

## **SKILL DEVELOPMENT TRAINING FOR MSME ACTORS IN BANDAR AND BANDAR MASILAM DISTRICT, SIMALUNGUN REGENCY**

**Sofiyan<sup>1</sup>, Lora Ekana Nainggolan<sup>2</sup>, Nana Triapnita Nainggolan<sup>3</sup>,  
Darwin Lie<sup>4</sup>, Robert Tua Siregar<sup>5</sup>**

<sup>1,4,5</sup>Doctor of Management Study Program, Universitas Prima Indonesia, North Sumatra

<sup>2</sup>Accounting Study Program, Sekolah Tinggi Ekonomi Sultan Agung, North Sumatra

<sup>3</sup>Management Study Program, Sekolah Tinggi Ekonomi Sultan Agung, North Sumatra

**Correspondence Author:** [loraekana@gmail.com](mailto:loraekana@gmail.com)

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### **Abstract**

Skills and digital training for MSME actors is a strategic effort to improve competence in the use of digital technology to strengthen and develop businesses. The activity, which lasted for three days, from Monday, Dec 15, 2025 to Wednesday, Dec 17, 2025, aimed to equip participants with practical skills in the fields of digital marketing, financial management, and operational efficiency. The material includes the use of social media, digital systems, and marketing techniques according to market trends, so that it is expected to be able to increase the competitiveness, effectiveness, and sustainability of MSMEs in the midst of the challenges of globalization and digital transformation.

**Keyword:** *Skill Development Training For Msme Actors In Bandar And Bandar Masilam District, Simalungun Regency*

## **I. INTRODUCTION**

Entrepreneurship has become a key pillar in accelerating economic development and community welfare, both in developed and developing countries. On a global scale, this sector represents **90% of the business world** and accounts for **40% of GDP** in developing countries (World Bank, 2019). In Indonesia, the urgency of entrepreneurship is increasingly evident amid the challenges of weakening purchasing power and inflationary pressures. Although the national economy grew **by 5.11% in the first quarter of 2024**, the GDP structure is still highly dependent on household consumption of **54.93%**. Therefore, strengthening the entrepreneurial sector is a strategic solution to create new jobs, increase people's income, and maintain inclusive economic growth.

However, this great potential is faced with the challenges of digital transformation and rapid globalization. Micro, Small, and Medium Enterprises (MSMEs) are required to not only survive conventionally, but also be able to adopt digital technology. Mastery of digital tools and platforms for marketing, financial management, and operational efficiency is an absolute requirement to increase business competitiveness and sustainability in an increasingly competitive market. The success of this transformation is highly dependent on the quality of human resource competencies in it. A strong entrepreneur must have **a strong work ethic**—the belief that the business has meaning in life, not just an alternative to making money. Without the right competencies and mentality, digital transformation will only become a technical obstacle. Therefore, systematic efforts are needed through comprehensive digital competency training. In response to these needs, the development of entrepreneurial competencies is focused on mastery of concepts, organizational values, and practical skills in business activities. Through a structured learning approach—ranging from theoretical understanding to hands-on practice in daily tasks—it is hoped that an adaptive entrepreneurial spirit will emerge. The synergy between conducive government policies and increasing the digital capacity of MSME actors will be the main key in encouraging the efficiency, effectiveness, and sustainability of the national economy in the future.

## **II. ACTIVITY OBJECTIVES**

This training is not just a knowledge transfer, but an effort to rebrand and restructure MSMEs to be more agile, digital, and competitive. With a combination of strong soft skills and cutting-edge hard skills, MSMEs are expected to be able to transform from local businesses to key players in an inclusive digital economy ecosystem.

### **III. ACTIVITY OBJECTIVES**

The target of this activity is active MSME actors who feel in the Bandar District area, and Bandar Masilam District as many as 50 participants each.

### **IV. TIME AND PLACE OF IMPLEMENTATION**

This training activity was held on: Day/Date: 15 – 17 December 2025, at: 09.00 – 15.00 WIB. The location of the training activities was held at Prima Hall, Bandar District and Tasya Café Hall, Trading.

### **V. IMPLEMENTATION ACTIVITIES**

#### **A. Day 1**

1. The opening was by the Head of the Cooperatives and MSMEs Office of Simalungun Regency, and representatives of the resource team.

#### **2. Presentation of Material 1 on Entrepreneurship**

The term entrepreneurship was first introduced by Richard Cantillon (18th century) who defined it as an agent who combines the means of production. Jean Baptista Say then perfected it by adding a leadership aspect in building a productive organization. Main Characteristics of an Entrepreneur An entrepreneur is not just a routine manager, but a catalyst who has the following characteristics (Anshar et al., 2021):

- Innovative & Creative: Turn ideas into reality and carry out continuous development.
- Dare to Take Risks: Be prepared for uncertainty and opportunity.
- Conditional: The entrepreneurial function appears during the formation or development of the organization, not in the daily routine operations.

Contribution to the Organization According to Rye (1996), entrepreneurs play a role in directing businesses to create new products or markets. Characteristics such as adaptiveness, integrity, and fighting power are essential to create competitive advantage and effectiveness in an organization.

Four Personality Types of Business Leaders.

Each entrepreneur has a different leadership style with its own advantages and risks:

- The Improver: Focuses on ethics, integrity, and constant improvement, but tends to be perfectionist and critical.
- The Advisor: Very helpful and focused on subordinate/customer satisfaction, but often ignores personal needs.
- The Superstar: Has charisma and high energy through a personal brand, but risks becoming workaholic.
- The Artist: Very creative and unique, yet tends to be sensitive to criticism.

Being a successful entrepreneur is not just a "natural selection" or a mere luck factor. Formerly: Success was considered like a seed that grows wild; grew big just because it happened to get good land. Now: Success is the result of early investment, direction, and guidance, just like a planned modern agricultural system.

#### **The "Security Seeker" vs "Opportunity Seeker" Problem**

The text highlights that education in Indonesia still often directs children to become job security seekers such as employees, not opportunity seekers. This leads to a low number of entrepreneurs (less than 1%) and a high dependence on foreign parties in managing natural resources.

#### **Entrepreneurship as a Solution of the Future**

The main key to becoming an entrepreneur is not natural talent, but willpower, hard work, and an unyielding attitude. Through the right development program, a person can become a successful entrepreneur who is able to create jobs for other professions.

#### **After the presentation, a Q&A was conducted between the speakers and the trainees**

#### **3. Presentation of Material 2 Business Management**

Business management is described not just as a theory, but as an **art** to turn problems into constructive opportunities. Operationally, business management is the process of planning, organizing, directing, and controlling a company's resources. The goal is to achieve organizational targets effectively and efficiently in a dynamic environment.

#### **Why is Business Management So Important?**

The success of a company depends entirely on the quality of its management. Here are seven main reasons:

- Aligning Goals: Management serves as a bridge between employees' personal goals (such as salary and recognition) and company goals (such as maximum profit).
- Optimal Resource Utilization: Through the proper division of labor according to skills, management prevents overwork and minimizes waste of time and effort.

- c. **Cost Minimization:** By efficiently organizing productivity factors, companies can reduce expenses and increase Return on Investment (ROI).
- d. **Increase Efficiency:** Focus on maximum results with minimal inputs (resource optimization).
- e. **Adaptation in a Dynamic Environment:** Management allows the company to remain flexible in the face of political, economic, and social changes (example: adaptation of McDonald's menu in the Indian market).
- f. **Facing the Competition:** Good management reduces the risk of failure and keeps the company's position superior to competitors.
- g. **Community Welfare:** Good management produces quality products, creates jobs, and provides fair wages for the community.

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## **B. Day 2**

### **1. Presentation of Material 3 Soft-Skills**

#### **The Basic Concept of Teamwork**

Teamwork is defined as a collaborative effort to achieve a shared vision by bringing together diverse perspectives. This is closely related to **team dynamics**, which is the pattern of psychological interaction between members that determines the productivity and cohesiveness of the group.

**Key Elements of a Successful Team:**

- a. Clear and transparent communication.
- b. Shared responsibility for each other's duties.
- c. Mutual trust and support between members.
- d. Goal alignment (focus on the same goal).
- e. Respect for individual differences in expertise.

**Strategies for Uniting and Developing Teams**

To build a solid team, consistent steps are needed such as setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) targets, leadership that leads by example, and decentralization in decision-making. In addition, the provision of training (self-development) and periodic evaluations are very important to maintain the competence of members.

**Conflict Management and Feedback**

- a. **Conflict Resolution:** Conflict should not be avoided, but rather managed constructively through open discussion, the search for practical solutions (not blame), and the use of neutral mediation when necessary.
- b. **Feedback Culture:** Regular feedback allows the team to make quick directional corrections. This creates space for members to have a voice, so that issues can be detected and resolved early before they become bigger.

#### **The Critical Thinker (Berpikir Kritis)**

A Critical Thinker is an individual who does not receive information raw, but rather analyzes, evaluates, and synthesizes information logically to come to rational conclusions. **Main Characteristics:** Objective (without emotional bias), analytical, skeptical of unclear assumptions, open-minded, and reflective of one's own values. **Intellectual Perseverance:** It is the mental strength to stay focused and not give up on solving complex problems, even in the face of boredom or difficulty. The key elements include self-discipline, never giving up, and internal motivation to pursue the truth. **Urgency:** It is essential in the world of work for innovation, helps filter misinformation in the digital age, and supports deeper self-development.

#### **Basic Communication Skills**

Communication is not just talking, but a two-way process that involves sending and receiving information effectively. **Sending Information (Effective Communication):** Focus on clarity, conciseness (without jargon), rapport building, choosing the right media, and using body language (non-verbal). **Receiving Information (Listening & Understanding):** Involves Active Listening (giving full attention and clarification), empathy to understand the speaker's feelings, open-mindedness, and media literacy to distinguish facts and opinions. **Feedback & Adaptation:** Skills to provide constructive criticism, willingness to accept suggestions from others, as well as flexibility in adapting communication styles to different audiences.

### **2. Presentation of Material 4 Human Resource Development (HR)**

HR is a company's most important asset that includes the individual's mental and physical powers. The HR component includes: **Workforce & Experts:** Productive individuals (aged 15-64 years) and those with special skills, **Leaders & Entrepreneurs:** Drivers of company direction and business developers who create jobs, **Producers & Consumers:** Individuals who produce and who use goods/services.

### **Strategic Goals of Human Resources Development**

Human resource development through education and training aims to improve the quality of workers across the board:

1. **Increases Productivity:** Performance injections through training result in higher work output and multiplied profits.
2. **Reduce Product Damage:** Ensure employees are reliable through ability testing before entering the field, thereby minimizing costly fatal mistakes.
3. **Time and Work Efficiency:** Train employees to be skilled so that tasks are completed with high quality standards but still fast (not slow).
4. **Improving Leadership Attitudes:** Fostering leadership so that employees are independent, firm, able to make the right decisions, and not dependent on others.
5. **Creating Good Morals:** Instilling the values of honesty, humility, and hard work. Good morale creates a conducive work atmosphere that enhances work ethic.
6. **Increase Reciprocity:** The quality of workers who improve through human resource development will automatically have an impact on increasing compensation or better reciprocity (Marbun et al., 2019).

### **HR Development Methods**

To produce reliable employees, companies need to implement a variety of systematic development methods. Here are the 7 main methods:

1. **Training:** Internal training conducted in an office environment with instructors from within the company or professional partners. External who send employees to outside training institutes to gain new knowledge. This method is mandatory for new hires before starting their duties.
2. **Internship:** A mentoring process for new hires so that they understand the "battlefield" of work. The goal is to provide practical insights and technical skills before being released to work independently.
3. **Education:** Long-term investment by providing scholarships or formal educational opportunities (e.g. from D3 to S1). This is more effective than hiring new people because the performance of those employees has been tested by the company.
4. **Work Rotation:** Move employees between divisions to overcome burnout, evaluate team mismatches, and find the right passion. Rotation also serves to keep operations running when there are other employees who are absent or resign.
5. **Comparative Study:** Evaluate and compare internal work systems with the standards of other more successful companies (e.g., comparing marketing systems). The goal is to adopt best practices to increase productivity.
6. **Competency Test:** A formal exam (internal or through BNSP) to measure the quality of employees. This method forces "senior" employees to keep learning and adapting to the latest technology or production policies, rather than relying solely on old habits.
7. **Outbound:** An out-of-office activity that aims to refresh the mind (refreshing) from routine boredom. Through group games, outbound trains teamwork, quick thinking, leadership, and strengthening friendship between levels of position.

### **Human Resources Development Function**

Structurally, HR development has three main functions in the employee lifecycle in a company:

1. **Labor Procurement Function:** This function focuses on the beginning of the employee journey, including: Analyzing the quality and quantity of staff needs, Effectively sourcing labor sources to get qualified candidates, Selecting applicants and putting them in the right place (the right man on the right place), and Providing orientation through initial education and training.
2. **Labor Maintenance Function** This function aims to maintain the performance of existing employees through: Providing economic (bonus/allowance) and non-economic (work facilities/comfort) programs, and Creating inner peace so that employees can focus on their duties, so that work performance remains stable.
3. **Termination of Employment Function (PHK):** As the last function, human resource development is also tasked with ending the employment relationship professionally. This is done if employees are unable to meet the company's standards or can no longer follow the direction of organizational development after various training efforts have been provided.

**After the presentation, a Q&A was conducted between the speakers and the trainees**

### **C. Day 3**

#### **1. Presentation of Material 5 Financial Management "Financial Statements as a Measure of the Credibility of a SUCCESSFUL Business."**

Accounting Cycle: From Transactions to Financial Statements. The accounting process consists of a series of systematic stages to ensure that all financial activities are recorded accurately and accountably.

##### **a. Recording Phase**

This stage is the initial foundation on which all economic activities are collected and classified. Proof of Transaction Creation: Documentation of every transaction, both internal (such as interdepartmental memos) and external (such as invoices, receipts, or purchase memorandums from third parties). Journalizing: The process of recording transactions chronologically. General Journal: Used for non-routine transactions. Special Journal: Used for frequent transactions (such as purchase, sales, cash in, and cash out journals) (Yuliana, 2018).

Posting: Moving data from the journal to the General Ledger. This includes the Main Ledger (an account summary) and the Sub-Ledger (specific details, such as per-customer or per-supplier details).

##### **b. Summarizing Phase**

Once recorded, the data is summarized to ensure balance and accuracy before the report is compiled. Compile balance sheets: list balances from all ledger accounts to check the similarity of total debits and credits; Keeping an Adjustment Journal: Recording income or expenses that have already occurred but have not been recorded so that the balance reflects actual conditions (e.g., depreciation of assets or rental expenses); preparing Worksheets: Tools to facilitate the preparation of financial statements; Closing Journal: Closing nominal accounts (income and expenses) at the end of the period so that the balance is zero for the next period; Lastly, Balance Sheet After Closure: Ensure that the real accounts (assets, liabilities, capital) remain balanced after the nominal account is closed (Winarto, 2020).

##### **c. Financial Statement Presentation Phase**

The final stage in which financial information is communicated to stakeholders.

- 1) Income Statement: Shows financial performance (income vs. expenses) in a period.
- 2) Capital/Equity Change Report: Describes the change in the owner's capital position.
- 3) Financial Position Report (Balance Sheet): Describes the position of assets, debt, and capital on a specific date.
- 4) Cash Flow Reports: Reports on the source and use of the company's cash.
- 5) Reversing Entries: Optional, performed at the beginning of the next period to simplify the recording of recurring transactions.

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#### **2. Presentation of Material 6 Product Development & Quality**

Product Development: From Idea to Value Solution, which is product development is not just about making new goods, but a strategic process to unite creativity and organization to effectively answer market needs.

4 Key Benefits: Why Is It Important?

- a. Superior Quality: Engage the audience early on through feedback to improve features.
- b. Satisfaction & Loyalty: Relevant products create loyal customers.
- c. Sharp Competitiveness: Competitor research ensures your product has a Unique Selling Point.
- d. Risk Mitigation: Identify issues early on to prevent post-launch failures.

The following are 8 Steps to Transform Ideas (The Roadmap)

- a. Brainstorming: Finding solutions to real problems. Remember: only 1 in 7 ideas usually work, so think outside the box.
- b. Idea Screening: Selecting ideas based on technical feasibility, market needs, and alignment with business objectives.
- c. Business Analysis: Calculate profitability, predict sales volume, and map financial risk.
- d. Product Roadmap: Compiles a navigation document containing timelines, key features, and resource allocation.
- e. Prototyping: Creating a product simulation (visual/functional) as a test tool before mass production.
- f. Marketing Testing: Conducting market tests (such as A/B Testing) to see real consumer reactions in a specific demographic.
- g. Commercialization: Full launch! It involves mass production, digital campaigns (Ads/Sosmed), and the execution of sales strategies.
- h. Performance Evaluation: Monitor sales data and post-release feedback for continuous iteration and development.



Bottom line: A successful product is the result of cross-team collaboration that is disciplined in following the process, but still flexible to customer feedback

### **Tips in Product Development**

#### **1. Learn market trends**

Market trends refer to consumer buying habits, desires, and behaviors. There are many free reports, digital tools, and analytics that evaluate and assess customer behavior and industry trends. You can use this data with social observation to make an informed estimate or prediction about how a particular group might respond to a design or product.

#### **2. Competitor research**

The first step in researching your competitors is to determine where your products fall within the product classification. Knowing if a product is an everyday item or a luxury item can help you identify who your competitors are. Compare prices, product availability, marketing tactics, and product placement in stores. This information is valuable for developing and conceptualizing launch strategies, marketing plans, and selling prices.

#### **3. Be flexible and patient**

It's important for inventors, business people, and business owners to be flexible and patient when developing products to launch or sell. Even individuals with successful product ideas sometimes need to adapt their designs or plans to achieve their goals. If you have a product or prototype that can address consumer challenges or meet the needs of a specific market, adapting can help you realize the ideal product.

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### **3. Presentation of Material 7 Digital Marketing (Go Digital)**

Digitalization: MSME Growth Accelerator means that digitalization is no longer an option, but the main engine for MSMEs to upgrade. The utilization of technology gives three new strengths:

- a. Speed & Convenience: Cut the process bureaucracy and provide instant service for customers.
- b. Unlimited Expansion: Breaking through geographical barriers to reach a wider and more specific target market.
- c. Business Sustainability: Creating added value that keeps businesses relevant and competitive in the long run (Suswanto & Setiawati, 2020)

### **Academic Synergy & Digitalization: The Ultimate Weapon for MSMEs 2026**

Universities now act as a **laboratory of thought** that bridges theory with digital reality to save MSMEs from the onslaught of the free market.

#### **1) Social Media Landscape 2025-2026: Trends & Technologies**

Social media has transformed from just a "greeting space" to a sophisticated **economic ecosystem**:

- a. Short Videos & Live Streaming: The primary format to spark instant interaction and customer trust.
- b. AI & Immersive (AR/VR) integration: Automatic personalization of content and "try virtual products" features for future shopping experiences.
- c. Niche Community: Focus on specific communities for more accurate and efficient marketing (Sasa et al., 2021).

#### **2) The Power of the "Chat Column": More Than Just Messages**

Chat features (such as WhatsApp Business) are the nerve center of digital entrepreneurship because: Super Fast Response: Message open rate of up to 98% with an average response of 90 seconds; Build Intimacy: Personal communication creates a loyalty that email can't provide; Intelligent Automation: Use of Chatbot/AI to serve customers 24/7 without loss of quality; Data Mine: Conversations is a free data source to understand market trends and complaints in real-time.

#### **3. Content Strategy: Sales Magnet**

Content is not just a decoration, but a tool for: Virality (Engagement): Leveraging trends (such as TikTok challenges) to expand reach organically; Education (Conversion): Convert viewers into buyers through emotional and relevant product advantages tutorials and explanations (Nainggolan et al., 2023).

## **VI. ACTIVITY CONCLUSION**

### **Phase 1: Product Development (The Foundation)**

Building a successful product requires a balance between creativity and an organized strategy through: Idea Filtering: Focus on real solutions. Only 1 in 7 ideas usually work; choose the most technically and financially feasible; Analysis & Roadmap: Calculate profitability from the start. Establish a clear rollout timeline to efficiently manage team resources; Prototyping & Iteration: Don't go directly to mass production. Use prototypes (visual/functional) to

get initial feedback from potential customers; and Risk Mitigation: Identify potential barriers in the market before the product is launched to minimize losses.

### **Phase 2: Digitalization & The Power of Interaction (The Engine)**

Digitalization is the ultimate engine that provides speed, convenience, and unlimited market reach. Chat Column Strength (WhatsApp/Messenger): Responsiveness: Message open rate up to 98%. Responsiveness is the key to trust. AI automation: Use Chatbots for 24/7 service without losing the personal touch. The Role of Academics: Utilize universities as an extension of research and thinking for sustainable business innovation.

### **Phase 3: Campaign & Content Strategy 2026 (The Growth)**

Today's marketing is no longer about selling, but about building emotional relationships.

A. Modern Content Pillar Authenticity: Showcase the behind-the-scenes and human side of the business. Customers believe more in honesty than rigid advertising; Short & Live Videos: Maximize TikTok/Reels to grab short attention and Live Streaming for real-time interaction; and Immersive Technology: Use AR (Augmented Reality) to allow customers to try products virtually.

B. Community & Data-Based Marketing. Community Forums: Form groups (WA/Telegram) to discuss with customers, not just send digital brochures; and Data-Driven: Use customer behavior data to send personalized and targeted offers.

## **VII. OBSTACLES AND SOLUTIONS**

### **1. Obstacles to Soft Skill Training**

Soft skills are the foundation, but they are often considered abstract by MSME actors.

- a. Mindset Barriers: Many business actors feel that soft skills (such as communication, leadership, or time management) are not as important as technical skills or money capital.
- b. Difficulties in Time Management: MSME actors are usually "single players" (owners as well as operators). It is difficult for them to leave their daily operations to take part in time-consuming training.
- c. Cultural Barriers & Habits: Changing old habits of interacting with customers or employees often triggers internal resistance.

### **2. Product Development Constraints**

The challenges in this phase usually have to do with standardization and execution of ideas.

- a. Access to Market Research: MSME actors often make products based on "feelings" (intuition), not field data, so the products produced are sometimes less relevant to the actual market needs.
- b. Prototype Limitations: The cost of trial and error of a new product is considered expensive. They are often afraid of failing at the beginning so they do not dare to innovate.
- c. Standardization & Certification: Difficulties in maintaining product quality consistency and taking care of legality (such as BPOM, Halal, or IPR) that are often considered complicated and bureaucratic.

### **3. Digital Marketing Obstacles**

This is the area with the most pronounced digital gap.

- a. Digital Literacy Gap: Ignorance of how social media algorithms work, how to read analytics data, or how to run effective paid ads (Ads).
- b. Content Limitations: MSMEs often struggle to produce aesthetically pleasing visual content (photos/videos) consistently due to lack adequate tools or dedicated creative teams.
- c. Communication Management (Chat): Difficulty managing the flood of incoming messages or providing a quick response consistently, which ultimately leads to lost sales.
- d. Marketing Costs: Limited budget to compete with big brands in terms of cost per click (CPC) or using influencer services.

**After the presentation, a Q&A was conducted between the speakers and the trainees**

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Sofiyan et al

## ACTIVITY DOCUMENTATION

### Day 1 Bandar District



### Day 1 Bandar Masilam District





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Sofiyan et al

## Day 2 Bandar District



## Day 2 Bandar Masilam District





# SKILL DEVELOPMENT TRAINING FOR MSME ACTORS IN BANDAR AND BANDAR MASILAM DISTRICT, SIMALUNGUN REGENCY

Sofiyan et al

## Day 3



## Day 3

