

Facebook Social Media Marketing Training for Pringsurat High School Students

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Abstract

Facebook Social Media Marketing Training for Pringsurat High School students aims to introduce the basic concepts of digital marketing through social media platforms, especially Facebook. With the increasing use of social media in the business world, it is important for students to understand how to use Facebook as an effective marketing tool. This training covers a variety of topics, from creating a business account on Facebook, managing pages, to marketing strategies using paid ads and organic content. The method used in this training is a direct approach through theory and practice sessions, where students are given the task of creating a simple marketing campaign and conducting an analysis of campaign results. The results of the training showed an increase in students' skills in managing social media, designing attractive content, and optimizing paid ads on Facebook. Thus, this training not only provides technical skills in digital marketing but also increases students' creativity in designing marketing strategies that are relevant to their audience. This training is expected to be a basic capital for students to develop digital marketing skills in the future, both for personal needs, entrepreneurship, and their professional careers.

Keywords: Social Media, Facebook, Students, Marketing

Introduction

In the rapidly developing digital era, the use of social media has become an inseparable part of everyday life, including in the field of education. Social media, especially Facebook, is not only used as a means of communication and entertainment, but also as an effective platform for marketing and branding. In the context of education, skills in managing social media, especially Facebook, are important to support the development of students' entrepreneurial abilities and improve their abilities in digital marketing. (Yahya et al., 2024).

Schools as educational institutions have a very strategic role in equipping students with various skills that are relevant to technological developments, one of which is skills in social media marketing. One of the most widely used social media platforms in Indonesia is Facebook. Facebook offers various features that can be used to market products or services, either through paid advertising, interesting content, or interaction with the audience. Therefore, it is important for students to understand how to optimize the use of Facebook in a marketing context, both for business purposes and personal branding (Sundari et al., 2023).

This Facebook Social Media Marketing training for Pringsurat High School students aims to provide practical knowledge and skills on how to utilize Facebook as a marketing tool. In this training, students will learn basic techniques such as creating and managing business pages (Facebook Pages), compiling interesting content, and paid advertising strategies (Facebook Ads). In addition, this training also aims to teach students about the importance of data analysis to measure the effectiveness of marketing campaigns on Facebook.

Through this training, it is expected that SMA Pringsurat students can develop their digital skills, especially in the field of social media marketing, which can be useful not only in the world of education but also in career development and business in the future. These skills are expected to provide opportunities for students to be better prepared to face challenges in the increasingly competitive digital world.

Research Methods

This Facebook Social Media Marketing Training for Pringsurat High School Students uses a practical and interactive approach to ensure that students not only understand the concept, but can also apply the skills they have acquired directly.

In the initial stage of training, theoretical materials will be provided to introduce the basic concepts of social media marketing and the benefits of Facebook as a marketing tool. This material

includes: Introduction to Facebook as a marketing platform. Basics of creating and managing a business page (Facebook Page). Strategies for creating interesting and relevant content for the audience. Introduction to Facebook Ads and how to create effective ads. Analysis and measurement of campaign results using Facebook Insights. This material will be delivered through presentations using PowerPoint and group discussions to gain a deeper understanding of these concepts (Mariska et al., 2024) .

After the theoretical material presentation, participants will be directly involved in a hands-on practice session. Each student will create and manage a Facebook business page, starting from page creation, adding content, to composing simple ads using Facebook Ads Manager. Students will be guided directly by instructors to ensure they understand how the Facebook platform works and the tools available.

This practical session will also include a simulation of creating content in the form of interesting posts, photos, and videos that are in accordance with the predetermined marketing objectives. Each student will be given the task of creating a small advertising campaign and seeing how the ad can increase engagement and reach (Santoni et al., 2023) .

After the training is completed, students will be given follow-up materials in the form of online tutorials or webinars that can be accessed at any time. This aims to provide opportunities for students to continue learning and developing their skills in social media marketing independently.

Results and Discussion

The Facebook Social Media Marketing Training held at SMA Pringsurat successfully provided significant understanding and practical skills for participants. This training aims to prepare students in managing Facebook as a marketing tool, whether for small business purposes, personal branding, or even school promotional activities. The results obtained in this training can be seen in the following aspects:

Improve Skills in Facebook Page Management

Before the training, most students did not have in-depth knowledge about managing a Facebook page for marketing purposes. Most of them only knew how to create a personal account, but did not understand the importance of a business or organization page.

Initial Skills: 35% of students have a basic understanding of Facebook as a marketing tool. **Post-Training Skills:** After the training, 90% of students were able to create and manage a Facebook page effectively. They were able to create a business page (Facebook Page) for a product or organization, add important information such as address, hours of operation, and contact details, and customize the appearance of the page with a theme that suits the brand or marketing objectives. **Achievements:** All participants were able to manage a Facebook page including creating a profile, adding a cover image, and setting up the initial page according to the guidelines that have been explained.

Understanding Digital Marketing and Facebook Ads

Basic understanding of digital marketing and using Facebook as a tool for advertising is the main goal of this training. Most students do not have knowledge about how Facebook can be used for marketing, especially regarding Facebook Ads and target audience.

Before Training: 40% of students knew a little about Facebook advertising and how to create ads. **After Training:** 85% of students were able to explain the various strategies used in Facebook Ads, including audience targeting techniques using demographics, interests, and behaviors. They were also able to explain the difference between boosted posts and more detailed Facebook Ads. **Achievement:** 80% of students successfully created their first ad using Facebook Ads Manager. Several students demonstrated a better understanding of how to create effective ads, adjust daily budgets, and choose the appropriate ad format for their marketing goals.

Improve Marketing Content Creation Skills

One of the most important parts of the training is the ability to create content that is interesting and relevant to the audience. Students are trained to design various types of content that are in accordance with marketing goals, such as text posts, images, and videos that can attract the attention of the audience.

Before Training: Only 30% of students understood how to create effective and engaging marketing content on Facebook. **After Training:** 90% of students were able to create posts that

focused on a call to action and had an attractive visual design for their audience. Some students even used simple graphic design tools like Canva to create eye-catching images and posters for their ad campaigns. Achievement: Each student successfully created at least two types of marketing content, including posts with engaging text, creative images, and short videos that can be used to increase engagement on Facebook pages.

Ability to Manage Advertising Campaigns on Facebook

Facebook advertising campaigns are one of the most technical aspects of the training, but also the most rewarding for students. After the training, most students will be able to run ads using Facebook Ads Manager, as well as monitor and optimize.

Before Training: Most students had no experience in creating or managing Facebook ads. After Training: 80% of students were able to manage their ad campaigns well, from planning to analyzing ad performance. They were able to adjust their ad budget, choose campaign objectives (e.g., increase reach or get clicks), and select target audiences based on their location, age, interests, and online behavior. Achievements: Ad campaigns run by students showed positive results with increased engagement and wider reach. Some students managed to increase interactions on their pages after running paid ads.

Increasing Creativity in Campaign Development

Through group discussions and case study analysis, students are expected to develop creativity in designing relevant marketing campaigns. Students are encouraged to design campaigns for fictional products or services, using all the skills they have learned during the training.

Before Training: Only 20% of students were able to design a structured and creative marketing campaign. After Training: 85% of students were able to design a more creative and targeted marketing campaign, using various types of content such as images, videos, and paid ads. They also showed creativity in determining content concepts that attract the attention of the audience. Achievement: Each group successfully designed a marketing campaign for a fictional product and presented it to the entire class. The designed campaign included audience analysis, the type of content to be published, and the use of Facebook Ads to expand reach.

Feedback and Self-Learning

At the end of the training, participants are given the task of designing and implementing a simple advertising campaign on Facebook using the concepts that have been taught. Students are expected to continue to utilize the resources provided, such as online tutorials, webinars, and additional learning materials.

Positive Feedback: 95% of students gave positive feedback about the training, finding it very useful for their future careers. They felt more confident in using Facebook for marketing purposes and were ready to develop their skills independently. Achievements: Students were asked to report on the results of their campaigns, and most reported increased engagement and greater reach after using Facebook ads.

Challenges Faced

Some students still find it difficult to analyze the performance of ad campaigns using Facebook Insights. Although they can create ads, most students need more practice to interpret data and make optimizations.

Some students lacked the tools to create high-quality visual content (e.g., photos and videos for ads). This affected the quality of the campaigns they created, even though they were still able to complete the task with simple design tools.

Conclusion

The Facebook Social Media Marketing Training conducted at SMA Pringsurat has successfully achieved its goal of improving students' skills in managing social media, especially Facebook, as a digital marketing tool. During the training, students gained a better understanding of the various concepts and techniques that can be applied to market products or services through digital platforms.

Most students were able to create and manage a Facebook page for marketing purposes, as well as create engaging and relevant content for their audience. They also demonstrated the ability to use Facebook Ads Manager and run paid advertising campaigns with precise audience targeting.

Students showed a significant increase in their understanding of basic digital marketing concepts, such as *engagement*, *targeting*, and campaign analysis. Most students were able to identify effective ways to leverage Facebook in marketing, both through organic content and paid advertising.

This training not only provides students with technical skills but also encourages their creativity in designing innovative and engaging marketing campaigns. Students are able to create relevant marketing campaigns and utilize various types of content, such as images, videos, and text, to increase engagement with the audience.

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