Title Lorem Ipsum

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Abstract. All articles must contain an abstract. The abstract text should be formatted using 10 point Book Antiqua and indented 25 mm from the left margin. Leave 10 mm space after the abstract before you begin the main text of your article, starting on the same page as the abstract. The abstract should give readers concise information about the content of the article and indicate the main results obtained and conclusions drawn. The abstract is not part of the text and should be complete in itself; no table numbers, figure numbers, references or displayed mathematical expressions should be included. It should be suitable for direct inclusion in abstracting services and should not normally exceed 20 words in a single paragraph. Since contemporary information-retrieval systems rely heavily on the content of titles and abstracts to identify relevant articles in literature searches, great care should be taken in constructing both.

Keywords: Keyword, Keyword, Keyword.

1. Introduction

With the rapid development of technology, almost all activities can be done using social. Therefore, it helps humans to do all their activities, especially in conducting their businesses. Soegoto stated that in order to be a successful entrepreneur, we must learn to get a broader insight about entrepreneurship [1]. Nowadays, almost everyone uses social media for their personal activities as well as doing a business. Therefore, social media has a great impact for human activities in the digital era. Social media is not only affecting a company, but, it also has expanded into education field and health. [2]. Social media is media that is used to extract data to solve problems that are understood by the customer base, especially for small and medium-sized businesses [3]. To build the originality of a trademark, it requires communication that can build consumer perceptions about a characteristic of a brand [4]. Previous studies stated that one strategy that can be used for marketing is to use social media, specifically for small businesses based on the Attention, Interest, Desire, and Action (AIDA) models. It serves as a guide for small business entrepreneurs on how to use social media strategically for marketing.

In addition, the concept of customer relationship management (CRM) as another strategy is to promote transactional and interactional relationships with customers to increase potential economic benefits such as brand loyalty. Other study also shows that the majority of 213 articles covering strong relationships between social media and branding show the importance of strategies to use social media to enhance product brands, such as co-branding or franchising [5-7]. Other research also shows that the use of social media is a necessity at this time, especially to access the data and information that can help in decision making and increase knowledge. With this technology, entrepreneurs can use various types of social networking for entrepreneurship to communicate and transact with consumers. Besides, as a marketing medium through advertising brochures on the internet, it can help entrepreneur to provide information with low advertising costs about the product [8-10].

Based on the research case studies above, we can find out that social media is the most effective place to conduct a promotion in the current digital era. The purpose of this study is to look at business development strategies through social media in the field of community service. The method used in this study is descriptive method by analysing digital advertising in social media to find a valid data and in accordance with the research conducted.

2. Method

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2.1. Presentation of the wastewater treatment plant

The treatment in this station goes through several phases shown schematically Fig. 1.

2.2. Wastewater and industrial water purification processes in the station

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3. Results and Discussion

The development of technology and information is marked by the entry of the internet in human life that makes a significant change. With the development of technology, it makes many application platforms appear including social media. Social media are experiencing a rapid development. Therefore, social media is often used by businessman as a tool to promote their products (see Figure 1).
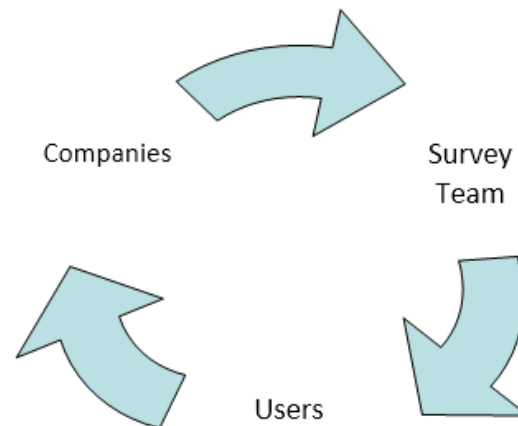
Figure 1. Prototype Model

We can see from the figure above that the population in Indonesia reach 268 million with a percentage of 56%. The total population of internet subscribers in Indonesia is 355.5 million with a percentage of 133% . However, the total population of internet users is 150 million with a percentage of 56% and the number of active users on social media reaches 150 million users every day with a percentage of 56% and 130 million online users via mobile phones with a percentage of 48% (see Table 1). Sed egestas mattis condimentum. Etiam et tristique turpis. Ut tincidunt velit vitae hendrerit euismod. Sed molestie volutpat orci ut placerat. Ut sit amet lorem urna. Donec luctus pharetra venenatis. Ut vel orci venenatis, tincidunt orci sit amet, pharetra ipsum. Pellentesque commodo nulla vitae ex blandit, ut sagittis turpis vestibulum (see Table 2).

Table 1. A simple table. Place the caption above the table. Here the caption is wider than the table so we extend it slightly outside the width of the table. Justify the text. Leave 6 pt of space between the caption and the top of the table

	Wake Chi Sqr. (N=15, df=1)	p	Stage 1 Chi Sqr. (N=15, df=1)	p	Stage 2 Chi Sqr. (N=15, df=1)	p
F3	1.143	0.285	0.286	0.593	0.286	0.593
Fz	1.143	0.285	0.067	0.796	0.067	0.796
C4	2.571	0.109	0.600	0.439	1.667	0.197

Table 2. SWOT Analysis

STRENGTH (S)	a. The tour packages that were marketed through online media were quite varied. b. Display images on the website for each tour package were very interesting. c. Marketing costs incurred were cheaper than using print media d. Traveling information could be found easily by consumers e. The website enabled to be accessed worldwide
WEAKNESSES (W)	a. Consumers found it difficult to request special package tours b. Occasionally consumers complained about the incompatibility offered on the packages with what actually served to them c. The price of tour packages was in Indonesian Rupiah (IDR) d. Error system occurred occasionally
OPPORTUNITIES (O)	a. It took short time to renew or add new tour packages b. Various and interesting tour packages attracted consumers to book a package c. Tour packages were sold to the specific target d. The website enabled to be accessed worldwide
THREATS (T)	a. Business competition got tougher to promote travel packages through online b. Personal data of consumers were at risk of data misuse for buying package online c. It occasionally had price competition with other travel agents d. Consumers had low trust due to several online sites that commit fraud
Strategy SO	a. Utilizing a variety of packages and attractive travel package to increase the interest of consumers b. Cheap package prices must be followed by appropriate quality so sales are on target c. Increasing promotion through online media so that more consumers access the website d. Showing complete information about travel packages
Strategy WO	a. Giving new options to consumers b. The information posted on the website must be in accordance with facts c. Applying excellent internet connection system to prevent error system
Strategy ST	a. Making different tour packages and changed the website appearance to be more attractive and optimal b. Keeping the personal data confidential to prevent data c. Providing accurate information from existing facts as they are
Strategy WT	a. Improving the quality of products and services b. Offering special prices in Indonesian Rupiah for domestic tourists

Based on the data above, it shows that there are 5 social media that are most often used by internet users. The data is taken from the website WebSindo. The 5 media most frequently used by internet users in Indonesia in 2019 is YouTube, WhatsApp, Facebook, Instagram, Line with the percantage of 88, 83, 81, 80, and 59%, respectively. From the statistics above, social media is needed by internet users. So, based on those needs, business activities that use social media as a forum for business start to emerge, especially social media Instagram as one of the most frequently used business platforms. Business is not only a non-profit business,

but businesses in the health sector also use Instagram social media as a tool to promote their services (see Figure 3).

4. Conclusion

It can be said that it is appropriate to choose online media as a medium for promotion and marketing of travel packages because it has been proven with SWOT analysis and it showed many internal factors that have a positive impact on the company. The advantages of each strategy that comes from within the company must be improved to reduce the weaknesses and threats of competitors.

Acknowledgement

It can be concluded that social media is one of the the tool to promote business better, especially business in the field of public health services. It is effective when it packed with new innovations. It will facilitate internet users to access and to maintain positive image for the company.

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