

ABSTRACT

Currently, all kinds of activities carried out by humans cannot be separated from the use of technology and the internet, with the corona virus that is still developing until now causing internet use to continue to increase. The many features and various advantages and advantages that exist on the internet, make the world of marketing also growing. Now by utilizing the internet, digital marketing is no longer limited to advertisements posted on billboards, appearing on television or only in the form of advertisements containing sound on the radio. Social media is one of the most widely used and popular platforms for implementing digital marketing activities, one of the benefits of social media is that it can increase brand awareness of the products offered, besides that the cost of promotion is also much cheaper. Facebook itself is the main focus in the Social Media Marketing campaign because it considers the social media that is most widely used by the target consumers to be addressed. PT. Telkom Indonesia, Tbk is a service company of information and communication technology (ICT) and telecommunications networks in Indonesia. This study aims to plan, implement, and evaluate account creation and marketing content through social media Facebook Telkom Solok. This research uses applied qualitative research methods with data collection techniques using interviews, observation, documentation, and triangulation. The data that has been obtained is analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants. On the Plasa Telkom Solok Facebook account the number of friends has reached 104 accounts and there are 9 contents that have been implemented, with a total of 10 likes and 6 comments on all posts, 50 impressions on video posts, and 12 total likes and 12 accounts that are followers of Facebook. Pages Indohome Solok. Plasa Telkom Solok initially did not have a social media account, so the author created a Facebook account with the user name Telkom Solok, by creating this account it is hoped that it can reach more potential customers and increase sales. However, given the limited time so that the content created is not enough and the response from followers has not met expectations. Suggestions for companies are to be able to use and utilize Facebook accounts that have been created as digital promotional media and for further research to create and upload more content on Facebook Pages so that they can be seen with detailed insights from the uploaded content.

Keywords: *internet, marketing, social media, facebook.*