



## UTILIZATION OF SOCIAL MEDIA FOR MARKETING AND PROMOTION USING FACEBOOK IN THE COMMUNITY PARUNG SERAB CILEDUG

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### *Abstract*

The development of Social Media is now very rapid where initially social media is only used as a means of communicating and pulikasi; now it becomes a media that has a broader benefit that makes social media as a means of marketing and promotion, along with the increasing internet users in the world, especially in Indonesia, currently the population of Indonesia becomes the 3rd largest Facebook user worldwide. Therefore Facebook social media becomes one of the marketing and promotional facilities that have excellent prospects today. By utilizing one of the marketplace features that exist on social media, Facebook parung Serab community can do business with minimal capital, unlimited time and reachability that not only reaches the local scale but also reaches the global scale, So this is what concerns us the implementing team to motivate the people of Parung Serab to use Social Media Facebook as a marketing and promotional media, namely by teaching the practical use of social media Facebook, marketing strategies on social media Facebook to how to apply.

**Keywords:** Social Media, Facebook, Marketing, Promotions

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### INTRODUCTION

Nowadays, social media is no longer a medium that is just a relationship, a means of public communication only but has become a medium for doing business and building self-image. Because almost all people from the upper, middle, to lower classes, already have smartphones, people cannot take us seriously if not on social media. The faster the development of social media today can be used as an effective marketing solution because it can be accessed by others anywhere and anytime. Some people in Parung Serab area still do not understand how to market their products on social media Facebook, compared to marketing their products conventionally is certainly less effective. This is because conventional techniques have small marketing hooks and require relatively high operational costs.

Pondok Aren area is an area with a relatively rapid technological advancement but people in Pondok aren who use social media to market. The product at the time of this pandemic is an opportunity for the community to market their products on social media; the primary consideration of the PKM implementation team in conducting community service activities is to look at the urgency of this activity in providing understanding and introduction to the use of social media Facebook is a means to improve the marketing of small and medium enterprises (SMEs) products. Understand the meaning of how vital information technology in doing marketing so that it can develop better. Therefore, the author submitted a proposal entitled "SOCIAL UTILIZATION MEDIA FOR MARKETING AND PROMOTION USING FACEBOOK IN PARUNG SERAB RT 003/01 CILEDUG SUBDISTRICT."

## **METHOD AND PROCEDURES**

Based on observations and interviews of the implementation team in the field, we met some people who still do not understand how to use Facebook as a marketing and promotional media. Some SMEs have the same problem, but some SMEs want to start using Facebook social media as a marketing and promotional media, but the SMEs are hesitant and challenging to start. This community service aims to improve, improve the community economy, and help the community form prospective SMEs and SMEs who are ready to compete, motivative and innovative. Therefore, community service should be directed to activities whose impacts and benefits can be felt in real terms by the community.

In community service activities that the author will do in the community Parung Serab, the objectives of the activities to be achieved:

1. We are reducing the unemployment rate in the Parung Serab community.
2. It is motivating parung serab community in starting marketing and promotion on Facebook social media.
3. Provide practical knowledge of facebook's social media use as a marketing and promotional medium.
4. Provide knowledge of marketing strategies on Facebook social media.
5. We are providing knowledge to the people of Parung Serab in maintaining a business on social media, Facebook

The design of problem-solving community service is a plan about activities that will be carried out when the activities are carried out by the implementation team [6]. Here is the design of problem-solving PKM objects in parung serab community:

1. Opening material introduction to Facebook social media use and online marketing.
  2. Delivery of marketing strategy materials on Facebook social media.
  3. Submission of material to the community Parung Serab in maintaining a business on social media Facebook.
  4. Submission of materials for the use and application of Facebook social media as a marketing and promotional medium.
- a. Closing. The above problem-solving design can change according to the conditions in the field and according to the needs of the parung serab community

## **RESULTS**

Implementation of Social Media Utilization For Marketing And Promotion Using Facebook will be implemented in Parung Serab Rt03/01 Ciledug Subdistrict. Implementation of activities in the form of material exposure will be raised and then question and answer sessions. The composition of the event implementation activities are as follows:

WAKTU	DURASI	ACARA	PELAKSANA
10.00 – 10.20	20	Pendataan Peserta yang Terlibat	Staf / Peserta
10.20 – 10.35	15	Sambutan dan Pembukaan Doa oleh MC	Nurholis
10.35 – 10.45	10	Sambutan Dosen Pembimbing PKM	Agus Suharto, M.Kom
10.45 – 10.55	10	Sambutan Dosen Pedamping PKM 1	Emi Sita Eriana, S.Kom., M.Kom
10.55-11.05	10	Sambutan Dosen Pedamping PKM 2	Imam Hidayat, M.Kom
11.05 – 11.20	15	Pembicara 1 (Pengenalan pemasaran menggunakan media sosial Facebook)	Reza Rizki Romadhon
11.20 – 11.35	15	Pembicara 2 (Manfaat menggunakan media sosial Facebook sebagai media Pemasaran dan Promosi)	Vibra Ikhwan Ramadhan
11.35 – 11.55	20	Pembicara 3 (Strategi mempertahankan pemasaran di media sosial media facebook)	Wawan Ivpani
11.55 – 12.15	20	Break (Istirahat, Shalat,dll)	Panitia dan Peserta
12.15 – 12.45	30	Pembicara 4 (Penerapan Media Sosial Facebook Sebagai Media Pemasaran dan Promosi)	Fazar Azmal
12.45 – 13.05	20	Sesi Tanya Jawab	Staf / Peserta
13.05 – 13.10	5	Penutupan dan Doa oleh MC	Nurholis
13.10 – 13.15	5	Foto bersama (Dokumentasi) Online	Perwakilan Peserta

The documentation of the implementation of PKM online with the title and discussion of the above themes are as follows:

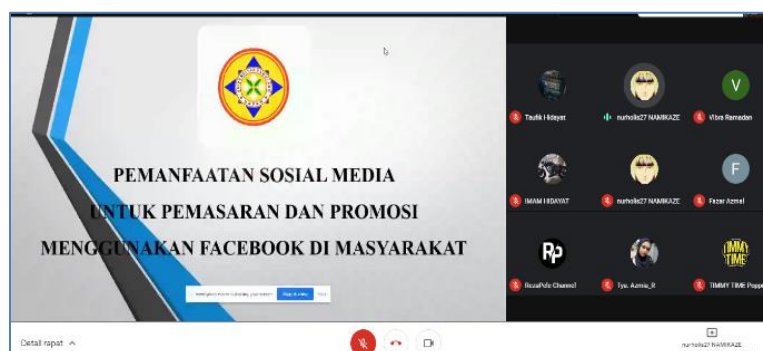


Figure 3.1 Implementation of SOCIAL Benefit PKM Medial Utuk Marketing Using Facebook in Parung Community seranRT 03/01 Ciledug Subdistrict.

## **CONCLUSION**

Although pkm activities are carried out online, this activity requires similar steps, understanding, cooperation, and coordination between the parties in it, let alone carrying out community service that builds Indonesia by doing Community Service in the local area through creative ideas owned. PKM Activities Utilization of Social Media For Marketing And Promotion Using Facebook In Parung Serab Rt 003/01 Ciledug Subdistrict can conclude.

1. Facebook was chosen as a sales promotion media because in addition to being a popular social media platform and social media that already has the development of features that support businesses such as fan page features
2. The advantages of using Facebook are supported by features that help its members, namely fan page so that it efficiently conducts promotions so that support in product marketing and promoting community business is more accessible and better, and SEO
3. The stages of using Facebook by registering Facebook with a personal Facebook account, then creating a Facebook fan page with a name that is easy to remember and interesting, gallery products and company profiles and do optimization fan page, e.g. utilizing Facebook applications for business, e.g. storefront social, Facebook promotions, my Office, meeting rooms and others.
4. To give trust and convince customers must have essential points such as improving the community on Facebook, personalizing facebook more attractive, advertising on Facebook, creating clear messages, simplifying the way and process of purchasing, and others.

In the above PKM activities that have provided themes, materials, directions sharing experiences of various ways and marketing tricks on Facebook, this activity also aims to teach Bachelor of Computer Pamulang University strives to make the best contribution and efforts in carrying out community service activities. Related to the proposal of community service activities can explain to the relevant parties related to the plan that will be carried out at the time pkm activities are conducted in Parung Serab RT03/01 Ciledug Subdistrict.

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