

## Simple Digital Marketing Training for Students of SMA N 1 Getasan

Jaya Ramadaey Bangsa<sup>1</sup>, Setya Indah Isnawati<sup>2</sup>, Abdul Aziz<sup>3</sup>, Mayandha Zulfa Poetry<sup>4</sup>,  
Yunita Tri Arfiani<sup>5</sup>

<sup>1,2,3,4,5</sup>Universitas Ngudi Waluyo

Email Correspondence: jayaramadaeybangsa@unw.ac.id

**Abstract.** Use Social Media No only used for do communication with colleague or brother. Social Media in general can used for carry out the marketing process or promotion a brand or product. Facebook is one of the social media that can used For do digital marketing because user facebook very much big in Indonesia. Digital Marketing Training is conducted by the PKM team at SMA N 1 Getasan Semarang Regency is taking place with fluent and students Already can know benefits and features on facebook. Students Already can upload their respective products on the Facebook marketplace account they.

Keywords: Simple Digital, Marketing, Students

### Introduction

Digital marketing is one of the sales strategies online which is the sales process done online through internet network. Online sales are system sale Where seller and buyer No meet in a way direct in the transaction process. Transaction done without look at advance via website or accessible applications through device electronics and the internet (Haryadi et al., 2021) . Digital marketing is one of the marketing media that is widely used in demand by the community for support various activities carried out (Pradiani, 2017) .

According to research conducted by (we are social, 2021) states that There are 201 million internet users in Indonesia. Of the 201 million people who access the internet, 167 million people use social media. Users highest social media that is occupied at the level age 18-24 years. Purpose of using social media in general is for can connected with colleague or family, spending time free time and see inspiration. Facebook is one of the social media is at ranking third in use access after Google and YouTube. People access Facebook around 14 hours 36 minutes per person per month.

Facebook is one of the easiest social media used for do sale online, because the market can reachable Enough extensive and is also used by the majority of Indonesian society. The community service team to the community to carry out PKM at SMA N 1 Getaasn and focus on training student For do simple digital marketing practices using social media platforms facebook .

### Literature review

#### Digital Marketing

Technology and information growing very rapidly and very influential to Community life and sectors entrepreneurship. Digital marketing is often also known as campaign in the online world (internet) (Sanjaya, 2013) . Digital marketing is one of the efforts to market A product through the digital world or normal also known as the internet. Companies or organization even individual own a number of social media with get interesting and desired information. One of the goal of digital marketing is For reach candidate consumer and also potential consumers . (Geralda & Kasih, 2020 ) .

Digital marketing is activity marketing with utilizing the internet and devices connected hardware. Digital marketing makes it easy for do evaluation to activities carried out by the organization and also individual. With With the existence of digital marketing, it is hoped that can to form interest user for make purchasing decisions. With the existence of digital marketing , this method marketing traditional start abandoned (Sanjaya, 2013)

#### Social Media Marketing

Social media marketing is one of the digital marketing activities that can carried out by the Company or individual. Every social media can use For do marketing (Geralda & Kasih, 2020) . For operate social media marketing, there are five important things run (Sammis et al., 2015) that is : Knowing what platform is most suitable for used, Make content, Do uploads in a way consistent, Interac, Do evaluation

## Facebook

Facebook is one of the social media that is quite popular and has been around on the internet for quite a long time. Facebook has a number of feature Featured like profile personal, groups, pages and marketplace. Facebook marketing is activities carried out with marketing that uses account facebook . Facebook marketing is done with method interesting consumers potential .

## Results and Discussion

PKM activities are carried out with give training digital marketing with social media platform facebook . SMA N 1 Getasan located at the foot of the mountain Merbabu in Semarang Regency . Training process This followed by students of SMA N 1 Getasan and several teachers . This PKM activity aiming For can direct student For can utilise Features Facebook's featured for market products . Activities This done as following :

Do explanation theory

The PKM team provides explanation What that's what it's called with digital marketing, the importance of digital marketing, opportunities in digital marketing

Do explanation about Facebook

The PKM team provides explanation about Facebook and existing features.

Do explanation marketing via Facebook

The PKM team provides explanation about market product through page, group and facebook marketplace

Do practice Marketing Via Facebook

The PKM team accompanies student do marketing products owned via Facebook Marketplace with channel: Uploading Photo product, Give title or product brand, Give choice goods used or new

- a. Give description product
- b. Give information contact that can contacted
- c. Determine location

Training walk with fluent in giving materials and practices in a way directly. Students start upload products owned such as flower bucket, snack buckets, used motorcycle spare parts , etc.

## Conclusion

Based on implementation of PKM which has been done, can concluded that activity training related with digital marketing for students of SMA N 1 Getasan walk with smooth and able followed very well by the students. The training process followed with great enthusiasm by students of SMA N 1 Getasan along with some teachers. some student new know Features the featured ones on social media Facebook and at the moment This Already can use it.

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