



**THE IMPORTANT OF SOCIAL MEDIA  
MARKETING FOR BUSINESS**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Administrasi Bisnis**

**By:  
GOLDIE BUDIMAN**

**015201600015**

**FACULTY OF BUSINESS  
BUSINESS ADMINISTRATION STUDY PROGRAM**

**CIKARANG**

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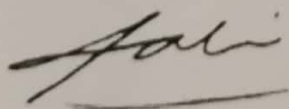
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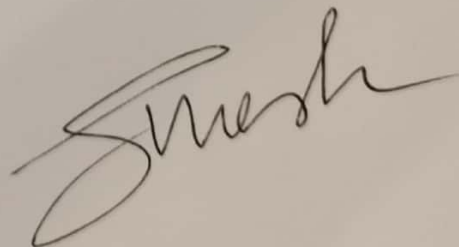
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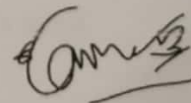
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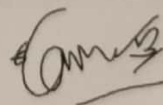
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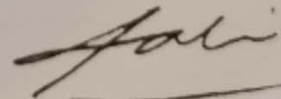
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## ABSTRACT

### **Purpose**

The purpose of this study is to gain knowledge on how to manage and create social media marketing content for business purposes to engage with individuals by the presence of popular social media platforms especially Facebook as part of social media marketing and advertising.

### **Design/Methodology/Approach**

This research study was carried out utilizing a desk research methodology, and the secondary data was obtained from Coursera Facebook while taking an online course.

### **Findings**

The results of this study show that creating social media marketing material for business purposes can be used, particularly on Facebook, as part of social media marketing and advertising goals to increase brand awareness

### **Originality/Value**

This study offers a speculative impact on the significance of social media marketing for business objectives, particularly on Facebook platforms.

*Keywords: Social Media Marketing, Marketing Strategy, Digital Marketing, Advertising.*



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