



Seminar On The Use Of Social Media As Business Promotion In The Digital Economy Era For Students Of SMAN 5 Mataram As A Form Community Service

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ABSTRACT

The rapid development of the digital economy in Indonesia opens up great opportunities for the younger generation to develop businesses through social media. However, digital literacy and marketing skills among students still need to be improved. This article describes the implementation of the seminar "The Utilization of Social Media as Business Promotion in the Digital Economy Era" for students of SMAN 5 Mataram as a form of community service. The seminar, which was attended by 74 students from grades X to XII, presented two speakers with theoretical and practical backgrounds. This activity aims to improve students' knowledge and skills in using social media for business promotion. The results of observation and documentation show high student participation, positive responses, and increased understanding of digital marketing strategies. This activity makes an important contribution in increasing digital entrepreneurship literacy and student motivation to start using social media productively.

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Introduction

The development of information technology in the last decade has brought significant changes in various sectors of life, including the economy. Indonesia is even one of the countries with the fastest growth of the digital economy in Southeast Asia. The growth of the digital economy in Indonesia is influenced by the increasing adoption of digital technology and wide internet penetration, especially in the young age

group (Ministry of Communication and Informatics, 2023).

This change is marked by the increasing use of social media as part of daily activities, especially among teenagers. The latest data reveals that the number of active social media users in Indonesia has reached around 180 million people. Social media users in Indonesia are very active in consuming various digital content, ranging from product promotions, customer reviews, to interactive videos such as live shopping which are



currently trending (Hidayat et al., 2025). This condition opens up new opportunities in the development of digital-based entrepreneurial competencies.

Seeing the large number of users and the intensity of digital activities, the role of social media is expanding and is no longer just a means of informal communication. Social media is an online platform that allows users to easily participate, share, and produce various content, including blogs, social networks, wikis, forums, and virtual worlds (Afwa et al., 2024).

Social media now not only serves as a communication medium, but has evolved into a strategic platform in digital marketing. Digital marketing is a marketing activity carried out through digital media or electronic devices (Rahmadhani et al., 2024). Several studies have shown that social media can increase promotional reach and have a positive impact on the development of small businesses. In addition, digital marketing is considered more accessible and cheaper, so it is suitable for beginners, including students who are starting a simple business.

The advantage of digital marketing through social media lies in the ease of access and relatively low cost, so it is very suitable for beginner business actors, including students who are starting a simple business. Social media is considered flexible and relevant to the characteristics of the young generation who are creative, innovative, and accustomed to visual and interactive content. In addition, the use of social media supported by the right digital marketing strategy can encourage the growth of interest and online entrepreneurial behavior among students (Cahaya ningrum & Susanti, 2021).

However, students' high access to social media has not been fully balanced with adequate digital literacy skills in the context of entrepreneurship. Digital literacy, which includes the ability to access and utilize digital information, plays an important role in supporting decision-making in entrepreneurship (Florentina et al., 2025). Although students' access to social media is very high, some studies have found that digital literacy in the context of entrepreneurship is still relatively low. Most students still view social media as an entertainment medium, not as a business development platform (Sitorus, 2024).

The low digital literacy causes many students to not understand how to choose the appropriate social media platform, design attractive

promotional content, and implement simple digital marketing strategies. In fact, research shows that digital literacy combined with entrepreneurial literacy and the appropriate use of social media have a significant effect on students' entrepreneurial interest (Paramitasari et al., 2024). This gap between the high use of social media and the low productive use shows the need for educational interventions that are able to provide theoretical understanding as well as practical experience that is relevant to the needs of students.

In this context, the ability to be entrepreneurial and market products through social media is a crucial aspect for the younger generation to be able to develop in the world of work and in building a business in the midst of the rapid growth of the current digital economy (Hertin et al., 2024). Therefore, improving students' abilities through digital literacy training is an important effort to form a young generation that is more adaptive, creative, and able to compete in the development of the digital economy (Maulinder and Basiroh, 2025).

Based on this background, this seminar aims to provide understanding to SMAN 5 Mataram students about business promotion strategies through social media in the digital economy era and equip them with practical examples from young business actors. This article describes the implementation of the seminar, the material presented, as well as the responses and achievements of participants after participating in the activity.

Method

This seminar was held face-to-face at the Hall of SMAN 5 Mataram on November 13, 2025 for approximately 3 hours and involved a total of 74 students from classes X, XI, and XII. The seminar presented two speakers with different backgrounds. The first speaker was a lecturer who delivered theoretical material on the development of the digital economy, the basic principles of marketing through social media, and the ethics of promoting on social media. Meanwhile, the second speaker is a student who has direct experience in running a business and promoting it through social media, so that it is able to provide an applicative explanation of promotional strategies, content creation, and digital platform selection.

The implementation of the seminar began with the opening and explanation of the purpose of the activity. The first speaker delivered the material



through a PowerPoint presentation, then immediately continued with a question and answer session to give participants the opportunity to confirm their understanding. After that, the second speaker provided more practical follow-up material by displaying examples of promotional content that has been made, strategies used, and real experience in managing digital businesses. This session was also followed by a question and answer session that allowed participants to get a more concrete picture of the application of digital marketing.

Data collection in this activity was carried out through documentation in the form of photos of the activity, participants' responses during the question and answer session. Although no evaluation was carried out in the form of a pretest or posttest, the level of student participation, the quality of the questions, and the enthusiasm of the participants were used as indicators of their involvement and understanding of the material presented. All data were analyzed using a qualitative descriptive approach to describe the seminar implementation process and assess the extent to which this activity contributed to increasing students' understanding of the use of social media as a business promotion strategy in the digital economy era.

Result and Discussion

The implementation of the seminar "The Utilization of Social Media as Business Promotion in the Digital Economy Era" for SMAN 5 Mataram students ran smoothly and received a positive response from the participants. This activity aims to improve students' knowledge and skills in utilizing social media as a means of business promotion. The seminar was attended by 74 students from classes X, XI, and XII who were the target of the program.



Fig. 1. Group photo

In the first session, the speaker delivered theoretical material on the development of the digital economy, the basic principles of marketing through social media, and the ethics of promoting on social media. This theoretical material strengthens students' understanding of the global context of the digital economy. The students' responses to this session showed that most of them were just beginning to understand the concept of digital marketing as a business strategy. Previously, most students viewed social media as just a means of entertainment, not a productive tool.



Fig. 2. Presentation of the First Material

The second session was the most interesting part for the participants because the speakers were students who had run businesses independently and promoted them through social media. This experiential learning-based approach has proven to be effective in increasing student motivation. In this session, the speaker showed examples of promotional content in the form of product photos, and video reels.



Fig. 3. Presentation of the second material

During the implementation of the program, students show a high level of engagement. Each material session is followed by an interactive discussion, where participants are given the



opportunity to ask questions. In this activity, three questions were opened for each speaker, so that there were a total of six questions from participants. The questions asked by students focus on how to increase engagement, determine the target market, choose the right platform, and create engaging content strategies. The enthusiasm of the students can be seen from the high participation and relevance of the questions asked.



Fig. 4. Rewarding participants who ask.

Although neither pretest nor posttest is carried out, the improvement in students' understanding can be seen through qualitative indicators, such as increased focus, applicative questions, and their ability to reinterpret newly learned concepts. These findings are reinforced by field documentation showing that students are able to identify content strategies that are effective and relevant to social media characteristics. These results are in line with research by Hertin et al. (2024) which states that practice-based educational activities are able to increase students' understanding and entrepreneurial motivation through the productive use of social media. In addition, Paramitasari et al. (2024) also emphasized that digital literacy combined with the appropriate use of social media has a positive effect on students' interest and entrepreneurial readiness.

The results of the activity showed that the seminar was able to increase students' understanding of digital promotion strategies. Based on the discussion and response of the participants, there are several important points:

a. Increased Knowledge about the Digital Economy

Participants can explain again how changes in people's consumption patterns towards digital platforms open up opportunities for beginner business actors, including students. This shows an increase in

digital economy literacy.

b. Understanding Promotion Strategies Through Social Media

Through the presentations of the presenters, students understand that social media is not only a place to share personal information, but also a means of marketing that is cheap, fast, and has a wide reach.

c. Response and Enthusiasm of Participants

The six questions asked by the participants showed the existence of curiosity and motivation to learn digital marketing. These questions are very relevant to today's digital promotion phenomenon, such as how to create consistent content, determine the right posting time, and take advantage of insight features.

d. Implications of Community Service

This seminar makes a real contribution to improving students' entrepreneurial competence as part of community service. Through these activities, students not only get theory, but also practical understanding that can be applied in school business activities, entrepreneurial bazaars, or personal projects.

Thus, the seminar activity can be said to have succeeded in achieving its goal, which is to provide knowledge and digital promotion skills to students in the modern economic era.

Conclusion

The seminar on the use of social media as a business promotion for SMAN 5 Mataram students was successfully carried out and had a positive impact on the participants. A total of 74 students from classes X, XI, and XII actively participated and showed high enthusiasm during the activity. The material presented by the two speakers was able to increase students' understanding of digital promotion strategies that are relevant to the digital economy era. This seminar provides digital literacy and motivation for students to start using social media productively in the context of entrepreneurship.

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