

INCREASING ONLINE SALES BY UTILIZING FACEBOOK PRO AS A BUSINESS PROMOTION PLATFORM

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Abstract. The development of digital technology encourages businesses, particularly Micro, Small, and Medium Enterprises (MSMEs), to adopt digital-based marketing strategies to increase competitiveness and product sales. However, many MSMEs still have not optimally utilized social media as a means of business promotion. This community service activity aims to improve the knowledge and skills of MSMEs in utilizing Facebook Professional Mode (FB Pro) as an online business promotion platform. The implementation method includes training, direct practice, and mentoring in the use of FB Pro features, such as managing promotional content, utilizing insights or analytics, and strategies to increase audience engagement. This activity was carried out at the Ende BUMN House with the involvement of assisted MSMEs as training participants. The results of the activity showed an increase in participants' understanding of digital marketing concepts and their ability to manage FB Pro accounts for product promotion activities more effectively. In addition, participants were able to produce more structured and attractive promotional content and understand how to read analytical data as a basis for marketing decision-making. Thus, training on utilizing FB Pro as a business promotion platform can be a strategic solution to increase online sales and strengthen the digital marketing capacity of MSMEs in a sustainable manner.

Keywords: facebook pro, MSMEs, state-owned enterprise house

Abstrak. Perkembangan teknologi digital mendorong pelaku usaha, khususnya Usaha Mikro, Kecil, dan Menengah (UMKM), untuk mengadaptasi strategi pemasaran berbasis digital guna meningkatkan daya saing dan penjualan produk. Namun, masih banyak UMKM yang belum memanfaatkan media sosial secara optimal sebagai sarana promosi bisnis. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan pengetahuan dan keterampilan pelaku UMKM dalam memanfaatkan Facebook Professional Mode (FB Pro) sebagai platform promosi bisnis online. Metode pelaksanaan kegiatan meliputi pelatihan, praktik langsung, dan pendampingan penggunaan fitur-fitur FB Pro, seperti pengelolaan konten promosi, pemanfaatan *insight* atau analitik, serta strategi peningkatan *engagement* audiens. Kegiatan ini dilaksanakan di Rumah BUMN Ende dengan melibatkan UMKM binaan sebagai peserta pelatihan. Hasil kegiatan menunjukkan adanya peningkatan pemahaman peserta terhadap konsep pemasaran digital serta kemampuan dalam mengelola akun FB Pro untuk kegiatan promosi produk secara lebih efektif. Selain itu, peserta mampu menghasilkan konten promosi yang lebih terstruktur dan menarik, serta memahami cara membaca data analitik sebagai dasar pengambilan keputusan pemasaran. Dengan demikian, pelatihan pemanfaatan FB Pro sebagai platform promosi bisnis dapat menjadi salah satu solusi strategis dalam meningkatkan penjualan online dan memperkuat kapasitas pemasaran digital UMKM secara berkelanjutan.

Kata Kunci: facebook pro, UMKM Ende, Rumah BUMN

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INTRODUCTION

The development of digital technology has brought about significant changes in the way businesses market their products and interact with consumers. This transformation has led to a shift from conventional marketing strategies to more dynamic, interactive, and information technology-based digital marketing (Shashi et al., 2025). In the digital age, social media no longer functions solely as a means of communication but has evolved into an effective strategic tool in marketing activities (Moedeen et al., 2024). Social media allows businesses to reach a

wider audience at a relatively low cost, making it highly relevant to the sustainability and growth of Micro, Small, and Medium Enterprises (MSMEs) (Indrajaya et al., 2024).

The use of social media in digital marketing offers various advantages, including ease in disseminating product information, building closer relationships with consumers, and increasing brand awareness (Khanom, 2023). Through interactive features such as comments, direct messages, and visual content, businesses can communicate with consumers in a two-way manner, understand market needs, and respond to feedback quickly (Moes et al., 2023). This contributes to increased consumer trust and loyalty to a brand.

One of the most widely used social media platforms in digital marketing is Facebook. Facebook is a crucial marketing channel due to its large and diverse user base, which provides various marketing support features, including business pages, paid advertising (Facebook Ads), and analytics (Kruschinski et al., 2025). Through Facebook, SMEs can introduce their products or services, build brand image, and expand their market reach without having to spend a lot on promotion (Purnamasari et al., 2022). In addition, Facebook's integration with other digital platforms also enables increased online sales, making social media an important factor in improving the competitiveness of SMEs in the digital era (Ghazwani & Alzahrani, 2024). According to Santos (2022) social media such as Facebook is part of Web 2.0, which enables the creation and exchange of user-generated content. Other studies confirm that Facebook has developed into an effective digital marketing tool because it is able to create interaction, trust, and customer loyalty (Attar et al., 2023).

Facebook Pro (Professional Mode) is a professional feature developed on Facebook accounts designed to support creators and business people in building a public audience, managing content strategically, and monitoring content performance through analytical data (insights) (Huang & Krafft, 2024). FB Pro allows personal accounts to function as professional accounts without having to use a Facebook Page, making it more flexible and personal in building interactions with audiences (Shattell et al., 2024). From an academic perspective, FB Pro can be categorized as a social media-based digital marketing tool that integrates personal branding, content marketing, and data analytics (Keswani et al., 2024). Research on professional social media shows that analytical and monetization features in digital platforms can increase the effectiveness of promotions, user engagement, and sales conversion opportunities (Nkegbe & Abor, 2023).

Rumah BUMN Ende is one of the strategic support facilities established to encourage the development and sustainability of Micro, Small, and Medium Enterprises (MSMEs) in Ende Regency, East Nusa Tenggara. This institution is managed by PT PLN (Persero) as part of the state-owned enterprise's commitment to fostering local economic empowerment and strengthening community-based entrepreneurship. Rumah BUMN functions as a center for MSME empowerment that focuses on building a comprehensive and sustainable digital economic ecosystem through a structured and systematic coaching approach.

The coaching model implemented by Rumah BUMN Ende is designed to enhance the capacity and competitiveness of MSMEs by equipping them with relevant knowledge and practical skills aligned with current market demands. The coaching programs include Go Modern, Go Digital, Go Online, and Go Global, each of which targets different stages of business development. Through these programs, MSME actors are guided to improve product quality, adopt modern business management practices, and integrate digital technologies into their business operations (Sulaeman et al., 2024). Emphasis is placed on strengthening digital literacy and encouraging the adoption of digital marketing strategies to respond to the rapid transformation of the business environment in the digital era (Coco et al., 2024).

In the context of digital transformation, Rumah BUMN Ende plays a crucial role in assisting MSMEs to optimize the use of digital platforms, especially social media, as effective marketing and promotional tools. Training activities provided by Rumah BUMN Ende cover various aspects of digital marketing, including content creation, branding strategies, customer engagement, and the use of social media platforms to expand market reach. By utilizing social media effectively, MSMEs are expected to enhance brand visibility, attract new customers, and increase online sales performance (Sunggara et al., 2022).

Furthermore, the digital marketing and online sales training programs offered by Rumah BUMN Ende aim to strengthen the overall competitiveness of MSMEs in both local and broader markets (Sari & Kusumawati, 2022). By facilitating access to digital knowledge, mentoring, and networking opportunities, Rumah BUMN Ende contributes to improving the readiness of MSMEs to compete in the increasingly competitive digital economy (Pangarso et al., 2022). As a result, Rumah BUMN Ende not only supports business growth at the micro level but also plays an important role in promoting inclusive economic development and regional economic resilience in Ende Regency and beyond (Sajidin et al., 2026).

In the context of community service at Rumah BUMN Ende, training and assistance in utilizing FB Pro as a business promotion platform are expected to empower MSME players to improve their digital marketing capabilities, thereby positively impacting online sales and sustainable business development.

METHOD

There are so many MSMEs under the guidance of Rumah BUMN Ende, namely 150. Only 25 MSMEs attended this activity. The methods used in this activity were as follows: This activity used interactive methods, where there was a lecture session followed by practical application of copywriting in the marketplace and concluded with a discussion (Isalman et al., 2025).

The preparation stage began with the receipt of an official request letter, followed by a visit to Rumah BUMN Ende to conduct interviews with the manager regarding ongoing coaching programs (Emon & Chowdhury, 2023). The interviews indicated the need for training for MSME actors on the use of Facebook Pro as an online marketing tool to enhance the reach and effectiveness of product promotion (Triwardhani et al., 2023).

The implementation stage started with the distribution of pre-test questionnaires to measure participants' initial understanding of Facebook Pro for business marketing (Grow et al., 2022). The training was conducted in three stages: theory, practice, and discussion. The theoretical session covered the concepts of regular Facebook, Facebook Pro, and Facebook Pages, including their differences and applications in business promotion (Achille & Fiorillo, 2022), as well as techniques for creating promotional content, integrating WhatsApp Business, and utilizing Facebook Pages or Facebook Ads. In the practical session, participants practiced account setup, WhatsApp Business integration, content preparation, promotional posting, and transaction simulations under guidance (Owa et al., 2026). A discussion session was then held to address participants' questions and issues related to digital marketing (Le, 2024).

The evaluation stage was carried out by administering a post-test questionnaire with the same statements as the pre-test to assess improvements in participants' understanding. The collected data were analyzed to determine changes in participants' knowledge, and the results were reported to the Manager of Rumah BUMN Ende as input for program evaluation and further development (Surya et al., 2025).

RESULT AND DISCUSSION

This training activity produced positive and encouraging results. All participants successfully created their own WhatsApp Business accounts and were able to properly link them to their respective Facebook accounts, enabling better integration for digital marketing purposes (Jannah, 2023). Participants who did not previously have a Facebook account were also guided step by step and successfully created new accounts during the training session. In addition, participants demonstrated the ability to create Facebook Ads and activate Facebook Pro features to support their promotional activities. They were also able to directly practice posting and promoting their products using both Facebook Pro tools and paid Facebook Ads, allowing them to gain hands-on experience with real marketing features (Isalman et al., 2025). Based on the results of the post-test questionnaire evaluation, it was found that participants' understanding of the training materials and their ability to carry out practical activities had significantly improved compared to the initial condition. This improvement reflects the effectiveness of the training implementation and can be clearly seen in the following graph.

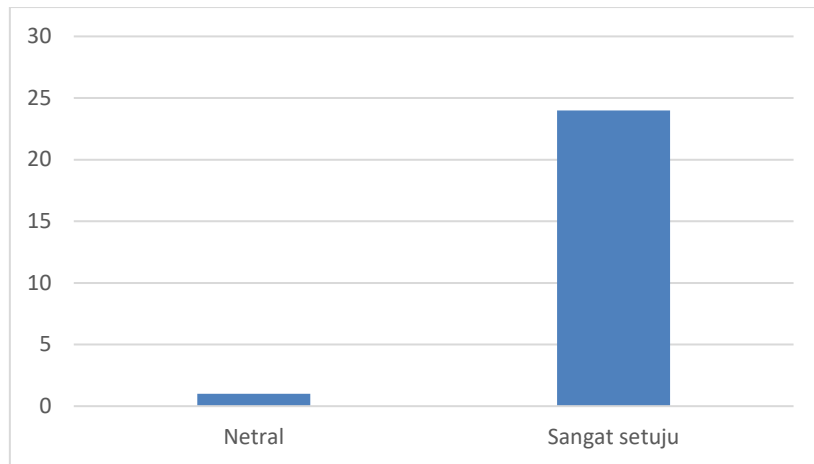


Figure 1. Graph of Understanding Levels of FB Pro Usage

The results presented in Figure 1 show that of the 25 participants who attended the training activity, 100% had already understood how to use Facebook Pro as a medium for business promotion and stated that they were ready to apply this knowledge in their subsequent product posts. This achievement reflects the effectiveness of the training design, which combined clear theoretical explanations with hands-on practice, allowing participants to directly experience the use of Facebook Pro features in a real promotional context (Bagarokayo et al., 2016). The complete level of understanding among participants also indicates that the materials were delivered in a manner that was accessible and relevant to their needs, regardless of their initial level of digital marketing experience (Holliman & Rowley, 2014). The answers to this questionnaire can be seen in the following image:

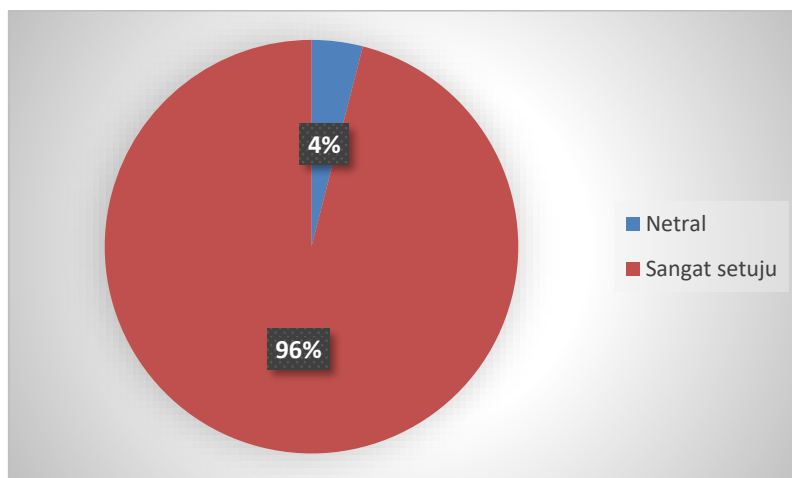


Figure 2. Desire for continued assistance in using FB Pro for business promotion

Furthermore, this result demonstrates that participants not only gained technical skills, such as setting up professional accounts, optimizing profile features, and managing promotional content, but also developed a stronger strategic understanding of how Facebook Pro can be effectively utilized to support sustainable business growth (He, 2022). Participants became more aware of how digital platforms can enhance product visibility, strengthen brand identity, and expand market reach beyond their immediate local environment (Yendra et al., 2024). In addition, they learned to analyze audience engagement, determine appropriate posting strategies, and align promotional content with business objectives. The readiness of participants to immediately implement the knowledge and skills they acquired indicates that the training successfully increased their self-confidence, digital literacy, and motivation to integrate Facebook Pro into their regular business activities (Kayaalp et al., 2022). This suggests that the

training not only transferred knowledge but also encouraged a positive attitude toward the adoption of digital marketing tools as a long-term strategy for improving business competitiveness and adaptability in the digital economy (Zapata-Cantu et al., 2023).



Figure 3. Training for MSME actors at Rumah BUMN Ende, MSMEs go digital and go online

An interesting point revealed through the evaluation process is that the questionnaire also included a question asking participants whether they would like this mentoring activity to be conducted again in the future. This question was intended to explore participants' perceptions of the usefulness of the training and their desire for continued support, so that they could become more proficient, consistent, and accustomed to using Facebook Pro and other related promotional features (Shih, 2010). The responses show a strong interest in ongoing mentoring, indicating that participants value continuous guidance to deepen their understanding, refine their skills, and keep up with potential updates or changes in digital marketing platforms (Rohm et al., 2019). The participants' answers to this questionnaire item are presented in more detail in the following image, which illustrates their overall enthusiasm for the continuation of similar mentoring activities (Mohtady et al., 2019)

CONCLUSION

The conclusion that can be drawn from the Facebook Pro training activity, as a business promotion platform held at Rumah BUMN Ende, is that this activity has had a positive and significant impact on enhancing participants' digital marketing skills. Through this training, participants not only gained technical understanding in using Facebook Pro features, but also became able to design more persuasive, attractive, and targeted promotions and advertisements, including the use of paid advertising. Additionally, this training made a significant contribution to enhancing participants' understanding and skills in utilising social media, particularly Facebook, as a tool for business promotion. Participants felt the tangible benefits of this activity and showed their readiness to implement the knowledge they had gained in future product promotion activities. Furthermore, participants were also able to produce more structured and attractive promotional content, as well as understand how to read and utilize analytical data as a basis for more effective and data-driven marketing decisions.

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