adjusting the problems that are currently occurring in the field and observing factors that can contribute to the business such as training objectives by adjusting the process of solving problems, training participants who are members, namely MSME actors, the expectations of training institutions by producing values that can provide benefits to MSME actors and the length of training time is adjusted to existing needs. In compiling the material, material has been prepared that is related to Science and Technology, with the role of technology it will make it easier for participants to access the material that will be delivered and that has been delivered.

Techniques for measuring or assessing the success of an activity after the activity has been carried out

The techniques or methods used to assess the process of training activities carried out are:

In adjusting to the training material provided, the most appropriate method or way of presentation is determined. The training method must be adjusted to the type of training to be implemented and the level of ability of the training participants. The technique that will be used starts from the interview session for each UMKM actor, after getting information from the informant, an analysis can be carried out on the ability of UMKM in participating in training with the material to be delivered. When the training begins, the material delivered must be right on target according to the complaints of UMKM actors in improving or developing their businesses. Technique Discussion between presenters and participants will answer all problems that occur in developing MSMEs, measuring the success of MSMEs through discussion results as an illustration that later the business that will be run by MSMEs can develop after completing the training.

SOLUTIONS AND OUTPUT TARGETS

Solution

Solution Based on the partner problems that were successfully identified, the proposing team planned several solution concepts that could realize community partnership efforts. The solution concepts are as follows:

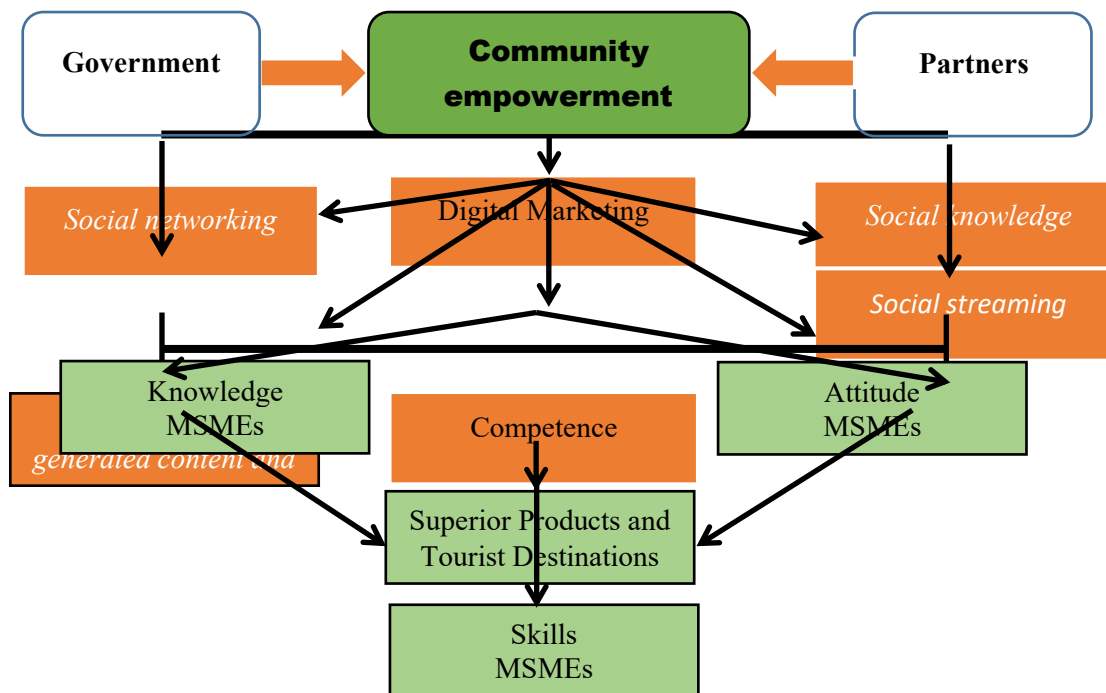


Figure 1 Community Service Solution Concept

The target of community service activities through training for MSME actors in increasing the selling value of superior products at the Lake Toba Tourism Destination in Tobasa Regency. This training can improve the ability of MSME actors in making strategies and implementing them directly on the spot to consumers, so that the quality of training will increase. Solutions and indicators in increasing the selling value of superior products through training can be seen in Table 1 as follows:

Table 1 Solutions and Indicators

No	Solution	Achievement indicators
1	Education Training	MSME actors understand the theory presented
2	Practice training by applying marketing methods with indicators of increasing the selling value of superior products.	The perpetrator understands the methods used to increase the selling value of the product.
3	An example of carrying out direct activities to apply the method in the field	Applying the methods used during training to increase the selling value of superior products

IMPLEMENTATION METHOD

Problem Solving Framework

In order to improve the ability of MSME actors in implementing competency-based digital marketing at the Lake Toba Tourism Destination in Tobasa Regency, the results obtained can contribute to increasing the selling value of superior products and introducing the world to the beauty of tourism in Lake Toba by combining superior

products originating from the area. intensive competency-based mentoring and training are needed. Mentoring and Training are carried out in the following stages:

a. Introduction stage

Introducing the regional conditions and the Toba Lake Tourism Destination in Tobasa Regency. At this stage, an introduction process was carried out regarding community service programs organized by Harapan University Medan. In addition, all Study Programs organized by the Faculty of Economics, Harapan University Medan were also introduced.

b. The training phase was held

Location of UMKM at Lake Toba Tourism Destination, Tobasa Regency, At this stage, a training process was carried out which began with the delivery of theory during 1 meeting. Continued with discussion activities to find out the problems that occur to UMKM actors, then provide training to UMKM actors so that the newly learned methods can be applied in the field

c. The evaluation stage is the evaluation process of the training results to determine the level of success of the training method used.

d. Realization of problem solving. To realize problem solving, community service activities of UMKM were carried out at the Lake Toba Tourism Destination, Tobasa Regency, by carrying out the following activities:

1. Approaching MSME actors to be able to analyze the problems they face.
2. Make an agreement on the time of implementation of the activity.
3. Carrying out community service theoretically regarding the methods to be used.
4. Carrying out community service using the methods that have been learned
5. Implementing skill applications using methods that have been learned.

To realize the solution to the above problems, we held training for UMKM actors in increasing the Selling Value of superior products at the Lake Toba Tourism Destination, Tobasa Regency. The training was carried out at the location of one of the UMKM actors at the Lake Toba Tourism Destination, Tobasa Regency. The training was held for ten days, namely from 14.00-16.00 every day.

Research methods

The method of implementing this community service has several stages, including:

- 1) Observation and interview methods To obtain accurate data for reflection materials, observations were made of the target audience/students using direct observation and interview methods. The first observation was conducted shortly before the UMKM actors were given training materials by conducting an oral pretest regarding the extent of the UMKM actors' understanding of the methods provided and how to use them. In the future, if the program has been implemented, further observations and interviews will be held to obtain information on follow-up activities carried out by UMKM actors from the results of the observations.
- 2) Lecture Method, this lecture method is carried out by conveying material on citation techniques using Mendeley quickly and practically to the target audience/directly or verbally with the help of power point.
- 3) Training (Workshop), the method used to achieve the objectives that have been formulated in advance is the discussion and practice method (learning by doing). The combination of the two methods is expected to be able to improve understanding and skills.

Conducting training for UMKM actors in increasing the Selling Value of superior products at the Lake Toba Tourism Destination, Tobasa Regency. With the availability of time, the training method is by delivering theory and practice (training). The practical material is based on a fast learning system. The method used is the tutorial method which begins with a presentation of theory which is immediately followed by practice. Conducting an evaluation of the training results regarding mastery of the training material, so that the results of the community service program can be seen. The evaluation is held at the end of the training so that all materials have been received by them. Place of implementation of the activity:

a. Training Venue: Lake Toba Tourism Destination, Tobasa Regency.

b. Location of activity: At the business premises owned by MSME Members at the Lake Toba Tourism Destination, Tobasa Regency.

Implementation Method

Community empowerment by providing training to MSME groups as a basis that must be applied, especially now that consumer culture has shifted to buying products through online media, so that this can be realized, the method used is to introduce digital marketing as an effort to maintain superior products, this is a continuous activity

because in addition to promoting superior products, MSME actors must also be able to introduce Lake Toba tourist destinations to visitors through digital media about the natural beauty of Lake Toba, Tobasa Regency.

The training will be targeted to spur the improvement of all potentials that already exist in the training participants. The existence of entrepreneurial training is expected to explore the potential of MSME actors who are expected to help develop MSME businesses as their livelihoods so that they can become even bigger with more diverse products.

The success of the training given to participants is certainly not only determined by one factor. Many factors cause the success of a training. These factors include the readiness of training participants in receiving training materials. In addition, success is also influenced by the usefulness of the training materials provided and the readiness of the training provider in providing training. This readiness is also supported by an interesting presentation so that the material provided is not boring and participants can easily understand the material. Therefore, good training certainly requires an assessment of the material and the readiness of participants to follow the training being carried out.

The target of training in this Community Service activity is MSME actors located at the Lake Toba tourist destination in Tobasa Regency. The digital marketing training provided focuses more on developing their ability to absorb technology so that the entrepreneurial spirit they have had so far can last for a long time, so that MSME actors are able to improve the efforts that have been made. Community service activities are carried out through group discussions, Q&A exercises using online applications as indicators of the problems faced by MSMEs in utilizing technology, with training using lecture methods and interactive dialogues, it can increase the capacity and capabilities of MSMEs. The methods used in this service are training and mentoring. The details of the activity stages are as in Figure 3.1:

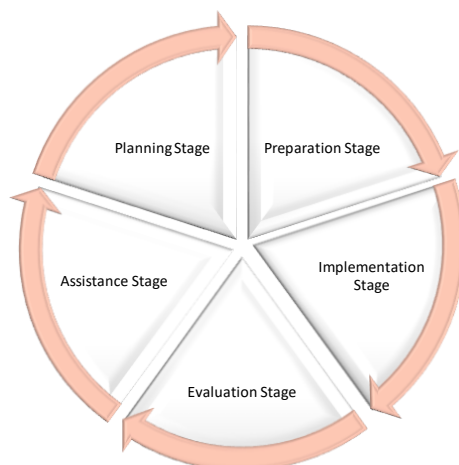


Figure 2 Community Service Implementation Stage Process

1. Planning Stages

At this stage, planning for the implementation of activities is carried out. The author and participants of UMKM actors at the Lake Toba Tourism Destination, Tobasa Regency meet face to face to formulate business actor problems, form a committee, find solutions, formulate materials, and determine what kind of training model will be provided.

2. Preparation Stages

At this stage, preparations for the implementation of the activity are carried out. Preparations are carried out according to what has been agreed upon at the planning stage. Internet, sound systems, and presentation devices are the focus of the activity preparation.

3. Implementation Stages

This stage is the implementation of the activities held. The committee and speakers play an active role in this stage.

4. Evaluation Stages

After implementation, the next stage is evaluation. The evaluation given is in the form of a survey to training participants. With this post-test, it is expected to be feedback for the author for the implementation of subsequent activities.

5. Mentoring Stages

To ensure the benefits of the activity, the mentoring stage is also carried out. Participants still receive mentoring through the Whatsapp group. Sharing experiences, tips, and tricks for digital marketing practices are still discussed at this stage.

RESEARCH RESULTS AND DISCUSSION

Research result

Potential Lake Toba Tourism Destination, Tobasa Regency

The tourism potential in Lake Toba contributes to economic growth and community welfare, Tourism Opportunities are very promising for business people, because Lake Toba has its own uniqueness supported by natural resources and the beauty of the panorama of Lake Toba, Lake Toba Tourism Destination Tobasa Regency has the potential to become a leading tourist destination in the future. Even now the government is preparing the Lake Toba area to become an international tourist destination.

Lake Toba, located in North Sumatra Province, Indonesia, is the largest volcanic lake in the world. Its majestic beauty is undeniable, with its tempting blue water, surrounded by green mountains, and the exotic island of Samosir in the middle. When the sun sets, the sky and the lake water merge into a stunning painting, creating a view like no other. If you need a place to unwind, then Lake Toba should be on your list. In addition to enjoying the natural beauty of Lake Toba, there are many interesting tourist activities to enjoy around the lake. Tourists can explore the lake by renting a traditional Batak boat called "Solu" or "Sampan".

Other activities include cycling around Samosir Island, watching a Sigale-gale dance performance (traditional Batak wooden puppets), and interacting with locals to learn about their daily lives. All of these will provide an unforgettable experience and enrich your insight.

The potential of the local area, customs, habits of the people living around the tourist location, the beliefs they hold and also the characteristics of tourists who will come to visit are some of the very important aspects to pay attention to in developing the tourist area.

Toba Regency is one of seven regencies surrounding Lake Toba. In Article 14 paragraph (1) of the Tourism Law, the scope of tourism businesses includes tourist attractions, tourism areas, transportation services, travel services, food and beverage services, accommodation, entertainment and recreation, meeting arrangements, tourism information, tourism consultants, tour guides, water tourism, spas, and supporting businesses include souvenir businesses, tourism education and tourism police.

Despite having various advantages, MSMEs also face problems. Basically, the general problems faced by MSMEs can be simplified into 2 groups, namely, low business management capabilities, mainly caused by low quality of human resources and limited access of MSMEs to productive resources. Human resource problems are the most critical factor in determining success in various activities or businesses, both MSMEs and large businesses. This condition occurs due to the low level of education, knowledge and experience in the business sector.

The second problem is the limited access to productive resources, especially marketing, capital and technology. Some aspects related to marketing problems are the level of fierce competition both in the domestic market and in the export market. Meanwhile, as has been described in general the quality of products and the level of productivity of MSMEs in Indonesia are low, coupled with a business climate that is not yet conducive domestically, which causes high economic costs, such as expensive licensing, with long procedures, and many unofficial levies that also weaken the competitiveness of MSME products.

The development of Micro, Small and Medium Enterprises (MSMEs) so far also has two most frequently experienced problems, namely structural and cultural problems. Structural aspects such as access to capital, training, training and markets. Cultural aspects, namely ways of thinking and mentality, the quality of entrepreneurs in Indonesia is very great, but lacks good access. While for culture, working hard, daring to try and collaborating with each other are very important for an entrepreneur, especially young entrepreneurs.

In implementing competency-based digital marketing at the Lake Toba tourist destination in Tobasa Regency, MSME actors must be able to understand and know what is related to digital marketing, namely:

- 1) *Social Media Marketing Capabilities*, According to the Indonesian Digital Marketing Association (2019), social media marketing refers to the use of social media platforms to attract customers, which includes listening to customer complaints, starting conversations with customers and sharing information with customers. According to Day in (Berliana & Arsanti, 2018), Capability is the process of applying the abilities, knowledge and experience possessed by human resources to implement predetermined work strategies and can provide value to an organization.

- 2) *E-commerce Adoption*, According to Choshin and Ghaffari (2017), e-commerce is considered as the right strategy for marketing, sales, and integration of online services that can play an important role in identifying, acquiring and retaining customers. Adoption is the decision-making process to use the whole of acceptance and continuous use of a product, service or idea (Septiana et al., 2020).
- 3) *Instant Messaging Marketing Orientation*, According to the Indonesian Digital Marketing Association (2019), instant messaging marketing is a marketing medium in the form of short messages, such as Whatsapp, Line, WeChat, Facebook Messenger, and others. According to Yuliana & Pujiastuti (2018), marketing orientation is a measure of behavior and activities that reflect the implementation of the marketing concept.

Community service is an academic effort to disseminate and apply science and technology to the community at the Lake Toba Tourism Destination, Tobasa Regency. The community in this case is the MSMEs that are the objects of PKM activities at the Lake Toba Tourism Destination, Tobasa Regency. This PKM program is intended to provide added value to the community in terms of business and behavioral change. Added value in terms of economic activities is measured by the turnover of MSMEs after participating in this PKM program. Changes in behavior are shown from the activity of using social media before and after the PKM program is implemented. Community service activities in the form of implementing digital-based marketing have been able to provide changes for MSMEs both in the short and long term. Short-term changes in MSMEs become understanding and skilled in optimizing business development opportunities using social media for their marketing. Long-term changes in MSMEs are business development in terms of marketing to reach new market segments.

The Ministry of Tourism and Creative Economy and the Ministry of Communication and Information are working together to encourage tourism MSMEs to sell products digitally, especially in the super priority area of Lake Toba. Thus, the current assumption that there are still many MSMEs in Toba Regency that do not understand and use digital marketing, this assumption is also supported by the training on digital utilization for MSMEs in Toba which was held on February 16, 2021 at the Del Foundation Multipurpose Building and attended by many Toba MSMEs including MSMEs in the tourism sector.

This research will be conducted using the research object, namely Tourism MSMEs in Toba Regency have used digital marketing strategies. From surveys, interviews and observations to several Tourism MSMEs in Toba Regency that have implemented Digital Marketing, namely Taman Eden 100 MSMEs, Sekka Craft MSMEs, Andaliman Pizza MSMEs, Nauli Homestay MSMEs, Tabo Toba MSMEs, Batikta MSMEs, Toba Etnik Pizza MSMEs, The Boat Homestay MSMEs, Toba Art Store MSMEs and Thesa Ulos MSMEs, there are several types of digital marketing that they use, namely social media marketing (Facebook, Instagram), content marketing such as blogs (websites), e-commerce (Shopee, Tokopedia, Go-Jek, Traveloka, Air bnb), Radio Advertising (Del radio), instant messaging marketing (WhatsApp, SMS, Facebook Messenger), Television In implementing this community service program, the PKM team created key activities for MSMEs to achieve program objectives. The table used in the assessment of the MSMEs is as follows:

Table 2 Average Assessment of MSME Activities in Community Service Programs at Lake Toba Tourism Destination, Toba Regency

NO	Activity	Average Number of Posts (Week)				Total Post	Post Target	Final score (%)	Information
1	Posting to TikTok	10	15	10	11	46	75	61	Posts on social media in terms of quantity and quality are rated good
2	Posting whatsapp to	9	10	13	15	47	75	63	Posts on social media in terms of quantity and quality are rated good
3	Posting instagram to	10	13	12	17	52	75	69	Posts on social media in terms of quantity and quality are rated good
4	Posting Facebook to	12	17	12	22	63	75	84	Posts on social media in terms of quantity and quality are rated good

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4	Posting to online businesses	9	10	12	15	46	75	61	Posts on social media in terms of quantity and quality are rated good
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Source: processed data (2024)

Information:

Final score < 30 is considered lacking The final score of 61-75 is considered good

The final score of 31-60 was considered sufficient Final score > 75 is considered very good

Based on Table 2, the Average Assessment of Key Activities of MSMEs in Community Service Programs with a score of more than 75 can change their attitude in dealing with social media users, which initially made MSMEs reluctant to post their business marketing, but now they are skilled and accustomed to posting to support the development of their business.

The main focus of this community service activity is the potential for MSMEs to optimize the use of social media amidst the development of social media users in the targeted market segment. So that in terms of the potential for marketing development in general and sales development in particular, MSMEs have the opportunity to increase the scale of MSME businesses. The weakness of the main focus of this community service activity is the condition of MSMEs who are just learning the techniques for creating business content on social media. The level of difficulty in implementing this community service activity is adjusting the time to post business content on social media amidst the busyness of MSMEs producing their products.

Community service activities are focused on UMKM handicraft industries in the Lake Toba Tourism Destination, Tobasa Regency, which consist of: Handycrafts: Ulos: Traditional Batak Toba woven fabric that has high artistic and cultural value. Each ulos motif has a different meaning. Wood crafts: Tables, chairs, statues, and various other household furniture made from local wood and Wicker: Baskets, bags, and various other products made from natural materials such as rattan and bamboo.

Agricultural and Processed Products: Toba Coffee: Arabica coffee grown in the Toba highlands has a distinctive taste and is sought after by many people. Organic vegetables: Organic farming is growing in Toba, producing fresh, quality vegetables. Fish dishes: Lake Toba is rich in fish, so many MSMEs produce various fish products such as salted fish, fish crackers, and fish jerky. The programs implemented in this activity are socialization, training, mentoring and evaluation of digital-based marketing, namely social media TikTok, WhatsApp, Instagram and Facebook, which are in accordance with the needs of MSME business development efforts.

The UMKM handicraft industry in the Lake Toba Tourism Destination, Tobasa Regency is currently skilled and accustomed to conducting digital-based marketing. Things that are possible to be developed by UMKM are continuous assistance and increasing the use of digital marketing, namely by registering on e-commerce in the handicraft sector. Development of assistance can also be in the form of providing tools or devices with higher specifications for UMKM because UMKM will find it easier to operate social media and e-commerce.

Discussion

There are several MSMEs that do not implement Digital marketing strategies, but there are also those that have implemented Digital marketing strategies. Therefore, further research is needed on the influence of digital marketing in improving the sales performance of MSMEs. The Ministry of Tourism and Creative Economy and the Ministry of Communication and Information are synergizing to encourage MSME Tourism actors to sell products digitally, especially in the super priority area of Lake Toba. Thus, the current assumption is that there are still many MSMEs in Toba Regency that do not understand and use digital marketing, this assumption is also supported by the existence of training on digital utilization for MSME actors in Toba.

The training was held at the Lake Toba Tourism Destination, Toba Regency for three days. The training participants were 65 people with an average age that is still productive, namely mothers from the Lake Toba Tourism Destination community in Tobasa Regency aged 23 to 55 years. In providing material explanations, the implementing team used presentation media assistance in the form of infocus and Miracast tools to display smartphone displays on the Big Screen.

The material provided is in the form of an introduction to Digital Marketing, the importance of Digital Marketing, the benefits of Digital Marketing, and the challenges of using Digital Marketing. Only after that is the opportunity given to practice creating product content on social media Instagram, Whatsapp, and TikTok. These three media were chosen because they represent what is still hot in the general public.

In the Instagram teaching material, the use of the Insight feature is also taught. This feature functions as an analysis that provides a number of data related to audience demographics, follower interactions, and metrics that are useful for understanding the target audience (Pramu Dyatama, 2020). Furthermore, the use of the Story feature on Whatsapp social media as an implementation of its digital marketing is also taught. Whatsapp created by participants. The next material is the use of Digital Marketing on the TikTok application.

The training also provides an opportunity for participants to ask questions related to the problems they experience. The Q&A session as in the training also provides an opportunity for participants to ask questions related to the problems they experience. Whatsapp group containing all participants and the activity implementation team. At this stage, the mentoring process carried out is in the form of sharing experiences and exchanging sales information.

Supporting Factors for MSME Growth in Toba Regency namely 1) Tourism potential: The natural beauty of Lake Toba is an attraction for tourists, thus opening up market opportunities for MSME products. 2) Availability of raw materials: The availability of local raw materials supports the development of MSMEs. 3) Government support: The Toba Regency Government provides various support to MSMEs, such as training, access to capital, and marketing facilitation.

Challenges Faced by MSMEs in Toba Regency namely 1) Limited market access: MSMEs in Toba often have difficulty marketing their products to a wider market. 2) Lack of management knowledge: Many MSME actors do not have sufficient knowledge about business management. 3) Competition: Business competition is getting tighter, especially with the presence of products from outside the region.

Opportunities for developing MSMEs in Toba Regency are: 1) Utilization of technology: The use of digital technology can help MSMEs in marketing, production, and management. 2) Cooperation with tourism actors: MSMEs can collaborate with tourism actors to market their products to tourists. 3) Innovative product development: Developing new, unique and interesting products can increase the competitiveness of MSMEs.

MSME development is carried out with two main strategies, namely increasing the MSME economy. One of the main programs carried out in increasing the economic capacity of MSMEs is cluster development. In this case, cluster development is aimed at commodities that support food security and maintain inflation. A cluster is a group of MSMEs that operate in the same sector or subsector or are a concentration of companies that are interconnected from upstream to downstream, namely from cultivation, management and markets. The commodities supported include the agricultural, livestock, forestry and fisheries sectors and the processing industry. The criteria for selecting clusters are based on commodities that are the source of inflationary pressure or superior commodities in each region.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the implementation of the activities that have been carried out, it can be concluded that after participating in this activity, UMKM participants at the Lake Toba Tourism Destination, Toba Regency, have increased their Digital Marketing skills and are also able to increase income from sales on social media. In addition, participants also get a new method of selling, namely TikTok, which is still new to using Digital Marketing.

Judging from the methods used, in general, the UMKM participants at the Lake Toba Tourism Destination, Toba Regency, can follow the activities from implementation to mentoring well. As a suggestion for the implementation of the next activity, it is necessary to emphasize more on what needs to be done by the participants.

Suggestion

It is expected that MSME participants at the Lake Toba Tourism Destination in Toba Regency will improve their competence in using digital media by seeking information on the problems they face, and the shortcomings of participants such as those who have not installed the TikTok application, Instagram and other applications related to increasing MSME activities need to be completed so that they can be used to manage MSME businesses.

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