

## Optimizing the Use of Social Media as a Marketing Tool in Digital Marketing

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### Article Info

#### Article history:

Received August 18, 2023

Revised October 15, 2023

Accepted November 3, 2023

#### Keywords:

Content

Marketing

Optimization

Visa

### ABSTRACT

Optimize the Use of social media as a Marketing Tool in Digital Marketing  
The main function of social media is to share content, therefore it is necessary to optimize content. Social Media Optimization is almost the same as optimizing social media content. Success on social media means success in optimizing content. Likewise with marketing that will be built at PT SMART VISA BALI through social media. Educating not only prospective service users, but also existing employees. The methods used include direct mentoring, direct mentoring itself, which is a method in which a trainer or mentor is actively involved in the learning or training process by working with participants in real situations or in relevant environments. This assistance can take the form of mentoring, hands-on practice, or joint work situations. The goal is to enable trainees to learn by being directly involved in tasks or situations appropriate to their area of learning. Some of the problems encountered include; lack of utilization of social media features such as Instagram, Facebook, and line. PT Smart Visa is very good at having this social media, but it's a shame if it's not utilized optimally. Social media is made less representative of the services offered. Next is the lack of knowledge related to determining keywords or keywords, the keywords themselves can affect brand/service exposure in the community but again due to a lack of knowledge related to these keywords, the application of social media is not optimal. Based on the research that has been done, it can be concluded that: Optimizing social media has a big impact on companies, apart from being a Digital Marketing marketing medium, through optimizing social media we can also obtain information and make companies sensitive to existing information. development of digital technology. So that PT Smart Visa Bali is not left behind in this digital era if the optimization of social media is further improved.

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## INTRODUCTION

In Social Media Optimization (SMO), social media networks are used to manage and improve brand exposure and engagement. Social media optimization aims to increase awareness about new products and services, interact with customers, and reduce the negative impact of news. The goal is for the content to be seen by a wider audience. Social media optimization is a key component in an effective social media marketing strategy. In the era of globalization and the development of internet technology today, information has a great influence on the development of the world. Information has become a basic human need and has become one of the important aspects of life. In the past, obtaining information about current events took a long time, whereas now information can spread quickly in just a few seconds.

The rapid development in the digital world and the internet has a significant impact on the marketing field. Marketing trends globally have shifted from a conventional approach to digitalization. Digital Marketing has become a communication channel that is considered more efficient and effective in marketing products. Digital Marketing involves a variety of interactive and integrated strategies, facilitating the relationship between producers, market intermediaries, and potential consumers. One of the commonly used forms of Digital Marketing is social media. Social media has characteristics that vary depending on the needs of users, and this allows for a more personalized and targeted approach.

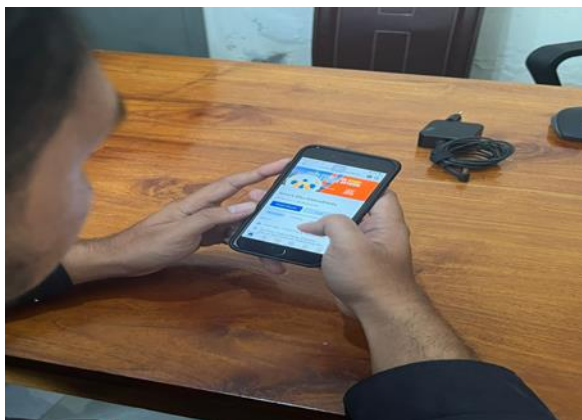
The introduction and mastery of the concept of Digital Marketing through social media has an important goal in providing in-depth knowledge, understanding, and inspiration to sellers or business people in utilizing social media as a platform to promote their business in an optimal way. In particular, this applies to PT. SMART VISA BALI. Through an understanding of Digital Marketing, this company is expected to be able to take advantage of the potential of social media to develop its business. The main function of social media is to be a place for various content that can attract attention. Therefore, it is important to optimize the content shared to match the company's goals and objectives. Social Media Optimization (SMO) is an approach similar to content optimization on social media. In this context, success on social media is closely related to the ability to optimize the content presented.

This concept is also relevant to the marketing plan that will be implemented at PT. SMART VISA BALI via social media. It is not only related to education for prospective service users, but also involves an educational approach to company employees. By inviting employees to understand the importance of marketing through social media, companies can create a more effective team in implementing digital marketing strategies. In this context, employee understanding and engagement is not just as an actor, but also as part of a broader marketing strategy.

Based on the above background, the author raised the theme of the field work practice report: "Optimizing the Use of Social Media as a Marketing Tool in Digital Marketing"

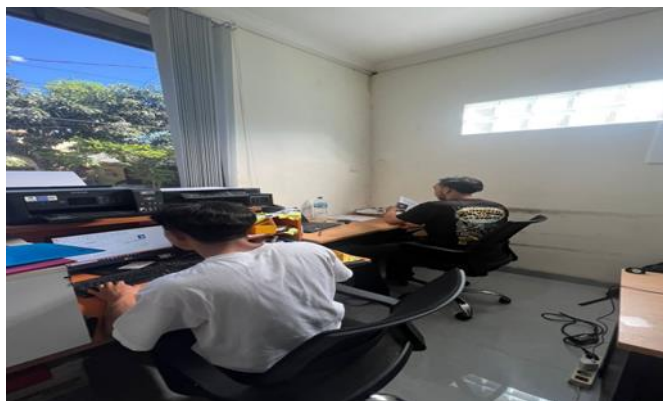
## METHOD

The methods used include direct mentoring, direct mentoring itself, which is a method in which a teacher or mentor is actively involved in the learning or training process by working with participants in real situations or in a relevant environment. This assistance can be in the form of guidance, hands-on practice, or a joint work situation. The goal is to allow trainees to learn by engaging directly in tasks or situations that are appropriate to their field of learning.



**Figure 1 Assistance**

Source: Company Documentation



**Figure 2 Assistance**

Source: Company Documentation

## RESULTS

Today's marketing trends are undergoing a significant shift from the conventional approach to digitalization. This concept refers to the transformation of marketing methods that previously relied on traditional methods to the use of digital technology and the internet. One of the central aspects of marketing digitalization is Digital Marketing, where digital media is a means of communication that is considered more efficient and effective in marketing products and services. Digital Marketing utilizes various online channels to connect companies with their audience. One of the platforms that is widely used in the realm of Digital Marketing is social media. Social media has become a major foothold in carrying out modern marketing strategies. It allows companies to build deeper interactions with customers, create engaging content, and leverage user data to optimize marketing campaigns.

The characteristics of social media vary according to the needs and preferences of users. Each platform has different features and goals, such as Facebook for general social networking, Instagram for sharing images and videos, Twitter for breaking news, and so on. The level of interaction, content type, and effective communication style can also differ across platforms. However, within PT. Smart Visa Bali, it seems that employees have not fully maximized the potential of social media for marketing and branding activities. This may indicate the potential for development in terms of Digital Marketing strategy in the company. Further training or education on how to use social media optimally for marketing and branding can be an important step in overcoming this challenge. Thus, companies can reap the full benefits of the ever-evolving marketing trends towards the digital world.

On several occasions during the observation at the place where the Field Work Practice took place, namely PT. Smart Visa Bali, they shared stories related to the problems faced related to the lack of optimization of the use of social media. Some of the problems faced include; lack of utilization of social media features such as Instagram, Facebook, and Line. PT Smart Visa has been very good at having this social media, but unfortunately its use has not been maximized. Social media is made to underrepresent the services offered. Next is the lack of knowledge related to determining keywords or keywords, keywords themselves can affect the exposure of brands/services in the public but again because of the lack of knowledge related to these keywords makes the application of social media less than optimal.

This is certainly a stumbling block for companies in an era of technological onslaught that is increasingly sophisticated. It looks trivial indeed, but social media is a means that has a big impact on a business, especially PT Smart Visa Bali. This issue was raised by the author because it considers the marketing aspect of PT Smart Visa Bali.

Social media optimization refers to the process of increasing brand interaction and exposure through social media platforms. The strategy implemented to maximize the use of social media as a marketing tool involves the first step in building a positive image of the company through social media. This is done effectively, communicatively, and efficiently in publicizing the services provided by PT Smart Visa Bali. In addition, optimizing the use of social media also plays a role in producing the latest information in relation to the services that will be offered to consumers, by conducting periodic publications.

Social media has the ability to unite various forms of promotion in an integrated manner, even to the transaction stage. For example, when a customer becomes a user connected to a social media account owned by the company, such as a friend or fan page on Facebook, followers on Instagram, or similar terms used by other social media platforms. In this situation, the company can automatically maintain continuous communication, allowing the company to communicate persuasively and introduce its products in the future.

In the world of marketing, social media functions as a communication tool that has a very important role. This is because the essence of marketing is actually the interaction of communication between producers and consumers. Along with the development of increasingly sophisticated technology and information, traditional communication patterns have changed to modern communication patterns that focus on digital lifestyles. In this evolution, the internet plays a central role in creating modern marketing communications. However, the peak is the emergence of online social media that presents online-based marketing communication. This approach is in great demand because it has the advantages of affordable cost, easy accessibility, ease of operation, and wide market potential.

Online social media has become a popular tool used by various organizations in their marketing efforts. Here, including PT. Smart Visa Bali, where marketing communication through social media can provide great benefits. The ease of access, affordable cost, and wide reach make social media an effective channel to promote products and services. Therefore, social media plays a role as a door for organizations such as PT. Smart Visa Bali to reach a wider audience and benefit from modern marketing communication capabilities.

In his book entitled "Social Media Marketing" by Evans (2012), the concept of social media is explained as an integration process that involves disseminating, forming, destroying, and changing information. Social media has the capacity to group various knowledge and information, but it is important to observe in depth the truth of the content. Therefore, the role of social media is more likely to be social interaction, participation, and influence on the public, rather than rigid control or delivery of statements. In this context, social media has a more effective ability to facilitate social interaction and participation, as well as influence public views and attitudes. The main goal of social media is not to control the audience or make one-way statements, but rather to create active engagement and mutually influencing interactions.

Active participation in social media can contribute to the achievement of business influence and goals. By interacting directly through social media platforms, businesses can form a stronger brand image, build closer relationships with customers, and influence public perception of the products or services they offer. Thus, social media has become an important tool in modern marketing strategies that can produce a significant impact on successful business and marketing (Evans, 2012:34).

## **CONCLUSION**

In accordance with the community service activities that have been carried out, it can be concluded that: Social media optimization has a big impact on the company, apart from being a marketing medium for Digital Marketing, through social media optimization we can also obtain information and make the company sensitive to the development of existing digital technology. So, PT Smart Visa Bali will not be left behind in this digital era if social media optimization is further improved.

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