

## SEMINAR ON AUTO-PROFIT FROM SOCIAL MEDIA (NO NEED TO BE A CELEBRITY AS LONG AS YOU KNOW THE TRICKS)

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### ABSTRACT

The development of social media offers new economic opportunities, but public understanding of strategies for utilizing it to generate income remains low. Lack of digital literacy, digital marketing skills, and content creation skills are major obstacles to optimizing social media as an economic tool. The seminar "Automatic Profit from Social Media: No Need to Be a Celebrity, Just Know the Tricks" was held to address these issues, aiming to improve participants' understanding of digital marketing strategies, personal branding, and social media monetization techniques. The implementation method used a participatory approach through interactive lectures, case studies, group discussions, and evaluation through pre- and post-tests. The results showed a significant increase in participants' understanding, with an average assessment score increasing by 25 points after the training. This seminar successfully improved participants' digital literacy and practical skills in optimizing social media as a source of income, thus potentially encouraging community economic independence.

**Keywords:** *social media, digital marketing, personal branding, monetization*

### INTRODUCTION

Digital transformation has brought significant changes to the economic activities of modern society. Developments in information and communication technology have driven the rapid growth of social media users in various countries, including Indonesia. Social media is an internet-based platform that allows users to interact, share information, build networks, and create content in various formats. The presence of platforms such as Facebook, Instagram, TikTok, and YouTube has shifted its function from being a mere means of communication to a medium for marketing, branding, and a new source of income for the public.

Despite the vast economic opportunities through social media, most people still perceive digital income as a viable option only for celebrities or influencers with large followings. Low digital literacy

contributes to the suboptimal use of social media as a productive economic asset. Digital literacy itself is the ability to understand, access, and utilize digital technology effectively. Low digital literacy impacts people's inability to manage content, understand algorithms, and implement digital marketing strategies.

Digital marketing is a marketing strategy that utilizes digital technology and internet-based media to promote products or services to target audiences. According to Chaffey and Smith (2017), digital marketing encompasses various activities such as content marketing, social media marketing, search engine optimization (SEO), and paid advertising to build relationships with consumers. Many individuals assume digital marketing requires complex technical skills, even though basic strategies like content consistency, audience analysis, and understanding algorithms can be implemented by anyone.

Furthermore, poor content creation skills also hinder the utilization of social media. Engaging, informative, and relevant content is key to increasing engagement and building audience trust. According to Kotler & Keller (2016), perceived consumer value is created through consistent, value-added communication messages. This suggests that content doesn't have to be professionally created, but it must be relevant and valuable to the audience.

In the digital economy, monetization is the process of transforming digital assets into a source of financial income. Social media monetization can be achieved through various methods, such as endorsements, affiliate marketing, digital product sales, and platform monetization features like the YouTube Partner Program or TikTok Creator Fund. According to Azzahra (2023), monetization is achieved by leveraging digital resources, including content, traffic, and audience communities.

In addition to digital skills, the ability to build a personal brand also significantly influences economic opportunities on social media. Personal branding is the process of developing a self-image that reflects identity, values, and competencies, thereby influencing public perception. McNally & Speak (2002) explain that personal branding is a combination of perceptions and emotions that others have about an individual, thus differentiating them from competitors. Strong personal branding can increase credibility, trust, and monetization opportunities.

To address this issue, the seminar "Automatic Profit from Social Media: No Need to Be a Celebrity, as Long as You Know the Tricks" was held to improve digital literacy and skills in utilizing social media as a source of income. This seminar aimed to provide an applied understanding of digital marketing strategies, content creation, professional account management, personal branding, and monetization methods that can be implemented by the general public. By improving participants' ability to use social media strategically, it is hoped that technology-based economic independence will be created and the community's capacity to face the competition in the digital economy will be strengthened.

## **METHOD**

The seminar used a participatory and applied approach, with the goal of providing participants not only with theoretical understanding but also with hands-on experience in utilizing social media as a means of increasing income. The method was designed to be a two-way learning process, allowing participants to actively discuss, practice, and apply the skills they learned. All stages were systematically structured, from planning and implementation of core activities to evaluation and reporting, ensuring the seminar ran effectively and had a lasting impact on participants.

### **Method Of Implementation**

The methods used in implementing the activity included the following approaches:

1. Interactive Lecture

The material was delivered by the resource person through a structured and communicative presentation, accompanied by a question-and-answer session to encourage active participant participation.

2. Case Studies and Real-Life Examples

Participants were provided with an understanding through analysis of successful examples of social media monetization by individuals and non-celebrity businesses to assess effective strategies that can be implemented.

3. Group Discussion

Participants were encouraged to exchange experiences, ideas, and digital marketing strategies to broaden perspectives and foster collaboration.

4. Evaluation and Reflection

At the end of the activity, an evaluation of participant understanding and reflection are conducted to encourage implementation of the material after the training.

### **Implementation Procedure**

The work procedures for implementing this seminar are carried out in stages and in a structured manner, starting from planning to the final evaluation of the activity. The stages are as follows:

Table 1. Implementation Procedure

<b>Stage</b>	<b>Description</b>
<b>Activity Planning</b>	Determining the objectives, target participants, speakers, materials, location, and preparing the activity proposal.
<b>Technical &amp; Administrative Preparation</b>	Finalizing the design of materials, activity publications, seminar equipment, and participant registration.
<b>Seminar Implementation</b>	Presentation of material by speakers, interactive discussion, content strategy practice, and a question-and-answer session.
<b>Monitoring &amp; Documentation</b>	Taking attendance, collecting photo/video documentation, and recording the activity.
<b>Participant Evaluation</b>	Completing an assessment questionnaire to review participants' level of understanding and satisfaction.
<b>Final Report Preparation</b>	Preparing an evaluative report as accountability for the activity and recommendations for program sustainability.

### **Simultaneous Overview of Activity Stages (Flow Summary)**

Planning → Preparation → Core Implementation → Monitoring → Evaluation → Reporting

All stages are integrated, with evaluation providing the basis for recommendations, monitoring supporting evaluation, and core implementation serving as the focus of all preparations. Each stage is interconnected, from planning to the preparation of the final report, ensuring that the activity is effective, measurable, and remains oriented toward achieving program objectives. Thorough preparation stages contribute to the smooth implementation of the seminar, while the monitoring and evaluation process allows organizers to obtain a comprehensive overview of participant understanding and satisfaction. The evaluation results also serve as the basis for developing recommendations for the continuation of similar activities in the future to optimize the benefits of community service.

### **RESULTS AND DISCUSSION**

The seminar "Auto-Profit from Social Media (No Need to Be a Celebrity, as Long as You Know the Tricks)" ran smoothly and received a positive response from participants. It was attended by over

100 participants, consisting of students, MSME owners, and the general public interested in utilizing social media as a means of increasing income. The participants' enthusiasm was evident in their active participation, both during the presentation sessions and the Q&A discussion.

Based on the evaluation results, conducted through pre- and post-tests, there was a significant increase in participants' understanding of social media monetization strategies. The average participant score increased by 25 points, indicating that the seminar material was effective in enhancing participants' knowledge and skills regarding the productive use of social media. Furthermore, participant feedback indicated that the majority of participants felt more motivated to build their personal branding and try out the strategies presented by the presenters.



Figure 1. Seminar Implementation

The material presented in the seminar was applicable and comprehensive, covering the initial steps in building a digital business, the importance of building audience trust, and utilizing social media features such as Instagram, TikTok, and YouTube in a business context. Several participants from the MSME sector stated that the material was highly relevant to their business marketing needs and easy to apply to their independent social media management.

Overall, the seminar had a positive impact on improving the community's digital literacy, particularly in the creative economy and digital technology. The seminar also demonstrated the concrete role of higher education institutions in supporting community empowerment through solution-oriented and targeted education. This activity helped participants become better equipped to utilize social media as a means of improving economic well-being.

## CONCLUSION

The seminar "Auto-Profit from Social Media (No Need to Be a Celebrity, as Long as You Know the Tricks)" was successfully implemented and had a positive impact on improving participants' digital literacy. Evaluation results showed a significant increase in participants' understanding of monetization strategies, content creation, and personal branding, as evidenced by the increase in average post-test scores and high enthusiasm throughout the event. The practical and interactive presentation of the material also helped participants understand how to utilize social media features for business and personal development purposes.

Overall, this activity contributed to increasing the readiness of the community, especially students, to utilize social media as a potential source of income. This seminar demonstrated that appropriate digital education can foster creativity, economic independence, and the community's ability to adapt to technological developments. Going forward, similar activities are expected to be held on an ongoing basis to expand the impact of digital empowerment for the wider community.

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