

# SOCIAL MEDIA MARKETING EDUCATION THROUGH COUNSELING AT THE LEARNING ACTIVITY CENTER FOR THE NATION'S SUCCESSOR COMMUNITY

Arum Mutiara Atikah<sup>1</sup>

<sup>1</sup>Department of Non-Formal Education, Faculty of Teacher Training and Education, Banten-Indonesia

email correspondence: [2221220074@untirta.ac.id](mailto:2221220074@untirta.ac.id)

## ABSTRAK

The era of digitalization requires the public, especially students at the Community Learning Activity Center (PKBM), to utilize information technology, one of which is marketing through social media. However, not everyone can use social media for online marketing, one of which is students studying at PKBM Penerus Bangsa. Therefore, students collaborate with PKBM Penerus Bangsa to provide outreach regarding social media marketing via TikTok and Shopee. The aim of this research is to provide education on the use of information technology, especially social media as a marketing promotion medium, develop skills and creativity and increase the potential that students already have in utilizing the TikTok and Shopee applications for their business needs. This counseling provides an introduction to the features in the Shopee and TikTok applications and how to use them. This counseling is held with the hope that students will become more competent and improve their skills and abilities in managing their business to compete in the world of work. The subject and place of this research are learning residents at PKBM Penerus Bangsa. The methods used in this research are observation, interviews, documentation, and providing counseling about online media marketing. Data analysis techniques use data condensation, data display, verification and conclusions. The results of the research show that students have experienced changes in several aspects, including knowledge of the features on Shopee and TikTok and how to use them. In conclusion, the use of social media in marketing can provide significant benefits, such as improving the economy with the results of marketing products online that can reach the whole world.

**Keywords:** *Education, Counseling, Marketing, Social Media.*

## INTRODUCTION

Information technology develops rapidly every year, marked by increasingly sophisticated technology that can influence society in everyday life. Information technology is a technology that is able to assist in conveying information concisely and accurately. This makes it easier for people in the marketing sector because just by ordering using a gadget, the goods ordered can arrive at the specified time. Therefore, sellers are competing to market their products through technology because it is easy to attract buyers just by providing discount promotions, free shipping (postage), cashback, and even massive flash sales in order to get profits with capital back. The use of information technology is used properly so that it does not become a boomerang if misused (Tanzil et al, 2023). According to Kotler and Keller in Djoyo (2023) Marketing is a way to promote and manage the products produced so that customers get product prices that match the quality and sellers make a profit from selling these products. Marketing in Indonesia is undergoing a transformation simply by using technology and changing the shopping and payment culture which was previously done face-to-face to online and cashless payments. The media used to promote products is usually known as social media.

Social media is used as a long-distance promotional medium both at home and abroad. The benefits of social media today are not only as a long-distance communication tool but also for selling various kinds of products to people who cannot reach their merchandise directly. According to Setyanta (2022), social media is a very useful and effective tool and platform in online marketing because it can reach the whole world. There are various kinds of social media, such as Facebook, Twitter, Tiktok, Instagram, and so on. According to Damayanti & Gemiharto in Nufus (2022) the TikTok application is ranked in the top 10 in the world in terms of the most popular free applications on the Google Play Store, including in China, Korea, especially in Indonesia. Therefore, TikTok has become one of the social media that is popular with the whole community. Apart from that, not only social media is used

for marketing, but websites and e-commerce are also platforms for sales. Several types of e-commerce currently exist in Indonesia, such as Tokopedia, Shopee, Lazada, Bukalapak, and so on. Initially, TikTok was only used as social media to disseminate information and entertainment through uploaded videos. The TikTok shop feature appeared on April 17 2021 which is used as e-commerce that reaches sellers, buyers and creators in shopping via comfortable and fun social media. However, the TikTok shop was closed on October 4 2023 in Indonesia due to Minister of Trade Regulation (Permendag) No. 31 of 2023 which was announced at the end of September. One of them regulates the prohibition of social media from becoming an e-commerce platform and only allows it to offer and promote its products. In mid-November, TikTok was looking for collaboration to revive the TikTok Shop. Finally, on December 12 2023 the TikTok shop reopened by collaborating with PT GoTo Gojek Tokopedia (GoTo) through the Tokopedia business which is still running smoothly.

Social media other than TikTok used in the marketing sector is Shopee which directs directly to the website or application. Shopee was founded in Singapore in 2015 and eventually expanded to neighboring countries such as Thailand, Vietnam, Indonesia, Malaysia and the Philippines (Erfiana & Purnamasari in Fransiska, 2024). Based on sources obtained through Katadata.co.id, Shopee is ranked first with 158 million users in 2023 (Fransiska, 2024). There are four indicators in conducting the survey, such as brand and top of mind indicators. Shopee is ranked first in consumers choosing e-commerce with 54%. In the Shopee share of order indicator and transaction value market share indicator, Shopee managed to rank first with 41% and 40% compared to other social media platforms (Asirin, 2023). Shopee has several promotions, such as shopee video, live and affiliate features. Social media is very useful for sellers in promoting their products to get the desired results. Marketing techniques via social media have high potential in increasing sales by using the features provided by each platform.

Based on Republic of Indonesia Law no. 20 of 2003 concerning the National Education System which states that educational pathways consist of formal, non-formal and informal education. Non-formal education is an educational pathway that is outside of school by providing learning to students according to their interests and needs. One of the institutions founded by non-formal education is the Community Learning Activity Center (PKBM) with its dynamic, flexible and structured education system. The programs held at PKBM are adapted to the conditions of the learning community with community-based learning such as counseling and training. The counseling provided is also based on the needs of the learning community so that they can improve the competencies they already have to make them more useful in everyday life. The activities carried out are also to improve PKBM students' skills in information technology innovation with community-based learning.

PKBM Penerus Bangsa is a non-formal education institution that operates in the field of equal education programs for packages A, B and C as well as homeschooling which provides basic education services and life skills to people who are economically challenged, unable to attend formal education, and so on. PKBM Penerus Bangsa has one of the goals to be achieved at the level of ability that students must be able to master the lessons in the education and training process maximally and completely. Therefore, to support this goal, counseling was held regarding marketing via social media for residents studying PKBM Penerus Bangsa. This activity aims to develop abilities and skills in doing business in the digital era. The hope is that students will be able to learn about the features of social media in the field of marketing, especially the TikTok and Shopee platforms. Apart from that, students can also promote or even sell their products on the platform. The final result to be achieved is the importance of understanding how to market via social media in order to increase income and competence to compete in business in the digital era.

## RESEARCH METHODS

This research uses a qualitative approach with a descriptive type. Qualitative research is research carried out naturally (Riyanto in Djoyo, 2023). Descriptive type research is research carried out to answer incidents, events, symptoms, facts and phenomena accurately (Riyanto in Djoyo, 2023). This outreach activity was carried out at the Penerus Bangsa PKBM located in Ciputat, South Tangerang City, Banten Province. The methods used in this research are observation, interviews, and documentation to provide counseling about marketing via social media which will be held on June 9, 2023.

The initial stage in implementing the method used is observation or observation of the surrounding environment at PKBM Penerus Bangsa where there are several residents studying who study while working or trading. Then, at the interview stage with the school principal and tutor, PKBM Penerus Bangsa had already conducted entrepreneurship training in which students were given the freedom to attract customers in any way they could. After seeing the conditions and statements from the principal and tutor, we as students held counseling about marketing via social media. The material provided aims to introduce what social media can be used as an online marketing tool, the use of TikTok and Shopee as marketing social media as well as introducing the features of TikTok and Shopee to residents studying PKBM Penerus Bangsa. The target of this research is the community in PKBM Penerus Bangsa. The subjects of this research were students and tutors at PKBM Penerus Bangsa. In providing material, an LCD projector is needed to make this activity run smoothly. The work procedures carried out in this research are to provide motivation to residents studying PKBM Penerus Bangsa, provide counseling regarding the use of social media as a marketing tool, and provide ways that can be done to increase the potential to increase the number of consumers and the features available on the TikTok and Shopee platforms. This research uses data analysis techniques according to the theory of Miles, Huberman, and Saldana, namely data condensation, data display, verification and conclusion (Miles et al in Djoyo, 2023).

## RESULTS AND DISCUSSION

### RESULTS

#### Implementation of Social Media Marketing Extension

The theme of this activity was "Social Media Marketing at PKBM Penerus Bangsa" which was organized by students majoring in Non-formal Education at Sultan Ageng Tirtayasa University and in collaboration with PKBM Penerus Bangsa. The outreach activity lasted one day with material covering an introduction to social media marketing, especially TikTok and Shopee. There were 24 participants who attended this activity from the learning community at PKBM Penerus Bangsa. The event will be held on Sunday, June 9 2023 at 12.30 WIB until completion at the PKBM Penerus Bangsa Computer Laboratory. This activity aims to develop abilities and skills in doing business in the digital era as well as providing an understanding of the features available on social media, especially TikTok and Shopee. Therefore, students are expected to be able to understand the material provided and apply it in using social media to market the products they sell. The content of this activity is in the form of material and questions and answers as well as discussions with the learning community.

The speaker who took part in this activity was named Rika Suryani from the 2024 Banten Education Ambassador, Putri Hijabfluencer 2023 and MSIB Batch 4 Alumni who explained about social media that can be used for marketing and the procedures for using it as well as the features in the application. The benefit of the material provided is that students can promote and sell their merchandise through online marketing such as through Shopee and TikTok. The material begins with an introduction to social media, followed by how to use social media to make it useful, namely by carrying out online marketing activities through social media.

Due to the large number of social media, the presenters chose to use the TikTok and Shopee applications because there are many advantages to these two applications. Tiktok and Shopee compete with each other in providing shopping features so that people can use them continuously. The government even closed TikTok as a selling application because there were several problems. However, content creators and sellers who benefit from TikTok Shop complain about various problems through uploaded TikTok videos so that these videos can go viral throughout Indonesian society. The content creators and sellers who make these videos are not just one or two people but dozens so that the government can change its decision to close the TikTok shop. Not only that, TikTok also tried to look for cooperation, which in the end in early December reached an agreement and collaborated with PT GoTo Gojek Tokopedia (GoTo) through the Tokopedia business which is still running safely and smoothly.

### Discussion

After the presentation of the material, the question and answer activity continued and a joint discussion regarding obstacles faced by students or material that was not well understood and solutions

were provided by the presenters so that these obstacles could be overcome by providing examples of features in the TikTok and Shopee applications as well as their experiences in business. Students who already have social media accounts can increase their social media function to promote and sell their products. For those who don't understand the features on social media, especially TikTok and Shopee, it is recommended to pay more attention so that they don't make mistakes when selling online. Social media marketing outreach activities are carried out to support students who already have businesses so they can market their products online and run smoothly according to plan. This activity is considered very useful for the adjudication team or students studying at PKBM Penerus Bangsa who can understand online marketing using social media, especially on e-commerce platforms, namely TikTok and Shopee. After following several stages of social media marketing counseling which were carried out systematically by providing material regarding online marketing that can support information technology innovation in online business processes both now and in the future which has implications for increasing information technology skills and abilities, especially using social media. who utilize the TikTok and Shopee applications.

## DISCUSSION

### Marketing Through Social Media

Many Indonesian people are now pursuing business as a livelihood to meet their daily needs. Business itself is defined as the activity of an organization or individual with the aim of seeking profit through selling or offering services to consumers (Griffin and Ebert in Verren, Fredy and Kusuma, 2023). There are many types of businesses that people usually engage in, namely production businesses, service businesses, trading businesses and many more. As time goes by, Indonesian people are flocking to do business because they feel it is very convincing in terms of making a profit. Therefore, the public must understand what marketing methods are used in business, such as designing, setting prices, publishing a product and how to market to the public with interesting things so that consumers are interested in buying or using the business that we run (Kolter and Armstrong in Verren, Fredy and Kusuma, 2023).

As time goes by, the technology now used is more modern. Gadgets are the result of technology in modern times like today. Gadgets make it easier for someone to interact without knowing distance and time. In gadgets there is the term social media or which can be interpreted as a place that can be used to exchange information via text messages, voice messages or video messages (Cross in Lukita, Janti and Puti, 2021). There are several examples of social media, namely WhatsApp, Instagram, Tiktok and so on.

With the existence of technology in modern times like this, of course many people use social media as a marketing medium for the business they are running. Because easy access to social media will certainly make it easier for producers and consumers to interact related to the business they run. Marketing via social media itself is defined as promoting a business or enterprise that is being developed, either in the form of products or services, directly (live shows) or indirectly (advertising posters on social media) with the aim of creating an attraction for consumers who see it (Lukita, Janti and Puti, 2021). The way to advertise the business we run through social media is by showing the best product quality, explaining the product in detail and interestingly and providing relatively affordable prices (Verren, Fredy and Kusuma, 2023). Tiktok and Shopee are one of the many applications used for social media marketing.

### TikTok

Tiktok is one of the many social media applications that is easy to access. Tiktok is liked by many people because of the large number of interesting short videos displayed. Even though it is liked by many people, TikTok also has its own dark side, such as videos that may not be appropriate for the age of the audience. This certainly makes parents always monitor what their children watch on the TikTok application. According to Maria (2020) TikTok has positive values for the audience including: 1) as innovation in making creations; 2) to hone user editing skills; 3) as a place to channel work. Apart from positive values, it turns out that TikTok also has negative values, including: 1) as an example for children of content that may be reprehensible; 2) makes someone overly creative so they do everything

they can to upload videos they find interesting without thinking about whether the action is right or wrong.

At the beginning of the emergence of the new feature, namely TikTok Shop, in 2021, many people used TikTok as a medium for selling, whether selling products or selling services (Mariesa and Amelia, 2024). Tiktok provides a marketing and sales platform to make it easier for users who want to carry out buying and selling activities either as producers or consumers. In TikTok Shop there is a live TikTok Shop feature, which is a feature that displays traders who are promoting their goods in real time and can interact in two directions with buyers (Dwiastono in Meriesia and Amelia, 2024). The unlimited scope makes TikTok have an advantage over selling directly (Chan and Asni in Erlina and Handy, 2023). Apart from using the live feature, producers can also use other features such as making videos showing products accompanied by animation, audio and video that attract consumers' attention so that there is no reason for consumers not to buy the advertised product (Tiarani et al in Erina and Handy, 2023). Steps that can be taken by producers when they want to promote goods live are determining unique titles and descriptions so that consumers are interested, providing procedures for the use and benefits of the goods being sold so that consumers can easily understand the product, providing discounts or simply providing free shipping during online purchases. live and using influencers to captivate consumers regarding the products offered (Erlina and Handy, 2023). With this, the TikTok shop feature is considered very effective in social media marketing.

## Shopee

A platform that is used as a medium for commerce, either through a website or application, is called a marketplace. Marketplaces in Indonesia are always experiencing progress in various aspects, one example is Shopee, TokoPedia, Lazada, BukaLapak and so on (Nafidatun and Nur, 2022). The marketplace has the highest sales and is in great demand among producer consumers, namely Shopee (Siti and Daimah in Nafidatun and Nur, 2022). In contrast to the previous explanation, TikTok social media has succeeded in becoming the best marketing medium because it has complete features that support the buying and selling process, while Shopee is the marketplace itself which was basically created with the aim of marketing to buying and selling. Social proof is a situation where someone trusts someone's belief in an item's assessment.

According to Nafidatun and Nur (2022), there are 2 social proofs that can improve online marketing methods, including: 1) Reviews or testimonials, namely 9 out of 10 consumers will carry out research first before buying goods, this research is carried out in order to get satisfactory results at a price which is relatively cheap. Therefore, the importance of positive reviews and ratings for producers to attract consumer attention; 2) Using a product brand logo where consumer interest will soar when they see the product brand logo because many consumers already understand that several product brands have good quality. Shopee also facilitates various attractive promotional features for consumers and producers including flash sales, shop promos and free shipping vouchers on the same dates and months such as 12.12 11.11 10.10.

## CONCLUSIONS

Based on the research results, it can be concluded that the outreach at PKBM Penerus Bangsa in the Ciputat, South Tangerang, Banten area is to teach the public regarding advances in information technology in the field of marketing. By utilizing gadgets that almost every person has. Through these gadgets, they are taught how to use them to make something more useful, such as for selling. Thus, through social media you can interact without the limits of space and time. Apart from being used as a tool for interaction, social media can also be used as a product marketing tool. There are several ways that can be taken, namely producers will compete to promote their merchandise by providing attractive advertisements, giving discounts/price cuts and free shipping vouchers. Marketing via social media is believed to make things easier between producers and consumers because it is easy to access the features you want to use.

The activity carried out was an introduction to applications such as TikTok and Shopee. Explain the advantages and take advantage of the features available from the TikTok or Shopee applications by conducting attractive marketing so that you can attract the hearts of consumers who want to buy. Don't

forget to provide attractive promotions and do it live to make it easier for consumers to ask questions about the products being sold.

TikTok is one of the many social media that is popular with the public, even TikTok is a social media ranked in the top 10 in the world. Because TikTok makes it easy to access any news events that are taking place in the world in real time or broadcast. TikTok, which previously only ran as entertainment, until early 2021 released a new feature, namely tiktokshop, which can be used for selling. People are increasingly enthusiastic about selling online through the TikTok application because there are many interesting features provided by TikTok, one of which is the live streaming feature where producers go live to promote their wares directly and can interact with potential consumers who are watching.

In contrast to TikTok, which started from social media, Shopee is an application that was created specifically for selling. In 2023 Shopee will be ranked first as the marketplace that has ever existed. Shopee has many features to make things easier for producers and consumers, including shopee video, live, and affiliate.

Counseling at PKBM Penerus Bangsa with the aim of teaching the public regarding advances in information technology in the field of marketing. Counseling is carried out so that people who want to do business (sell) can take advantage of the features available from the TikTok or Shopee applications to market the products they want to sell and carry out attractive promotions so that buyers are interested in what is being sold.

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