

Product Design Assistance to Improve the Quality of Social Media Advertisements for Teaching Factory Products at SMK Negeri 6 Yogyakarta

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ABSTRACT

The financial management pattern of SMK BLUD provides financial flexibility for schools to sell and utilize directly the proceeds from sales of teaching factory products. Situation analysis shows that PkM's target audience has not been able to carry out marketing management and financial management optimally. This has an impact on limited market reach and less than optimal sales turnover. As a solution to this problem, the service team is committed to providing community service related to assisting marketing strategies for target audiences. PkM participants are 34 students and teachers at SMK Negeri 6 Yogyakarta. The results of the PkM activities show that overall the activities ran successfully and smoothly. The evaluation results show that there has been an increase in the ability of the PkM target audience in marketing management and financial management. This is reflected in the level of participants' understanding of SEO, social media ads, and profit management. PkM participants are also able to calculate the cost of production and design product advertisements for social media ad posts. The success of this PkM activity is supported by several factors, namely cooperation agreements between the service team and partners, ease of communication, suitability of training materials to the needs of target partners, and the solidity of the service team. The successful implementation of this PkM activity can also be reflected in the increase in sales turnover and expansion of the market reach for SMKN 6 Yogyakarta teaching factory products.

Kata Kunci: teaching factory, sales turnover, market reach, marketing strategy