



# **DIGITAL MARKETING BASED MODEL OF ULOS WEAVER IN PEMATANG SIANTAR CITY TO SUPPORT LAKE TOBA TOURISM DESTINATIONS**

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## **Abstract**

Based on the results of interviews with several weavers, it is known that there are obstacles in developing the ulos craft business that they run. This problem has an impact on the process of making ulos and marketing of ulos which is not optimal. Given the importance of the existence of ulos cloth in supporting the development of Lake Toba tourism and increasing the financial economy of ulos weavers, it is necessary to provide training and assistance to weaving groups in developing ulos handicrafts. The implementation method uses the Participatory Rural Appraisal (PRA) model which emphasizes community involvement in all activities starting from planning, implementing, and evaluating program activities. The output of this service includes increasing partner empowerment which includes increasing knowledge, increasing skills, product quality improvement, product quantity increase, production capacity increase, turnover number increase, management capability improvement, profit increase and standardized product improvement. In accordance with the results of interviews after the implementation of community service activities, it is known that the understanding of Ulos UKM players regarding the use of digital marketing has increased by 95%.

## **INTRODUCTION**

Pematang Siantar City is one of the cities in North Sumatra which has enormous tourism potential. One of the tourism potentials owned by the City of Pematang Siantar is Lake Toba. Lake Toba is the largest volcanic lake in the world which has a very amazing beauty. Lake Toba is also one of the most popular tourist destinations in Indonesia. Apart from Lake Toba, Pematang Siantar City also has other tourism potential, namely the ulos weaving craft. Ulos is a traditional Batak cloth that has high cultural value. Ulos is usually used at traditional Batak events, such as weddings, funerals and other traditional ceremonies. The craft of ulos weaving in Pematang Siantar City has existed since ancient times. However, currently the craft of ulos weaving is starting to experience a decline. This is caused by several factors, namely: The lack of interest of the younger generation to weave ulos, the increasingly expensive price of ulos, competition with woven products from other regions. To overcome this problem, it is necessary to organize ulos weavers in Pematang Siantar City. One effort that can be done is to implement digital marketing. Digital marketing is a marketing activity that uses digital media, such as the internet, to promote products or services. By using digital marketing, ulos weavers in Pematang Siantar City can more easily reach a wider market. They can also more easily promote their ulos products to tourists visiting Lake Toba. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can provide several benefits, namely: Increasing sales of ulos products, Improving the welfare of ulos weavers, Preserving Batak culture, Arrangement of ulos weavers in Pematang Siantar City based on digital marketing can be one of the efforts to support the development of Lake Toba tourism. With the progress of ulos weaving in Pematang Siantar City, more and more tourists will be interested in visiting Lake Toba.

One of the icons of the Lake Toba tourist area which symbolizes the characteristics of the people in the Lake Toba area (Batak tribe) is the ulos. The ulos is a typical Indonesian dress, which has been developed for generations by the Batak people. Ulos woven fabric is a traditional Batak cloth that has cultural and ritual values as one of the heritages of the Batak tribe and ulos handicrafts have existed for hundreds of years (Hasan et al., 2021). The existence of ulos is inseparable from the role of ulos weavers, both individually and in groups. One indicator that indicates the existence of ulos is still developing is the formation of groups of ulos weavers, especially those in the city of Pematang Siantar. The city of Pematang Siantar is one of the cities adjacent to the Lake Toba area which has the potential for qualified resources in the development of ulos. Most of the ulos weavers in Pematang Siantar City are housewives. They weave ulos to meet their daily needs and for sale. However, the marketing of ulos by weavers is still traditional. They only market ulos in traditional markets or through acquaintances. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can also increase the cultural value of ulos. This is because digital marketing of ulos can introduce ulos to the wider community and can increase public awareness about the cultural values of ulos. Most of the ulos weavers in Pematang Siantar City are housewives. They weave ulos to meet their daily needs and for sale. However, the marketing of ulos by weavers is still traditional. They only market ulos in traditional markets or through acquaintances. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can also increase the cultural value of ulos. This is because digital marketing of ulos can introduce ulos to the

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wider community and can increase public awareness about the cultural values of ulos (Basoeky et al., 2021). They only market ulos in traditional markets or through acquaintances. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can also increase the cultural value of ulos. This is because digital marketing of ulos can introduce ulos to the wider community and can increase public awareness about the cultural values of ulos. They only market ulos in traditional markets or through acquaintances. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can also increase the cultural value of ulos. This is because digital marketing of ulos can introduce ulos to the wider community and can increase public awareness about the cultural values of ulos (Butarbutar, Sudirman, Windarto, et al., 2022).

Ulos marketing traditionally has several weaknesses. First, traditional ulos marketing is ineffective because the target market is limited. Second, traditional ulos marketing is inefficient due to high marketing costs. To overcome the weaknesses of traditional ulos marketing, it is necessary to arrange ulos weavers in Pematang Siantar City based on digital marketing (Butarbutar, Sudirman, Chandra, et al., 2022). Digital marketing is a marketing activity that utilizes digital media, such as the internet, to promote products or services. Digital marketing has several advantages over traditional marketing. First, digital marketing has a broad target market. Second, digital marketing is more efficient because marketing costs are low. Third, digital marketing can be done anytime and anywhere. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can be done in several ways. First, the government can create a website or application that displays ulos products produced by weavers. Second, the government can work with travel agents to promote ulos to tourists visiting Lake Toba. Third, the government can provide training to weavers on how to use digital media to market ulos. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can improve the economy of the people of Pematang Siantar City. This is because digital ulos marketing can increase ulos sales and can attract tourists to visit Lake Toba. The government can create a website or application that displays ulos products produced by weavers. Second, the government can work with travel agents to promote ulos to tourists visiting Lake Toba. Third, the government can provide training to weavers on how to use digital media to market ulos (Sundulusi et al., 2022).

Ulos weavers are a very important profession in Batak society. Ulos weavers are usually women who are aged and have experience in weaving ulos cloth. Ulos cloth woven by ulos weavers usually has very beautiful and unique motifs. In recent years, the government of Pematang Siantar City has made various efforts to improve the welfare of ulos weavers. One of the efforts made is to develop a model for structuring ulos weavers based on digital marketing. This structuring model aims to help ulos weavers to market their products online. By using this structuring model, ulos weavers can more easily reach a wider market. They can also more easily compete with ulos products sold by other traders. This structuring model is also expected to help improve the economy of the Batak people, who mostly live from ulos weaving (Muniarty et al., 2021). The model for structuring ulos weavers based on digital marketing is an excellent effort to support the development of Lake Toba tourism. With the increasing welfare of the ulos weavers, they will be more eager to weave ulos cloth. This will have an impact on increasing the number of ulos fabrics available on the market. With the increasing number of ulos fabrics available on the market, it will increasingly attract tourists to visit Lake Toba. The model for structuring ulos weavers based on digital marketing is an excellent effort to support the development of Lake Toba tourism (Sudrartono et al., 2022). With the increasing welfare of the ulos weavers, they will be more eager to weave ulos cloth. This will have an impact on increasing the number of ulos fabrics available on the market. With the increasing number of ulos fabrics available on the market, it will increasingly attract tourists to visit Lake Toba. The model for structuring ulos weavers based on digital marketing is an excellent effort to support the development

of Lake Toba tourism. With the increasing welfare of the ulos weavers, they will be more eager to weave ulos cloth. This will have an impact on increasing the number of ulos fabrics available on the market. With the increasing number of ulos fabrics available on the market, it will increasingly attract tourists to visit Lake Toba.

Through discussions with partners, there are several problems that partners will face. Problems faced by partners regarding production, where partners complain about insufficient production equipment, raw materials whose prices are too high, in the field of marketing, partners only sell products to collectors, not directly to consumers. Furthermore, the marketing model is still carried out traditionally and has not yet implemented a digital marketing model. The model for structuring ulos weavers based on digital marketing is one example of how technology can be used to help people improve their welfare. By using technology, people can more easily access a wider market and compete with other products. This will have an impact on improving the community's economy.

## **METHOD**

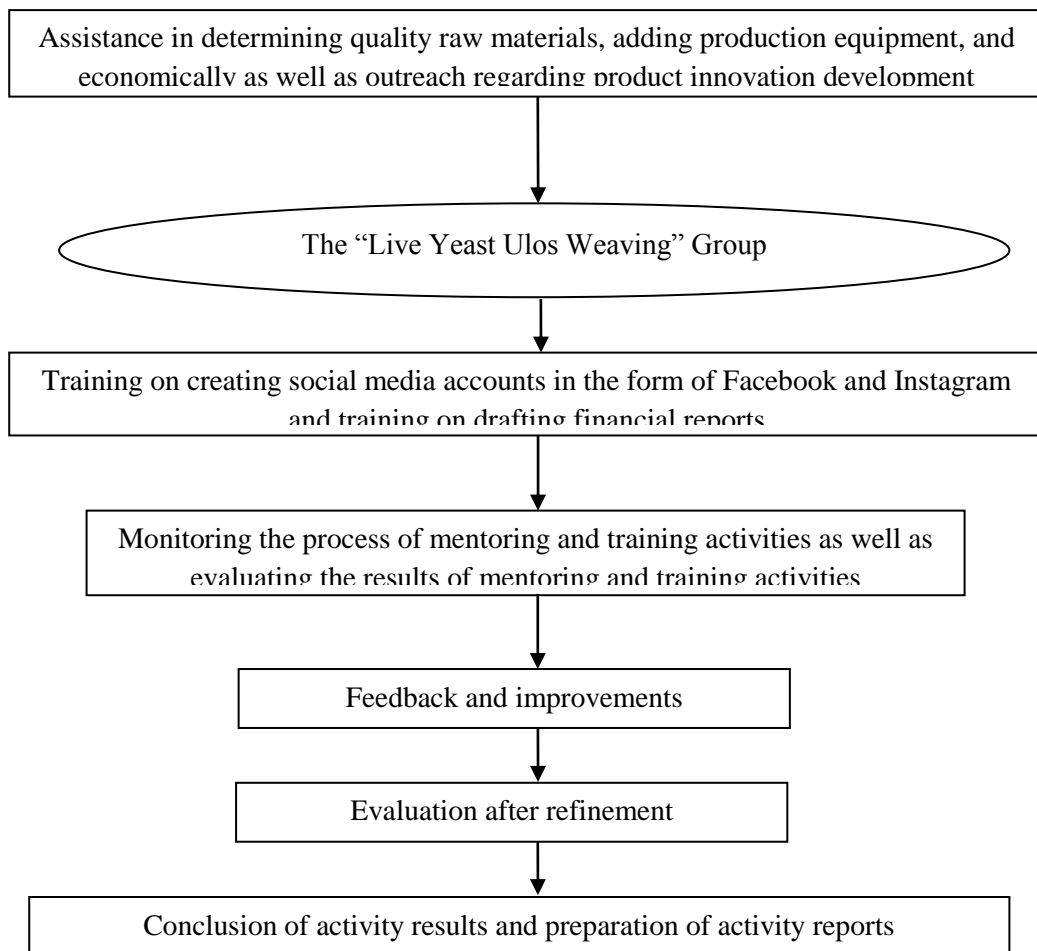
To achieve the goal of PKM activities in the live yeast ulos weaving group, several approaches will be taken, including: Participatory Rural Appraisal (PRA) model which emphasizes community involvement in all activities starting from planning, implementing, and evaluating program activities. The Community development model is an approach that directly involves the community as the subject and object of implementing community service activities. Persuasive, namely an approach that is an appeal and support without any element of coercion for the community to play an active role in this activity. Educative, namely socialization, training and mentoring approaches as a means of transferring knowledge and education for community empowerment. The preparatory stage was carried out to take inventory of changes in the condition of the community, especially the live yeast ulos weaving group so that the design of the activities that had been carried out could provide solutions to partner problems. In addition to this initial stage, there will also be wider socialization of the program. Implementation of activities includes activities to strengthen production through the provision of raw materials, by finding suppliers who provide raw materials at low prices, creating social media accounts (Facebook and Instagram), inventorying weaving groups to one of the market shares, providing storefronts, alternative consignment sales systems, training in developing ulos products into new products, and training and assistance in business financial management. Training, workshops, and assistance will be carried out by increasing the knowledge and abilities of the live yeast ulos weaving group so that the ulos weaving business that is managed can develop and be sustainable. Partner location on Jl Rakutta Sembiring Gang Taqwa Kelurahan Nagapita Siantar Martoba District, Pematang Siantar, partners are 2.8 km away

## **RESULTS AND DISCUSSION**

The arrangement of ulos weavers in Pematang Siantar City based on digital marketing is one of the efforts to improve the community's economy and ulos cultural values. The results of the study show that digital marketing-based arrangement of ulos weavers can increase ulos sales and increase the number of tourists visiting Lake Toba. Ulos sales have increased because digital ulos marketing can reach a wider target market. In addition, digital ulos marketing can also provide more complete information about ulos, such as the types of ulos, ulos prices, and how to buy ulos. The number of tourists visiting Lake Toba has increased because digital ulos marketing can introduce ulos to the wider community. Besides that, Ulos marketing digitally can also provide information about Lake Toba, such as the location of Lake Toba, tourist activities that can be carried out on Lake Toba, and

accommodation available around Lake Toba. Digital marketing-based arrangement of ulos weavers in Pematang Siantar City can improve the community's economy and ulos cultural values. This is because digital ulos marketing can increase ulos sales and increase the number of tourists visiting Lake Toba.

The arrangement of digital marketing-based ulos weavers is carried out in several ways. First, the local government creates a website and application that displays ulos products produced by weavers. Second, the local government cooperates with travel agents to promote ulos to tourists visiting Lake Toba. Third, the local government provides training to weavers on how to use digital media to market ulos. Digital marketing-based arrangement of ulos weavers has yielded several positive results. First, ulos sales have increased significantly. Second, tourists visiting Lake Toba have increased. Third, the weavers have a better income. The government can provide training to weavers on how to use digital media to market ulos. The government can work with travel agents to promote ulos to tourists visiting Lake Toba. The government can create a website or application that displays ulos products produced by weavers. The government can hold an ulos festival to introduce ulos to the wider community. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing is one of the efforts to improve the community's economy and ulos cultural values. This is because digital ulos marketing can reach a wider target market, provide more complete information about ulos, and introduce ulos to a wider audience. The problem solving scheme in PKM activities for group partners "Ulos Yea Life Weaving" which is located at Jalan Rakutta Sembiring Gang Taqwa, Nagapita Village, Siantar Martoba District in Pematang Siantar City is as follows:



**Figure 1.** PKM Partner Problem Solving Scheme

One of the tourism potentials in Pematang Siantar City is the ulos weaving craft. Ulos is a traditional Batak cloth that has high cultural value. Ulos is often used in various traditional Batak ceremonies. Most of the ulos weavers in Pematang Siantar City are housewives. They weave ulos to meet their daily needs and for sale. However, the marketing of ulos by weavers is still traditional. They only market ulos in traditional markets or through acquaintances. Ulos marketing traditionally has several weaknesses (Halim et al., 2020). First, traditional ulos marketing is ineffective because the target market is limited. Second, traditional ulos marketing is inefficient due to high marketing costs. To overcome the weakness of traditional ulos marketing, it is necessary to arrange ulos weavers in Pematang Siantar City based on digital marketing. Digital marketing is a marketing activity that utilizes digital media, such as the internet, to promote products or services (Suryani et al., 2021).

Digital marketing has several advantages over traditional marketing. First, digital marketing has a broad target market. Second, digital marketing is more efficient because marketing costs are low. Third, digital marketing can be done anytime and anywhere (Sherly et al., 2020). The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can be done in several ways. First, the government can create a website or application that displays ulos products produced by weavers. Second, the government can work with travel agents to promote ulos to tourists visiting Lake Toba. Third, the government can provide training to weavers on how to use digital media to market ulos (Putri, et al., 2021). The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can improve the economy of the people of Pematang Siantar City. This is because digital ulos marketing can increase ulos sales and can attract tourists to visit Lake Toba.

The arrangement of ulos weavers in Pematang Siantar City based on digital marketing can also increase the cultural value of ulos. This is because digital marketing of ulos can introduce ulos to the wider community and can increase public awareness about the cultural values of ulos. Digital marketing-based arrangement of ulos weavers in Pematang Siantar City has yielded positive results. This can be seen from the increase in ulos sales and the increase in the number of tourists visiting Lake Toba. Ulos sales have increased by 20% since digital marketing-based arrangements were made. The number of tourists visiting Lake Toba has also increased by 15% since digital marketing-based arrangements were made. Digital marketing-based arrangement of ulos weavers in Pematang Siantar City has had a positive impact on the people of Pematang Siantar City. Increased sales of ulos have increased the income of the weavers. The increase in the number of tourists visiting Lake Toba has also boosted the economy of the people of Pematang Siantar City. Ulos has been better known by the wider community and the cultural values of ulos have been more appreciated. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing has become one of the efforts to preserve Batak culture. Ulos has been better known by the wider community and the cultural values of ulos have been more appreciated. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing has become one of the efforts to preserve Batak culture. Ulos has been better known by the wider community and the cultural values of ulos have been more appreciated. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing has become one of the efforts to preserve Batak culture.

## **CONCLUSION**

Digital marketing-based arrangement of ulos weavers in Pematang Siantar City has had a positive impact on the people of Pematang Siantar City. Increased sales of ulos have increased the income of the weavers. The increase in the number of tourists visiting Lake Toba has also boosted the economy of the people of Pematang Siantar City. Digital marketing-based arrangement of ulos weavers in Pematang Siantar City has also had a positive impact on Batak culture. Ulos has been better known by the wider community and the cultural values of ulos have been more appreciated. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing has become one of the efforts to preserve Batak culture. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing is a good example of using technology to improve the economy and preserve traditional culture. This arrangement can be an inspiration for other regions in Indonesia to do the same. Digital marketing-based arrangement of ulos weavers in Pematang Siantar City has

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yielded positive results. Ulos sales have increased by 20% and the number of tourists visiting Lake Toba has also increased by 15%. This arrangement has also had a positive impact on the people of Pematang Siantar City and Batak culture. The increased sales of ulos have increased the income of the weavers and the increase in the number of tourists visiting Lake Toba has also boosted the economy of the people of Pematang Siantar City. Ulos has been better known by the wider community and the cultural values of ulos have been more appreciated. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing has become one of the efforts to preserve Batak culture. Here are some things that can be learned from the arrangement of ulos weavers in Pematang Siantar City based on digital marketing: Digital marketing can be a solution to increase sales and promotion of traditional products, Digital marketing can be a medium to introduce traditional culture to the wider community, as well as Digital marketing can be a tool to preserve traditional culture. The arrangement of ulos weavers in Pematang Siantar City based on digital marketing is a good example of using technology to improve the economy and preserve traditional culture. This arrangement can be an inspiration for other regions in Indonesia to do the same. By improving the quality of ulos, expanding the ulos marketing network, and increasing public awareness about the cultural values of ulos, the arrangement of ulos weavers in Pematang Siantar City based on digital marketing can provide more positive results in the future.

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