

EDUCATION AND TRAINING: THE MANAGEMENT OF BATAK WEAVING AND DIGITAL-BASED MARKETING AT VOCATIONAL HIGH SCHOOL SMK NEGERI 1 SIPOHOLON IN NORTH TAPANUL

Lustani Samosir¹, Wolter Parlindungan Silalahi², Binur Panjaitan³, Arif Surpi Sitompul⁴

^{1,2,3,4}Institut Agama Kristen Negeri Tarutung, Indonesia

e-mail: silalahiwalter1@gmail.com

Abstrak

Pelaksanaan kegiatan Pengabdian kepada Masyarakat (PkM) ini bertujuan membantu siswa dalam mengembangkan ide manajemen tenun batak serta pemasaran berbasis digital. Kegiatan ini dilakukan melalui pendidikan dan pelatihan yang mencakup materi tentang pemasaran tenun batak berbasis digital. Kegiatan PkM dilakukan oleh tim dari program studi S3 Manajemen Pendidikan Kristen (MPK) Pascasarjana IAKN Tarutung di SMK Negeri 1 Sipohon Kabupaten Tapanuli Utara. Tahapan pelaksanaan meliputi identifikasi kebutuhan pendahuluan, dan rapat koordinasi. Kegiatan dilaksanakan dengan pembentukan kelompok siswa, pemaparan materi, sesi tanya jawab dan pemberian penghargaan. Selama kegiatan berlangsung, peserta diberikan kesempatan untuk berdiskusi, mempresentasikan ide pemasaran tenun batak berbasis digital dari para narasumber, dan berpartisipasi dalam sesi tanya jawab. Siswa-siswi peserta pendidikan dan pelatihan menunjukkan antusiasme yang tinggi dan tampak benar-benar membutuhkan wawasan tentang pemasaran berbasis digital. Terjalannya komunikasi dan kerja sama yang baik antara tim Pengabdian kepada Masyarakat dan SMK Negeri 1 Sipoholon memberikan harapan untuk kerja sama yang lebih lanjut. Dengan demikian dapat disimpulkan kegiatan Pengabdian kepada Masyarakat ini berhasil memberikan manfaat bagi siswa SMK Negeri 1 Sipoholon dalam mengembangkan ide manajemen tenun batak dan pemasaran berbasis digital.

Kata kunci: Pendidikan Dan Pelatihan, Manajemen, Pemasaran, Tenun Batak

Abstract

The implementation of this community service activity aims to assist students in developing ideas for Batak weaving management and digital-based marketing. These activities were carried out through education and training which included material on marketing digital-based Batak weaving. The community service activities were carried out by the doctoral program of Christian education management study program of graduate school IAKN Tarutung at Vocational High School SMK Negeri 1 Sipoholon, North Tapanuli. The implementation stages include the identification of preliminary needs and meetings. The activities were carried out by forming student groups, presenting material, question and answer sessions, and giving awards. During the activity, participants were allowed to discuss, and present marketing ideas for digital-based Batak weaving from the speakers, and participate in a question and answer session. The training participants showed high enthusiasm and seemed to need insight into digital-based marketing.

Keywords: Education And Training, Management, Digital Marketing, Batak Weaving

INTRODUCTION

Vocational high school (SMK) is an educational program that is organized and directly related to the preparation of students for work. Law No. 20 of 2003 concerning the National Education System Article 15 states that vocational education is secondary education that prepares students specially to work in certain fields. Therefore, the main objective of the vocational high school (SMK) is to prepare students to enter the workforce (Kennedy et al., 2022). SMK graduates are expected to be graduates who are ready to work. In the increasingly real competition in the world of work, vocational schools as one of the important role holders in preparing the workforce are required to always be able to keep up with market needs that continue to grow (Mesra et al., 2021).

The reality on the ground shows that the existence of SMK is currently considered to be lacking in preparing its graduates as work-ready workers (Sitompul et al., 2019). Perhaps this is due to the difference in goals between the world of education and the world of industry because schools want students to graduate in a short time, while industry wants graduates to have technical competence as well as good ethics (Nugroho et al., 2021). Thus, the PkM team wanted to share with SMK students to

find out how to make woven fabrics and market them to the community, because the students who were called to the PkM event were students whose parents were weavers. so it is hoped that these students can help their parents to keep up with the times (Kartono & Zulkifli, 2018;Harahap et al., 2019).

In Indonesia, there are many arts and crafts cultures, one of which is the culture of woven crafts that spreads to all corners of the archipelago (Purwaningrum et al., 2022). In Indonesian society, the woven fabric that is produced does not solely function to protect against heat and cold, more than that the woven fabric that is produced has religious, customary and cultural, ethical and aesthetic values (Halim et al., 2021;Aswandi & Kholibrina, 2020). For the people of Indonesia, especially the Batak tribe, making woven crafts has been something that has been done since ancient times, because it is related to physical and spiritual needs (Ginting & Sembiring, 2018). In general, almost all areas in the stone fence village are producers of weaving crafts. Even though they are still in the same area (Wilson, 2023).

Finally, the purpose of implementing this PkM activity is so that students from SMK Negeri 1 Sipoholon and students who were invited from SMAS HKBP 1 Tarutung and students from SMAN 1 Sipoholon can later easily find weaving marketing ideas, be able to develop ideas, and implement ideas.

METHOD

The implementation of community service (PkM) activities at SMK Negeri 1 Sipoholon, North Tapanuli, begins with identifying the needs of PkM objects. After that, the PkM team conducted a preliminary survey at the location of SMK Negeri 1 Sipoholon and a coordination meeting with the teachers and the PkM team to determine the technical implementation of the activities. On Thursday 27th July 2023, PkM activities were held at SMK Negeri 1 Sipoholon. The event began with an opening by the postgraduate director, PkM committee chair, village head and principal of SMK Negeri 1 Sipoholon, refreshment through ice breaking, and the formation of student groups (Prasetyo et al., 2022).

Furthermore, the presentation from the keynote speakers whose materials on market-oriented marketing development of Batak woven crafts based on consumer desires, the process of making and marketing of Batak woven crafts, the government's role in the promotion and development of tourism through the micro, small and medium enterprise sector and the presentation of material on the use of media social media and content creation as a digital marketing effort for Batak weaving handicrafts which were explained by the keynote speakers to the participants (Intan, 2018).

Participants were asked to fill out a satisfaction survey via the Google form link and present ideas from 3 groups of participants who come from different school. There is a question and answer session and discussion which involves the active participation of the participants. At the end of the activity, certificates were given to the participants with the best presentations and the most active participants in the question and answer session. In addition, this community service activity is also published through the social media (Susanti et al., 2022).

RESULT AND DISCUSSION

The implementation of community service activities was carried out through education and training activities on July 27th, 2023 with the theme " Education and training: the management of Batak weaving and digital-based marketing at vocational high school SMK Negeri 1 Sipoholon in North Tapanuli". The core series of community service activities are as follows:

PkM opening ceremony

In this session, 30 students from three different schools participated as participants. Refreshment through ice breaking activities was carried out to encourage students at the beginning of education and training, as well as being used as an introductory session between the resource person and the training participants to create intimacy during the activity. First, the head of the PkM committee opened the event, then continued by the director of the study program, continued remarks from the head of the village and the principal of SMK Negeri 1 Sipoholon. The following is the documentation of this session (Ardiansyah, 2018).



Figure 1. Opening speech by the head of PkM

Explanation of material

The development of market-oriented weaving crafts marketing based on consumer desires

With business management at least have basing on entrepreneurial orientation and market orientation, it can encourage entrepreneurship for the creative industries improve business performance. The better the implementation entrepreneurial orientation and market orientation in business governance then it will be increasing business performance generated. General competitive orientation more simply addressed by the perpetrators business considering the scope of micro business and small tendencies of competition do not so tight even in execution their efforts tend to be mutual help (Alex Ganda Subrata & Darwin Damanik, 2019).

As one example if there is one craftsman who get orders in quantity which is quite large with a time limit narrower than other craftsmen will assist in filling deficiencies order. Even so, business actors keep trying to monitor the activity similar business actors and businesses create a competitive advantage in business fields such as: produce product with good quality, complied order in accordance with the time that has been specified, set a price that compete and others.



Figure 2. First material presentation

Utilization of social media as a digital marketing effort for weaving crafts

Benefits of marketing through social media can build and attract community interest as a marketing medium is the right choice, because of the ability of social media to build and attract public interest. For business people, people will benefit from this because with social media, you can easily attract public interest in the products or services you sell. But that will be easy if the content presented is interesting and right on target. Using social media as a marketing medium gives you access to receive positive and negative feedback from consumers where this information is very valuable as material for future evaluation (Amir & Hendrajana, 2018). When you release a new product, potential customers can directly argue about the product you are selling. This is very profitable for business people. With social media you can get important information about your competitors so you can improve your

marketing strategy. This way, you can analyze what kind of techniques your competitors are using and do better at what they do. You can also use this opportunity to see the strengths and weaknesses of your competitors. Look for competitors or business predecessors who are similar to you then pay attention to what techniques they do and you can make a better marketing strategy than them (Novita et al., 2021).



Figure 3. second material presentation

Process of manufacturing and marketing of Batak weaving handicrafts

Ulos cloth is a typical cloth originating from Indonesia, especially North Sumatra, which is woven with predominance of red, black and white colors, decorated with woven gold, silver or colored beads. Behind the varied colors, making ulos requires a long process. Here are the stages in making ulos. In the early stages, the cotton that has been obtained is then rolled (in Batak society it is called "bebe") so that the cotton expands and makes spinning easier. Then cotton spinning (in Batak society it is called "mampis") with a name called "sorha". Minimum spinning must be done by two people where one person spins the yarn and the other spins the sorha (Semuel et al., 2022).

Furthermore, the thread is colored to obtain red (manubar) and black (mansop). The dyes used are made from various types of leaves which have previously been fermented to produce the desired color, before making ulos, special motifs on ulos are made first using uncolored (white) standard threads tied with a binder consisting of fiber and lemongrass leaves. Threads that have just been added or soaked are usually dull in color, so they need to be fluffed to give a more brilliant impression (Ningsih et al., 2022). Then, the thread is smeared with melted rice and then rubbed with a round brush made of palm fiber. Usually, the threads that have been fowl are somewhat springy in nature and decompose even more after being dried in the hot sun. The thread that has been woven is then strung. Before being strung, the thread is rolled into a ball to make it easier to string (Seran et al., 2019).

The tool used is "anian" which consists of a block of wood on which a short stick is attached according to the size of the desired ulos. after the thread is strung, then the next thread is woven to form a piece of ulos. the final process is the ulos which is decorated with the ulos sign (sirat) which is usually shaped with gorga motifs.



Figure 4. third material presentation

The role of government in tourism promotion through the UMKM Sector

The development of the creative economy or creative industries has paid great attention to the economic sector as a form of government concern for its contribution to building economic growth. The contributions given can provide added value to the employment sector by reducing the unemployment rate, opening business fields, state revenue by paying taxes, and contributing to reducing the poverty rate (Tajuddien & Faroh, 2021). In relation to the woven fabric industry, the problems faced are: there are limited working capital, lack of innovative motives or patterns, and lack of mastery of science and technology as well as lack understanding of marketing strategy. UMKM of woven fabrics in North Tapanuli has a very good potential for development with existing strategies (Siringo-Ringo & Tannuary, 2021).

Business actors as the main actors in the business world have the authority in shaping its business in accordance with expectations, development of the digital world increasingly encouraging the business world to continue to innovate and create more with the hope of being able to provide the best service for consumers (Sinaga, 2022).

CONCLUSION

The conclusion that can be drawn from the implementation of PkM is that the PkM at SMK Negeri 1 Sipoholon has gone as expected, participants are happy with the series of events that have been carried out by the community service team from the graduate school of IAKN Tarutung. The students participating in the education and training were very enthusiastic during this activity. They seemed to really need insight about entrepreneurship, the creative economy, the use of social media, and marketing techniques, especially those related to the creation and development of ulos weaving business ideas. Then, good communication and cooperation was established between the lecturers as academics and SMKN 1 Sipoholon, SMAS HKBP 1 Tarutung, SMAN 1 Sipoholon. This communication and cooperation can encourage the implementation of further cooperation which can be carried out by synergizing the programs of various parties.

Recommendation that can be given for further community service implementation are as follows: (1) subsequent PkM activities should continue with more in-depth and comprehensive training with themes that are aligned with the activities that have been carried out, such as training on digital business marketing ideas through marketplaces and training on how to design product packaging and advertisements, (2) subsequent PkM activities are expected to be able to provide adequate facilities as learning media, such as computer labs, laptops, and other devices.

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