



The Use of E-Marketing Tools as Marketing Efforts For MSME Products In Hariara Pohan Tourist Village, Samosir Regency, North Sumatra Province

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ABSTRACT

Holbung Hill is one of the more fascinating tourist destinations in Samosir Regency, North Sumatra and located in Hariara Pohan Tourist Village. This Village has several village mainstay products, or Micro, Small, and Medium Enterprises (MSME) products, which are made directly by the local community and then used as souvenirs typical of Hariara Pohan Village. These products are Sasagun Snack (rice flour mixed with coconut and then roasted with brown sugar or just simple white sugar), Tipa-tipa Snack (Comes from young rice seeds, known as a typical Batak cereal), dodol sticky rice, and Bandrek Mallatam. These MSME products are still infrequently promoted through digital media (e-marketing). Researchers are interested in conducting a study and finding the obstacles or causes of Hariara Pohan Tourism Village MSME product underpromotion on social media accounts in Hariara Pohan Village, Samosir Regency. This research method uses a qualitative research and data was collected through direct interviews and observation with MSME actors, local communities, and Hariara Pohan Village administrators and officials. The result of this research is the obstacles faced by the local communities as MSME actors in Hariara Pohan Village in using e-marketing as a marketing medium are due to several things, such as: lacking of digital skills and human resources, minimal understanding of technology, limited budget for marketing, limitations access to the internet, local communities are still lacking in understanding the target market.

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INTRODUCTION

A tourist village is an area in the form of a rural environment that has tourist attractions based on local wisdom, such as customs, culture, and natural riches, which have uniqueness and authenticity in the form of a typical rural atmosphere. The concept of developing a tourist village According to I. Pitana (2009), tourism development will directly touch and involve the community, thereby bringing various impacts to the local community, which can be positive or negative. Holbung Hill is one of the more fascinating tourist destinations in Samosir Regency, North Sumatra. Currently run by the Village-Owned Enterprise (BUMDes) Dolok Holbung Sipege Business Unit, Holbung Hill is situated in the Indonesian province of North Sumatra, specifically in Hariara Pohan Village, Hariara District, Samosir Regency, and North Sumatra Province. A hill near Lake Toba's border is called Holbung Hill. One of Samosir Regency's most beautiful spots is Holbung Hill. Both the size and attractiveness of these hills are comparable; Holbung Hill offers a tranquil and lovely natural setting in addition to views of Lake Toba and the imposing Mount Pusuk Buhit.

In addition, Holbung Hill, coffee, avocado, and rice field irrigation plantations are among the stunning natural landscapes that may be appreciated. In addition, there's the Sarcophagus from the King of Simarmata's Tomb and the Bolon traditional home. Goats, buffaloes, and livestock abound in Hariara Pohan Village. Naturally, Holbung Hill is a unique attraction for travellers to visit, and as a result, it has gained popularity as a tourist destination due to its lovely and plentiful tourism potential. Another enjoyable experience for visitors is spending the night in a traditional Bolon house homestay in Hariara Pohan Village. In addition to the reasonable cost of lodging, visitors can sample the cuisine of the Toba Batak tribe, which includes dishes like Napi Nadar Chicken, Arsik Tilapia Fish, Saksang, Andaliman Sambal, and Tuak beverages.

Hariara Pohan Village has won multiple honours as a tourist village and is classified as an Advanced Tourism Village in addition to having exceptional natural tourism potential. The fact that Hariara Pohan Village recently placed among the Top 75 villages for tourism in the Indonesian Tourism Village Award (ADWI) 2023 and took second place in the ADWI 2023 category for Best Homestay and Public Toilet. In line with that, Hariara Pohan Tourism Village also has several village mainstay products, or Micro, Small, and Medium Enterprises (MSME) products, which are made directly by the local community and then used as souvenirs typical of Hariara Pohan Village. These products are Sasagun Snack (rice flour mixed with coconut and then roasted with brown sugar or just simple white sugar), Tipa-tipa Snack (Comes from young rice seeds, known as a typical Batak cereal), dodol sticky rice, and Bandrek Mallatam.

Marketing is a social and management process in which individuals and groups gain what they require and desire by creating, marketing, and exchanging valuable things with others (Kotler, 2005). After all, marketing is the process by which producers and consumers exchange goods and services. Understanding consumer requirements and aspirations and how they need to be met by products and services is part of marketing operations. In order to guarantee customer happiness, companies seeking to succeed in their marketing efforts must have ideas, perceptions, and insights (Moech Nasir, 2008). This means that the company or organization does not only focus on achieving high sales but also on customer satisfaction. E-marketing is classified into multiple classifications, one of which is electronic commerce, or e-commerce. This business strategy is classified into three categories based on product sales: (a) Business-to-consumer (B2C) refers to direct sales to consumers. (b) Business-to-business (B2B) is a sales procedure that occurs

between companies. (c) Consumer-to-consumer refers to a sales process in which one consumer sells to another consumer, sometimes known as a reseller (Hasan, 2013). According to Kotler and Armstrong (2008), electronic marketing (e-marketing) is a form of business for companies to market goods and services and build relationships with consumers through online internet media. This form of internet marketing is a site that can be accessed by everyone with a very large reach on a computer network with various different types of people and from various countries into large information container on a computer network.

According to Hariara Pohan Tourism Village social media, these MSME items are still infrequently promoted through digital media (e-marketing). Hariara Pohan Tourism Village uses Instagram (@HariaraPohan.village). The Hariara Pohan Village Instagram account simply promotes the village's tourism attractions, as well as other attractions or ordinary local activities only. As a result, researchers are interested in conducting a study and finding the obstacles or causes of Hariara Pohan Tourism Village MSME product underpromotion on social media accounts in Hariara Pohan Village, Samosir Regency. However, currently, the use of e-marketing in marketing media for MSME products in Hariara Pohan Village has not been implemented optimally, therefore this study seeks to determine how to promote or market MSME products, particularly through e-marketing.

METHODS

The method used should be accompanied by references; the relevant modification should be explained. The procedure and data analysis technique should be emphasized in a literature review article. The stages and analysis of the research must be explained in detail. This research method uses a qualitative research paradigm, namely research that addresses research objectives through various techniques that allow researchers to provide interpretations of phenomena of interest without depending on numerical measurements (Zikmund et al., 2012). Data was collected through direct interviews with MSME actors, local communities, and Hariara Pohan Village administrators and officials. Apart from that, the observation method is also used, namely a systematic process that records actual behavioural patterns of people, objects, and events that occur (Sugiarto, 2017). In this research, observations will be carried out by direct observation, namely direct efforts to observe and record what happens naturally in objects. Then data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organising data into categories, describing it into units, synthesising it, arranging it into patterns, and choosing what is important and what is not. will be studied and conclusions drawn so that it is easy for oneself and others to understand in the form of a digital marketing strategy based on the strategy theory for making digital marketing plans (Sugiyono, 2015).

RESULTS AND DISCUSSION

Hariarapohan Village is one of the communities in the Lake Toba area that has an abundance of natural resources as well as Batak cultural traditions. Hariarapohan Village is located in Hariar District, Samosir Regency, North Sumatra Province. Holbung Hill, coffee plantations, avocado plantations, and rice field irrigation are all examples of beautiful natural landscapes that can be enjoyed. Along from it, there is the Bolon traditional home and the sarcophagus from the Tomb of the King of Simarmata. Hariarapohan Village has a large population of cattle, buffalo, and goats, which are used as a tourist attraction, including buffalo

bathing. The village's main attraction is Holbung Samosir Hill, which offers natural views of the stunning Toba caldera environment. Holbung Samosir Hill in Hariara Pohan Village is a village-owned business (BUMDes). Holbung Hill is popular among both local and international tourists who want to camp or simply enjoy its beautiful natural scenery. Tourists who want to enjoy its natural beauty must climb up and down multiple stairs before taking the path. Aside from that, there are open spaces for camping. Tourists spend an entrance fee of IDR 5,000 per person, while parking costs IDR 5,000 for motorcycles and IDR 10,000 for vehicles.



Picture 1. "Bukit Holbung Hariara Pohan", Samosir (Holbung Hill)

Source: Jadesta.com

Potential of MSME Products in Hariara Pohan Tourism Village

Hariara Pohan tourist village has several MSME products, one of which is the subject of of this study: items from "UMKM Pondok Tani," which is managed directly by Mrs. Derlina Sihotang. MSMEs have been in operation since 2017, but due to the COVID-19 pandemic, MSMEs' output and sales decreased in 2021, along with the extinction of Indonesian tourism at that time, which caused a decrease in tourist visits to the Hariara Pohan Tourism Village. Apart from being souvenir products from the Hariara Pohan Tourism Village, these MSME products have also been marketed at minimarkets, Silangit Airport, and in cooperation with the Cooperative in terms of selling Hariara Pohan Village MSME products by a consignment system. The products are food: Sasagun, Tipa-tipa, and Dodol Sticky. and the beverage is Bandrek Mallatam.

1. Sasagun (Rice Flour with sweet tase)

Sasagun, an ancient Batak snack. This meal is made from toasted rice flour, coconut, and palm sugar. Sasagun typically white and in powder form. This meal typically contains tastes such as durian, pineapple, or peanuts. This MSME Sasagun product is available in a single pouch size. The product costs Rp. 10,000 and has an expiration date around 4-5 months because it contains no preservatives. Ziplock plastic packaging is used, that comes with name labels, product descriptions, a halal label, and a product date of expiration labels.

2. Tipa – Tipa (Batak Traditional Cereal)

Tipa-Tipa is a snack made from young rice. Tipa: Tipa is a typical Samosir culinary dish; the meaning of tipa itself is "pounded repeatedly." This describes the process of making this food. Young rice is dried in the sun for 2–3 days, then roasted, and then immediately pounded while hot. Tipa: Tipa is also often known as a typical Batak cereal. This food can be eaten directly by adding salt and sugar, or you can mix it with milk or make it into porridge. Tipa-Tipa MSME products are sold in the same packaging as Sasagun products. Using small Ziplock plastic packaging with the same selling price, namely IDR 10,000 with an expiration time of 4–5 months. This MSME product has a product sticker and also has a halal label and an expiry label.



Picture 2. MSME Products of Hariara Pohan Village

Source: Researcher Documentation

3. Bandrek Mallatam (Traditional Beverage in Powder)

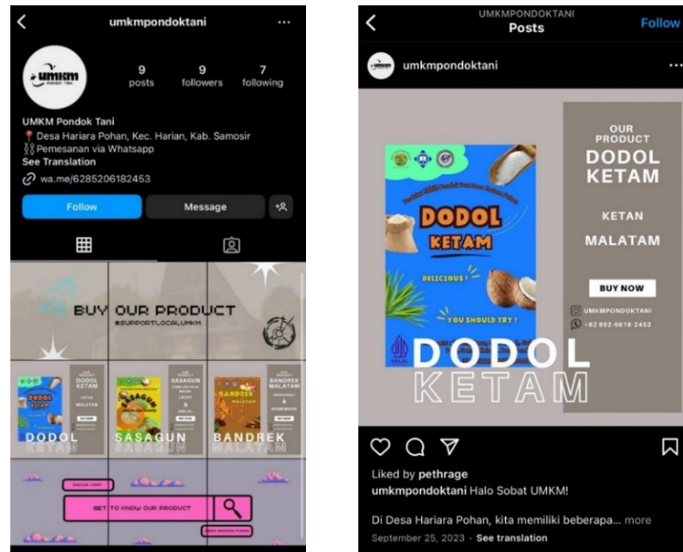
Bandrek is a traditional drink, including in the Hariara Pohan tourist village. Bandrek powder, typical of Hariara Pohan Village, is made from red ginger, pandan leaves, sweet skin, cloves, cardamom, lawang, white sugar, and brown sugar. The process of making bandrek powder is done at home without using special tools. The price of this mallatam powder bandrek product is IDR 15,000 in small black zip-lock packaging. Bandrek Mallatam products also use product name stickers accompanied by halal labels and expiration date labels. This product can last for 5–6 months without using preservatives.

4. Dodol Ketan (Sticky Rice Snack)

Dodol Ketan is a food made from sticky rice flour, coconut milk, brown sugar, and pandan leaves. The UMKM Dodol Sticky Rice Mallatam product is a typical product from Hariara Pohan village using the tagline from Samosir district, namely "mallatam." The product is wrapped in plastic to protect the dodol so that it does not stick to the outer packaging, which is packaged using woven pandan. Because it does not use preservatives, this product only lasts 1–2 months. The selling price of this product is IDR 17,000.

Hariara Pohan Tourism Village currently uses social media to promote and market itself. Instagram ([hariaarapohan.village](https://www.instagram.com/hariaarapohan.village)) is a popular social media platform; however, MSME items are rarely published on social media to introduce them to the general public and potential tourists. The same thing can be seen on one of Hariara Pohan Village MSMEs' Instagram accounts, Pondok Tani MSMEs, which already has one: [@umkmpondoktani](https://www.instagram.com/umkmpondoktani). The infrequent posts of some

MSME products on Instagram give the impression that the account is new. It's also evident that the account has a very small number of followers. The account's poor follower count may be attributed, in part, to its infrequent publishing of content regarding MSME items, which may have contributed to consumer ignorance of these products. The most recent content shared or posted in September 2023 demonstrates this. Other potential contributing factors could be the dearth of information about this Instagram account, which keeps a large number of travellers and individuals aware about the Pondok Tani MSME Instagram account.

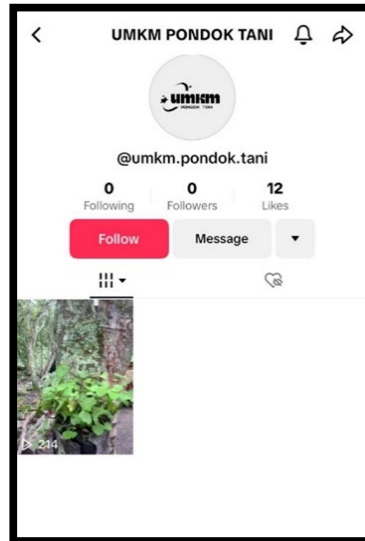


Picture 3. Instagram Feed of “UMKM Pondok Tani”

Source : Instagram: @umkmpondoktani

Obstacles for MSME actors in the Hariara Pohan Tourism Village in Samosir Regency in efforts to promote or market MSME products, especially using e-marketing or digital marketing

MSME actors in Hariara Pohan Village are already using digital marketing. Based on the types of interactions and connections carried out by MSME actors in Hariara Pohan Village, there are two types of interactions carried out, namely profile-based interactions and connections using Whatsapp and Facebook. The second interaction or connection is content-based, using Instagram social media. Based on the types of e-marketing, Hariara Pohan Tourism Village uses e-commerce with a business-to-consumer model, namely that the sales process is carried out directly to consumers. This is in accordance with the results of interviews and observations made by researchers that the Pondok Tani MSME actor (Mrs. Derlina Sihotang) uses Facebook and WhatsApp as social media in terms of direct sales to consumers and tourists who visit the Hariara Pohan Tourism Village.



Picture 4. Tiktok UMKM Pondok Tani

Source: Tiktok.com/@umkm.pondok.tani (2024)

Based on the results of interviews and observations, the following are several obstacles to using social media as e-marketing that occurred at the research location (Harara Pohan Tourism Village, Samosir Regency), as follows:

1. Lacking of digital skills and human resources

MSME actors who lack the necessary skills to handle digital media, particularly social media platforms like Facebook, Instagram, and TikTok, represent a human resource limitation in this situation. Information and ads that are still infrequent and not regularly posted on various social media platforms demonstrate this. In addition, a small percentage of residents of the Hariara Pohan Tourism Village are able to utilise social media and cellphones, which are developing due to the sophisticated capabilities that are available today.

2. Minimal understanding of technology

The MSME actors in Hariara Pohan Tourism Village are still using traditional methods for marketing and promoting their MSME products, such as word-of-mouth. Additionally, their use of digital technology is not optimised because they are not proficient in e-marketing or digital marketing and lack an understanding how these methods relate to the marketing of MSME products.

3. Limited budget for marketing

The MSME actors, who are local people in Hariara Pohan Village, have limited budgets for conducting online marketing. This is because all costs, including business capital, production of MSME products and marketing budgets for MSME products only come from individual or personal funds from each MSME actor. Therefore, there needs to be a budget that is managed wisely to find an efficient marketing strategy.

4. Limitations access to the internet at the village

The struggle of MSME actors in Hariara Pohan Village to get reliable, fast internet access frequently interferes with their ability to effectively use digital and e-marketing based platforms.

5. Local communities are still lacking in understanding the target market

Insufficient understanding of the online target market profile can result in ineffective marketing efforts. MSME players need to understand online consumer preferences and behaviour to adjust marketing strategies. This could be because the target market formed by MSME actors is only tourists or visitors who visit the Hariarapohan Tourism Village. It is unthinkable to attract an online target market other than visitors or tourists who visit the Hariarapohan Tourism Village. Then, because currently the Hariara Pohan Village MSME actors are also collaborating with the Samosir Regency Koperindag, the sale of MSME products outside the Hariara Pohan Tourism Village is assisted by the cooperative using a consignment system, where the cooperative can take MSME products at a basic price from the perpetrator. Hariara Pohan Village MSMEs are then marketed outside Hariara Pohan Village, such as to minimarkets and Lintasit airport, using prices that have been marked up in accordance with the agreement between the two parties.

CONCLUSION

Currently, there are a number of MSME products available in Hariara Pohan Tourism Village, Samosir Regency, these products are : *Sasagun*, *Tipa-tipa*, and *Dodol sticky rice* from the food category and *Bandrek Mallatam* from the beverage category. The maker of these goods is "UMKM Pondok Tani," which is overseen directly by Mrs. Derlina Sihotang, a villager of Hariara Pohan Village. Based on the type of E-Marketing, Hariara Pohan Tourism Village uses the type of e-commerce trading/marketing with the Business to Consumer model, meaning that the sales process is carried out directly to consumers. MSME products in Hariara Pohan Village are already being marketed using several social media platforms, such as Facebook, Whatsapp, Instagram, and TikTok, although the use of these media has not been maximised as a marketing medium for MSME products in Hariara Pohan Village. The obstacles faced by the community as MSMEs in Hariara Pohan Village in using e-marketing as a marketing medium are due to several things, namely: lacking of digital skills and human resources, minimal understanding of technology, limited budget for marketing, limitations access to the internet, local communities are still lacking in understanding the target market.

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