

Training Social Media Marketing Instagram at SMK N 6 Kendal

Abdul Rohman ¹

¹Universitas Ngudi Waluyo

Email Correspondence: abdulrohman15@gmail.com

Abstract. Training The aim of Instagram Social Media Marketing implemented at SMK N 6 Kendal is... For give skills practical to student in utilize the Instagram platform as tool digital marketing . In the growing digital era rapid , marketing via social media has become part important in business strategy , especially for generation young people who have ability adaptation fast to technology . Training This covering introduction base digital marketing , creation engaging visual content , as well as use Instagram features such as feed, stories, reels, and IGTV for increase involvement with audience . Students are also taught method analyze performance marketing use tool analytics available on Instagram . With practical and applicable approach , students can direct apply existing marketing strategies studied , as well as to obtain experience in manage business Instagram account . The results of training This show improvement skills student in develop content effective marketing , as well as better understanding Good about method utilizing Instagram for branding and marketing goals product . Training This give contribution important in prepare student For facing an increasingly busy world of work based on technology and digital marketing .

Keywords : Digital Marketing , Instagram, Social Media Marketing, Training , SMK N 6 Kendal.

Introduction

The rapid development of digital technology has changed the way we communicate, interact, and even conduct business transactions. One of the most significant forms of development is the rapid use of social media as a tool for marketing products and services. Instagram, with more than one billion active users each month, is one of the most popular platforms used by individuals and businesses to promote products, expand networks, and build brand awareness. This creates a great opportunity, especially for the younger generation who are more familiar with technology and social media, to use Instagram as an effective marketing tool (Siregar, 2022) .

To prepare SMK N 6 Kendal students to be able to compete in the world of work that is increasingly connected to the digital world, it is important for them to have skills that are relevant to the times. This is where Instagram Social Media Marketing training is important. This training program is designed to provide students with an in-depth understanding of how to use Instagram strategically as a digital marketing tool. Through this training, students will not only learn about the basic theories of digital marketing, but will also gain practical skills in managing Instagram accounts, designing content strategies, and understanding how to interact with audiences effectively (Taneo et al., 2024) .

This training will begin with an introduction to the fundamentals of digital marketing, including an understanding of the basic concepts of marketing, the role of social media in business, and how Instagram can be used as a tool to achieve business or promotional goals. Furthermore, students will be equipped with practical skills in creating engaging content, such as photos, videos, and graphic designs, that are in accordance with Instagram's characteristics and can attract the attention of the target audience. Participants will also learn how to utilize Instagram features such as Instagram Stories, Reels, and IGTV to increase engagement and expand the reach of their content (Saldina & Anjarsari, 2022) .

In addition, this training will discuss data-driven marketing strategies, where students will be trained to use Instagram analytics tools to measure content performance and assess engagement with followers. This is important so that students do not only rely on instinct, but can also make marketing decisions based on data and concrete results. Students will also be taught about the importance of business account management, including how to manage a business profile, interact with the audience professionally, and optimize the use of Instagram ads to achieve broader marketing goals.

Through this comprehensive training, it is hoped that SMK N 6 Kendal students can develop the skills needed to become reliable digital marketing professionals, whether to start their own business or to work in companies that utilize social media as part of their marketing strategy.

This program is also expected to open students' insights into the potential for a career in digital marketing, which is increasingly in demand in various industries.

Research Methods

Training methods Social Media Marketing Instagram at SMK N 6 Kendal is designed in a way interactive and applicable so that students can control skills relevant digital marketing with social media development moment This . Training started with session introduction about the basics digital marketing and the importance of Instagram as a marketing platform . Students given understanding about how Instagram works , including algorithm used , statistics user active , and the potential that this platform has in reach a wider audience area . Stage First This aiming For give description general about Instagram and its position in the world of digital marketing .

Next , training to be continued with theory digital marketing which includes determination target audience , creation strategy content , as well as ways maximize Instagram features , such as feed, stories, reels, and IGTV. Students will taught method to design attractive and appropriate visual content with characteristics audience who wants reachable , and importance consistency in build visual identity on Instagram. At this stage In this , students will also introduced with branding concept and how build image strong brand through content published on Instagram .

After get understanding theory , students direct to practice what has been studied with make business instagram account fictitious . They will designing marketing strategies , creating visual content , as well as make a proper post with the plan that has been compiled . Training This is also equipped with use tool Instagram analytics , where students taught For evaluate performance every posts and understand the data for increase effectiveness of marketing strategy they .

Finally , training ended with session discussion and evaluation , where students can ask and discuss the challenges they face face it during practice . Evaluation This aiming For identify areas that need fixed as well as give bait come back useful constructive For development skills marketing their social media to front of it . With structured method This , it is hoped that the students of SMK N 6 Kendal will not only understand theory digital marketing , but also capable apply it in practice real For increase skills entrepreneurship and power competition them in the digital world.

Results and Discussion

Result of training Social Media Marketing Instagram at SMK N 6 Kendal shows improvement significant in understanding and skills student about digital marketing . After follow training , students No only own more knowledge in about the basics marketing via Instagram, but is also capable apply concepts the in practice . The students can make business Instagram account , designing marketing strategies , and generating interesting and appropriate content with their target audience . They also learn utilise various Instagram features , such as feed, stories, and reels, to increase engagement and engagement attention follower .

In addition , training this also works increase ability student in manage Instagram account in professional , start from making content until proper posting scheduling . With learning about Instagram analytics , students can measure and evaluate effectiveness campaign marketing them , so that can make decision data based for increase performance account business them . Through session practice directly , students to obtain experience in optimize available features For reach objective desired marketing , both That For introduce product , build brand , or increase engagement with audience .

In general overall , training This No only give skills technical in using Instagram as tool marketing , but also equipping student with understanding strategic about method building and managing brands digitally . In the future , students expected can implement skills This in business they Alone or For help business small and medium enterprises (SMEs) in digital marketing .

Discussion

Training The Instagram Social Media Marketing provided at SMK N 6 Kendal has... significant impact to ability student in utilizing social media platforms For objective marketing . One of the aspect important things to discuss in training This is How utilizing Instagram as effective tool For promote product or services . With amount users who continue growing , Instagram offers opportunity big for generation young For involved in the world of digital marketing , well That For build brand personal , selling product , or build connected community with interest certain .

One of strength main from training This is approach practical and applicable . Through learning directly , students No only to obtain knowledge theory about digital marketing , but they

are also involved in creation and management business instagram account they itself . This process allow student For direct apply theory marketing that has been studied , such as making attractive visual content and determining appropriate marketing strategies with target audience . Training this also gives chance for student For Study from error they , for example through evaluation results posts that have been done and seen the impact to involvement follower .

During training , students are also introduced to various Instagram features that support marketing , such as Instagram Stories, Reels, and IGTV, which are increasingly popular among platform users . Every feature This own different advantages in matter interaction and reach audience . For example , Instagram Stories allows follower For see content in a more informal and temporary format , whereas Reels provides chance for student For create more creative videos long and more interesting attention audience . With utilise Features this , students can Study How adapt type content created with objective marketing they .

In addition , learning about Instagram analytics becomes very important part in training This . Students No only taught method make content , but also how measure performance every Posts through data provided by Instagram. Understanding about metric such as engagement rate, reach, and impressions provide student more insight in about what works and what needs to be done fixed in marketing strategy them . With existence knowledge this , students can make more decisions informed in management their Instagram account in the future .

However , even though training This give various benefits and skills practical , challenges faced is ensure that student can Keep going develop ability they are outside training . The world of digital marketing is very dynamic , and platforms like Instagram continue to develop with Features new that is needed understood and utilized with good . Therefore that 's important for school For provide chance more carry on for student For follow development of the digital world, both through training advanced or project real involving marketing via Instagram.

In general overall , training This Instagram Social Media Marketing succeed give student highly relevant skills with the needs of the digital world today This . Training This No only increase ability technical students , but also develop skills strategic that can they apply in various fields , including business , entrepreneurship , and marketing . In the future , training like This will Keep going become important in prepare generation young For face challenges and opportunities that exist in the digital era.

Conclusion

Training Instagram Social Media Marketing which was implemented at SMK N 6 Kendal provided... significant benefits for improvement skills student in utilizing social media platforms For objective marketing . Through practical and structured approach , students No only understand theory base digital marketing , but also direct apply knowledge the in making content , marketing strategy , and management business Instagram account . With provisioning skills this , students can develop ability they For utilizing social media as tool effective promotion , which is highly relevant with development an increasingly growing industry focused on digital marketing .

In addition , training this also works equip student with ability For analyze and evaluate performance campaign marketing they through tool analytics available on Instagram . Capabilities For measure effectiveness content and marketing strategy would be very useful for interested students For career in the field digital marketing or even start business they by yourself . In overall , training This give contribution positive in prepare students of SMK N 6 Kendal for face the challenges of an increasingly digital and internet-based world of work technology .

Reference

- Saldina, I., & Anjarsari, N. (2022). Penerapan Digital Marketing Di Instagram Dalam Meningkatkan Pemasaran Pada Toko Kue Nak Mbarep Di Kepatihan Tulungagung. *Jurnal Mahasiswa Akuntansi UNITA*, 2(2), 106–115.
- Siregar, H. (2022). Analisis Pemanfaatan Media Sosial Untuk Efektifitas Komunikasi. *Pancasila: Jurnal Keindonesiaan*, 1.
- Taneo, D. R., Eka, S., & Ratu, P. R. A. (2024). Persepsi Peserta Didik Terhadap Penggunaan Teknologi Pembelajaran Pada Mata Pelajaran Seni Budaya di Sekolah Menengah Kejuruan Negeri 2 Kupang. *Metta: Jurnal Ilmu Multidisiplin*, 4, 132–143.
- Astuti, R. D. (2021). Pemasaran Digital melalui Media Sosial: Panduan Praktis untuk Pemula. Yogyakarta: Penerbit Andi.

- Fadillah, N. (2022). Strategi Pemasaran di Era Digital: Memanfaatkan Instagram untuk Bisnis. Jakarta: Penerbit Elex Media Komputindo.
- Kurniawan, A. (2020). Digital Marketing: Strategi dan Implementasi di Era Teknologi. Bandung: Penerbit Alfabeta.
- Sari, A. (2021). Instagram Marketing: Membangun Brand dan Bisnis melalui Media Sosial. Jakarta: Gramedia.
- Sugiono, H. (2022). Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Wibowo, S. (2021). Meningkatkan Pemasaran UMKM dengan Instagram dan Digital Marketing. Surabaya: Penerbit Unair Press.
- Yulianto, B. (2022). Pemasaran Konten di Media Sosial: Panduan untuk Bisnis di Instagram. Malang: Penerbit UB Press.