



Seminar On The Use Of Social Media For Business Promotion In The Digital Economy Era

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ABSTRACT

The seminar with the theme "*The Utilization of Social Media for Business Promotion in the Digital Economy Era*" was held as part of the Teaching Assistance Group Work Program of SMAN 5 Mataram in 2025. This seminar aims to provide students with an understanding of opportunities and strategies for the use of social media as a means of business promotion in facing the development of the digital economy. Participants in the activity are student representatives from classes X to XII. The implementation of the seminar was carried out through the delivery of material using presentation media and interactive discussion sessions. The results of the activity showed that participants gained insight into how to find business ideas in the digital era, basic strategies to promote products through social media, as well as challenges and solutions in the digital promotion process. This activity is expected to increase students' digital literacy, foster entrepreneurial interest, and motivate the younger generation to utilize technology productively towards a Golden Indonesia 2045.

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Introduction

The advancement of digital technology has brought about a major change in the way humans access information and carry out economic activities. The rapidly growing internet presents various new ways for business actors to market products, reach consumers, and develop businesses electronically. The use of this technology allows marketing to be carried out more innovatively, efficiently, and widely without space and time limitations. Information about market trends, consumer behavior, and competitor activities is also becoming more accessible, encouraging a shift in traditional marketing towards digital marketing (Supriatna, Juhandi & Rasipan, 2022).

Social media is one of the most widely used digital platforms in marketing. Basically, social media is used as a means of socializing and interacting, but its development makes it an easy-to-reach, cheap, and effective promotional medium. Various features such as video uploads, link sharing, visual content, and interactive activities such as quizzes or contests allow business actors to disseminate product information creatively and build two-way communication with consumers (Siswanto, 2013).

However, despite the great opportunity, not all teenagers or aspiring entrepreneurs have adequate understanding and skills in utilizing social media as a means of business promotion. There are



still many students who do not know how to identify business opportunities, choose the right digital marketing strategy, and face online promotion challenges such as low engagement or market competition. Meanwhile, the rapid development of the digital industry requires the younger generation to have digital literacy and entrepreneurial skills from an early age (Oktalyra, Dwi & Ananda, 2021).

Therefore, educational activities in the form of seminars are needed on "The Utilization of Social Media for Business Promotion in the Digital Economy Era" which can help students understand the potential of the digital economy, how to use social media as a means of promotion, and strategies to face online marketing challenges. This activity is expected to foster creativity, entrepreneurial readiness, and students' ability to adapt to digital developments towards a Golden Indonesia 2045.

Method

The seminar was held at SMAN 5 Mataram with representatives of students in grades X, XI, and XII, two people per class each. The total number of participants was 72 people. The seminar was held in one day and divided into two speaker sessions, with interactive lecture methods and open discussions.

In the first session, the speaker delivered material on the development of the digital economy, changes in marketing patterns, and the importance of using social media as a means of business promotion. Delivery is carried out through presentations equipped with simple case examples so that students can easily understand.

The second session was delivered by students from the Faculty of Economics and Business, University of Mataram who are also business actors. This speaker shared practical experience in starting a small business and promotional strategies through digital platforms such as Instagram, WhatsApp Business, and TikTok. The presenter also showed examples of promotional content that had been used in his business as a real illustration for the participants.

At the end of the activity, participants were given the opportunity to ask questions and answers related to business opportunities, promotion techniques, selection of social media platforms, content management, and obstacles that often arise in digital marketing.

Result and Discussion

The Teaching Assistance Program (AM) implemented at SMAN 5 Mataram includes several activities, one of which is a seminar on "The Use of Social Media for Business Promotion in the Digital Economy Era." This activity is designed as part of the Teaching Assistance group's work program to provide students with insights into digital entrepreneurship through the delivery of material directly from competent speakers. The seminar was attended by student representatives from grades X, XI, and XII, with two students from each class.

The seminar was divided into two main sessions. In the first session, the speakers presented material on the development of the digital economy, including business opportunities that have emerged in the modern era and basic strategies for utilizing social media as a promotional medium. Through these presentations, participants gained a clearer picture of market behavior dynamics and how technological advances can be used as opportunities to build creative businesses. This material also emphasized the importance of digital literacy as a basic skill that is necessary to face the competition in today's entrepreneurial world.

The enthusiasm of the participants increased in the second session, which featured speakers who were also students who had run online businesses. The second speaker shared practical experiences on how to start a business, determine target markets, manage promotional content, and utilize social media features to increase sales. The practical nature of the material made it easier for participants to understand the concrete steps involved in promoting their businesses through digital platforms. The question and answer session was lively, with many participants asking questions related to the obstacles they might face in starting a business while still in school, how to attract customers, and how to maintain consistency in promotion.

Overall, the seminar had a positive impact on the participants. They responded well, as evidenced by their active participation in the discussion sessions and their interest in the material presented. Participants said they gained new motivation to try small business opportunities, understood the importance of personal branding, and realized that social media can be an effective, accessible, and low-cost promotional tool. This seminar not only expanded participants' knowledge of the digital economy but also contributed to fostering the



creative and innovative mindset needed by the younger generation to navigate the digital age.



Figure 1. Activity Documentation.

Conclusion

Based on the seminar “Utilizing Social Media for Business Promotion in the Digital Economy Era,” it can be concluded that this activity was able to increase students' knowledge about business opportunities in the digital era and the importance of social media literacy as a means of promotion. The presentation in the first session provided basic knowledge about the development of the digital economy and relevant promotional strategies, while the second session reinforced participants' understanding through real-life examples of entrepreneurial experiences. Overall, this seminar provided benefits in fostering motivation, creativity, and readiness among students to begin designing business ideas that utilize digital media.

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