

ABSTRACT

Trade in rare animals in Indonesia still occurs, due to a lack of public awareness of natural ecosystems. ProFauna Indonesia said that more than 95% of animals in the domestic market for buying and selling purposes were taken directly from nature. Law no. 5 of 1990 concerning Conservation of Biological Natural Resources and Ecosystems states that all communities are prohibited from destroying existing ecosystems. The existence of regulations seems to be ignored by rare animal traders. with indicators of Online Community (Online Community), Interaction (Interaction), Content Sharing (Providing content), Accessibility (Ease). This research uses the netnographic method, namely by conducting direct observations and following social media marketing activities in a group called Tasikmalaya Bird Hobbyists. Based on the research results, it is known that the Facebook group called Tasikmalaya Bird Hobbyists carries out social media marketing activities that are very different from social media marketing activities for products and services in general, namely using symbols in communicating so that they are not easily detected by the system. It was then discovered that the development of technology and the ease of accessing information were greatly utilized by both buyers and sellers of rare animals..

Keywords: *Social Media Marketing, Facebook, Social Media, Tasikmalaya, Rare*