



KEMENTERIAN  
KETENAGAKERJAAN  
REPUBLIK  
INDONESIA

---

# Modul 1 - Iklan Facebook dan Instagram

## Sekilas Iklan Facebook

---

# PENGENALAN

## **ELEMEN KOMPETENSI:**

Kompetensi yang harus peserta miliki setelah mempelajari ini:  
Pemanfaatan media online (facebook ads) untuk menjalankan iklan

## **DURASI JAM PEMBELAJARAN:**

Durasi jam pelatihan pada modul ini adalah 1 JP atau 45 Menit

## **CAPAIAN UNIT KOMPETENSI**

Mengenal Facebook Ads serta mengetahui cara melakukan setup yang dibutuhkan

## **KRITERIA CAPAIAN**

Mampu memanfaatkan Facebook Ads untuk menjalankan iklan

# POKOK PEMBAHASAN

**01**

**Memahami apa itu  
Facebook Ads?**

**02**

**Tutorial Menjalankan  
Facebook Ads**

**03**

**Mempersiapkan Page,  
Membuat Post, dan  
Memasang Iklan**

01

---

**Memahami apa itu  
Facebook Ads?**

---

# Apa itu Facebook Ads?

- Facebook Ads adalah sebuah *advertising platform* yang dimiliki oleh Facebook. Tugas Facebook Ads adalah menyebarkan konten iklan kita di timeline para user Facebook.
- Untuk memulai Facebook Ads, Anda membutuhkan 2 hal yang sangat penting dan krusial. Yang pertama adalah hal **non-teknis**. Dan yang kedua adalah **hal teknis**.

# Hal Non Teknis dalam membuat Facebook Ads

- Anda perlu belajar menemukan manfaat inti dari produk yang ingin Anda jual.
- Anda perlu untuk tahu, siapa yang layak mendapatkan manfaat inti tersebut.
- Anda harus mau belajar hal baru yang lebih rumit, yaitu teknis Facebook Ads.
- Anda harus menjadi pengamat yang jeli, rajin mengamati iklan orang lain yang ada di timeline Anda, membuat hipotesa sederhana mengapa ada iklan yang mendapatkan respon sangat baik, ada pula yang jelek. Anda juga harus mengamati, apa yang sedang tren saat ini, mencoba terlebih dulu produk yang akan Anda jual, melakukan survey market kecil-kecilan, dsb

## Hal **Teknis** dalam membuat Facebook Ads

- Persiapan business manager
- Mempersiapkan akun iklan
- Mempersiapkan metode pembayaran
- Mempersiapkan page facebook
- Beriklan

02

---

**Tutorial  
Menjalankan  
Facebook Ads**

---

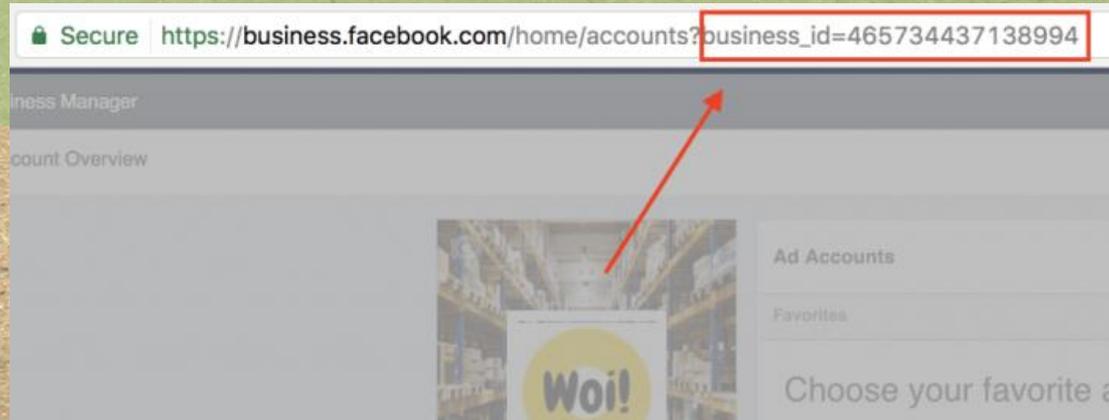
# 1. Persiapan Business Manager

## 1. Apa itu FB Ads Business Manager?

Business Manager (BM) adalah sebuah portal pengelolaan multi akun FB ads yang disediakan oleh Facebook. Cara membuatnya sangat mudah, anda tinggal berkunjung ke <http://business.facebook.com> lalu melakukan pendaftaran disana.

## 2. Mengenal ID Business Manager

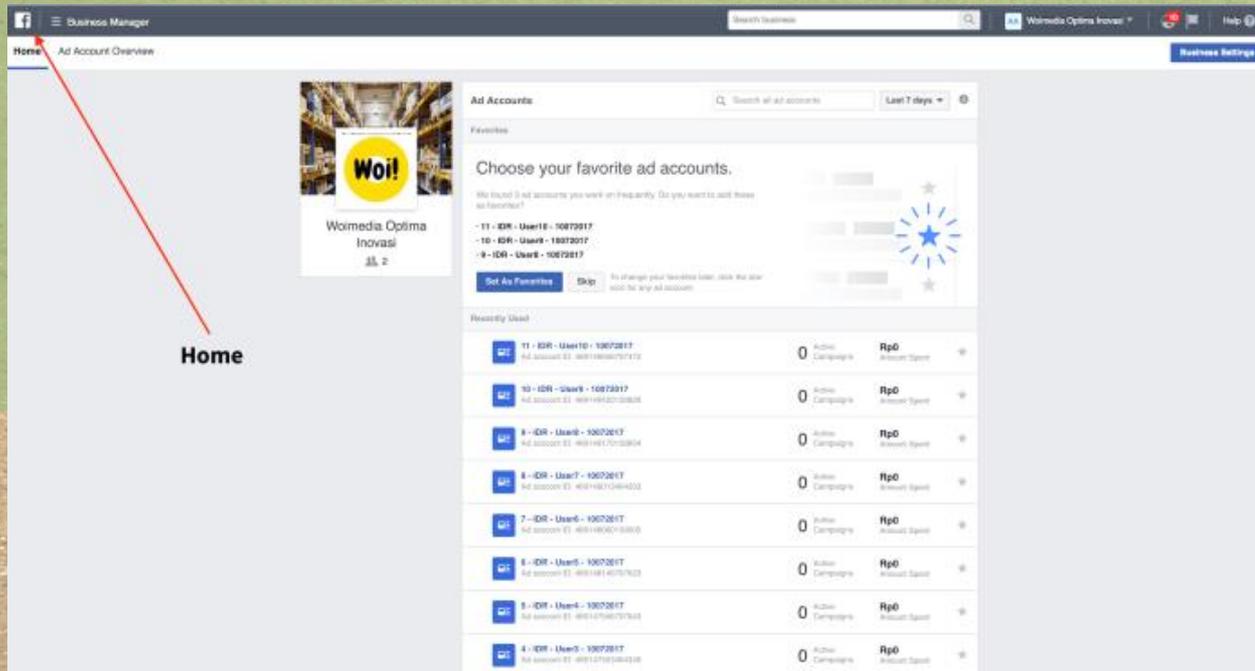
Setelah Anda membuat akun di Business Manager, silakan login. Lihat URL di browser Anda seperti di bawah ini. Catat nomor yang muncul setelah *business\_id=*. Apakah sesungguhnya Business Manager ID ini? Ibaratnya Anda punya no KTP, maka ini adalah no KTP dari business manager Anda. Akan terpakai dalam banyak sekali hal nantinya.



# 1. Persiapan Business Manager (lanjutan)

## 3. Mulai mempelajari Business Manager

Untuk memulai mempelajari dengan Business Manager sangat mudah. Pertama, silakan lihat screenshot dashboard business manager berikut ini :



Jika Anda bingung, tombol ini adalah tombol Home dari business manager. Kembali ke home adalah solusi kalau Anda ingin kembali lagi ke halaman awal.

# 1. Persiapan Business Manager (lanjutan)

## 4. Hal Pertama Yang Harus Anda Kunjungi Ketika Membuka Business Manager

Semua peta perjalanan di dalam Business Manager ada di bagian “Business Settings”. Anda dapat mencoba menu ini untuk mengetahui semua pengaturan yang ada di dalam Business Manager.

**1. Garis Tiga = Menu**

**2. Business Settings**

Recently Used	Account ID	Status	Campaigns	Amount Spent	Star
	11 - IDR - User13 - 10072017 Ad account ID: 489143652914702	0	Active Campaigns	Rp0	*
	18 - IDR - User5 - 19072017 Ad account ID: 489143428130620	0	Active Campaigns	Rp0	*
	9 - IDR - User8 - 10072017 Ad account ID: 489143179130854	0	Active Campaigns	Rp0	*
	8 - IDR - User7 - 10072017 Ad account ID: 489143013454280	0	Active Campaigns	Rp0	*
	7 - IDR - User6 - 10072017 Ad account ID: 489142800130980	0	Active Campaigns	Rp0	*
	6 - IDR - User5 - 10072017 Ad account ID: 4891426168761020	0	Active Campaigns	Rp0	*
	5 - IDR - User4 - 10072017 Ad account ID: 489142448797942	0	Active Campaigns	Rp0	*
	4 - IDR - User3 - 10072017 Ad account ID: 48914224664360	0	Active Campaigns	Rp0	*

# 2. Mempersiapkan Akun Iklan

## 1. Masuk ke **Business Settings** > **Accounts** > **Ad Account**

Perhatikan bahwa disana akan terdapat akun Anda pribadi. Jika Anda baru membuat Business Manager, maka disana tidak akan nampak akun apapun. Berikut adalah contoh screenshot Business Manager yang sudah ada akunnya.

The screenshot shows the Facebook Business Manager interface for Ad Accounts. The page title is "People and Assets" with sub-tabs for Projects, Partners, Payments, Business Info, Notifications, and Requests. A "Setup Guide" link is in the top right. The main content area is titled "Ad Accounts" and includes a search bar "Filter by name or ID". A list of ad accounts is shown on the left, with the first one selected. A detailed view of the selected account is shown on the right, including its name, ID, and ownership information. Below this, a table lists "ASSIGNED PEOPLE AND PARTNERS" with columns for role, name, and account type.

ASSIGNED PEOPLE AND PARTNERS		
People	2	Amy Alghari (Me) Ad account admin
Partners	1	Rachmadhani Probohendoko Ad account admin

Numbered callouts in the image:

- 1: Points to the list of ad accounts on the left sidebar.
- 2: Points to the detailed view of the selected ad account.
- 3: Points to the action buttons (View History, Add People, Assign Partner, Deactivate) for the selected account.
- 4: Points to the "ASSIGNED PEOPLE AND PARTNERS" table.

# 2. Mempersiapkan Akun Iklan *(lanjutan)*

## 2. Membuat Ad Account

Perhatikan box 3. Diatas box 3 ada tombol yang bernama: Add New Ad Account atau ADD (untuk versi terbaru). Anda klik, nanti Anda akan muncul tampilan kotak seperti berikut ini:

**Add New Ad Accounts** ▼

---

**Add an Ad Account**  
Your business will control campaigns and billing for this ad account. Claiming an ad account moves it into Business Manager.

---

**Request Access to an Ad Account**  
Your business needs to use this ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The ad account will still belong to its current owner.

---

**Create a New Ad Account**

Pilih **Create a New Ad Account**. Setelah itu Anda akan melihat kotak seperti ini :

**Create New Ad Account** ✕



**Ad account name** Belajar Bisnis Online

**Advertising on behalf of** Army Alghifari Inc. ▼

**Time zone** (GMT+07:00) Asia/Jakarta ▼

**Currency** IDR – Indonesian Rupiah ▼

**Payment method** Select payment method ▼

Cancel **Create Ad Account**

By creating an ad account, you agree, on behalf of Army Alghifari Inc. as its authorized representative to Facebook's [Terms](#) including the payment terms for the selected payment method.

## 2. Mempersiapkan Akun Iklan *(lanjutan)*

Jika sudah semua, klik **Create Ad Account**. Setelah itu, jika *approved* Anda akan melihat kotak seperti ini:

Setelah fase ini beres, selesailah sudah Anda membuat ad account facebook. Anda akan melihat tampilan sebagai berikut :

**Add People to Scale Up Belajar FB Ads**

Search

People (12) Default Role: Ad account advertiser

Army Alghifari (Me)

**2. Centang**

**1. Ganti Admin**

**3. Klik ini**

Skip Save Changes

**Scale Up Belajar FB Ads**

Ad account #: 1325186874287854

Owned by: Army Alghifari Inc. (850813876371825)

Currency: IDR

Time zone: America/Los Angeles

**1.** View Ad Account in Ads Manager **2.**

View Ad Account in Power Editor

View Payment Methods

View History Add People Assign Partner Deactivate

ASSIGNED PEOPLE AND PARTNERS

People	Partners
1 Army Alghifari (Me) Ad account admin	0

# 3. Mempersiapkan Metode Pembayaran

1. Membuat payment method terlebih dulu.

The screenshot displays the Facebook Business Settings interface. On the left, a navigation menu lists various settings categories. The 'Payments' option is highlighted with a red arrow and the number '1'. The main content area shows the 'Payment Methods' section, which includes a '+ Add' button (also highlighted with a red arrow and the number '1') and a list of existing payment methods. The list contains three entries: 'VISA \*1819' (Expires: 7/2024), 'VISA \*8710' (Expires: 4/2022), and 'VISA \*9596' (Expires: 7/2022). To the right, a 'VISA' card is shown with its number and expiration date. Below this, a section for 'Connected Ad Accounts (0)' is visible, with a message stating 'No ad accounts have been connected to Manager to change its primary payment'.

Business Settings

Users

- People
- Partners

Accounts

- Pages
- Ad Accounts
- Apps
- Instagram Accounts
- Projects

Data Sources

- Catalogs
- Pixels
- Offline Event Sets
- Custom Conversions
- Event Source Groups
- Shared Audiences

Brand Safety

Integrations

**Payments**

- Security Center
- Requests
- Notifications
- Business Info
- Setup Guide

Payment Methods

+ Add

- VISA \*1819  
Expires: 7/2024
- VISA \*8710  
Expires: 4/2022
- VISA \*9596  
Expires: 7/2022

VISA  
Number: xxxx-xxxx-xxxx-1819  
Expires: 7/2024

Connected Ad Accounts (0)

No ad accounts have been connected to Manager to change its primary payment

# 3. Mempersiapkan Metode Pembayaran

## 1. Membuat payment method terlebih dulu. (lanjutan)

Notes:

- Billing country: Indonesia
- Currency: Indonesian Rupiah
- Masukkan detail card number sesuai dengan 16 digit nomor pada kartu debit/kredit Anda, lengkap dengan expiration date dan security code

### Select a Payment Method

[Help](#)

Add a new payment method to Business Manager · [Terms Apply](#)

**Billing Country** **Currency**

Indonesia ▼ Indonesian Rupiah ▼

**New Credit or Debit Card**  

**Card Number** **Expiration**

MM  YY

**Security Code** 

 Your payment info is stored securely. [Learn More.](#)

# 3. Mempersiapkan Metode Pembayaran

## 1. Membuat payment method terlebih dulu. (lanjutan)

Notes:

- Billing country: Indonesia
- Currency: Indonesian Rupiah
- Masukkan detail card number sesuai dengan 16 digit nomor pada kartu debit/kredit Anda, lengkap dengan expiration date dan security code

### Select a Payment Method

[Help](#)

Add a new payment method to Business Manager · [Terms Apply](#)

**Billing Country** **Currency**

Indonesia ▼ Indonesian Rupiah ▼

**New Credit or Debit Card**  

**Card Number** **Expiration**

MM  YY

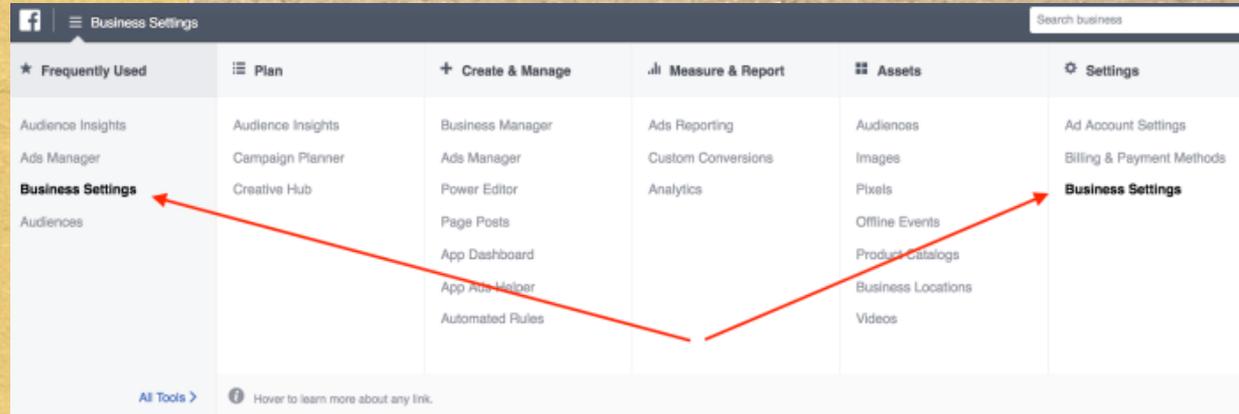
**Security Code** 

 Your payment info is stored securely. [Learn More.](#)

# 3. Mempersiapkan Metode Pembayaran

## 2. Menghubungkan payment method dengan Ad Account

Pertama-tama, Anda harus kembali ke menu **business settings** > **Accounts** > **Ad Account**. Tekan garis tiga di header atas, lalu perhatikan ini :



Setelah Anda memilih business settings, nanti akan muncul halaman utama. Pilih bagian Ad Accounts.

Setelah Anda memilih Ad Accounts, lalu pilih akun yang Anda telah buat di sesi pembuatan Ad Account

# 3. Mempersiapkan Metode Pembayaran

## 2. Menghubungkan payment method dengan Ad Account (lanjutan)

The screenshot displays the Facebook Ads Manager interface. On the left, a navigation menu includes 'Users', 'Accounts', and 'Data Sources'. The 'Accounts' section is expanded, with 'Ad Accounts' selected. The main area shows a list of five Ad Accounts, numbered 1 through 5. Red arrows labeled '1', '2', and '3' point to the 'Ad Accounts' menu item, the first Ad Account (ID 1), and the 'View Payment Methods' link in the details panel, respectively. The details panel for Ad Account 1 shows the account ID (496030734077341), ownership (PT. Perjalanan Menembus Galaksi), currency (IDR), and time zone (Asia/Jakarta).

Category	Item
Users	People, Partners
Accounts	Pages, Ad Accounts, Apps, Instagram Accounts, Projects
Data Sources	

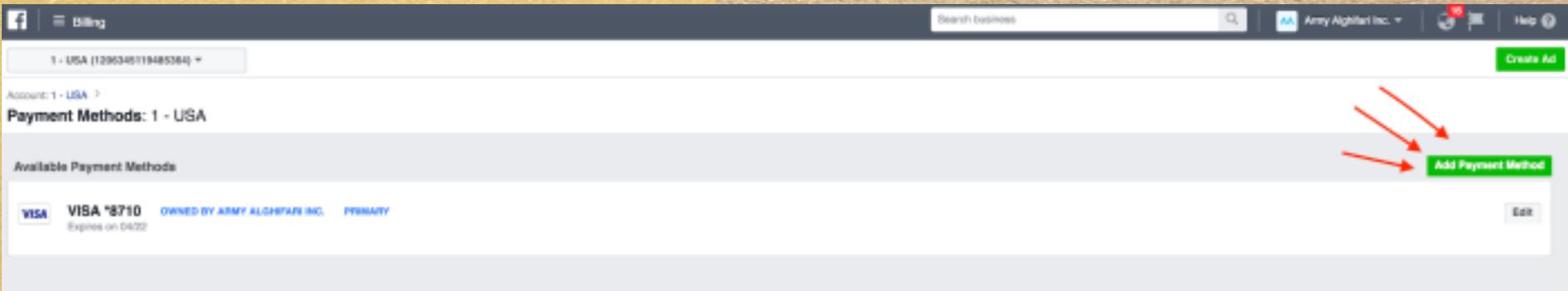
Ad Accounts
1
2
3
4
5

Details
ID: 496030734077341
Owned by: PT. Perjalanan Menembus Galaksi (4)
Currency: IDR
Time zone: Asia/Jakarta
<a href="#">View Payment Methods</a>
Assigned People And Partners
People >
Partners >

# 3. Mempersiapkan Metode Pembayaran

2. *Menghubungkan payment method dengan Ad Account (lanjutan)*

Pada gambar sebelumnya, jika Anda sudah memilih akun, lalu segera klik no 3: **View Payment Method**. Setelah itu akan muncul petunjuk seperti ini:

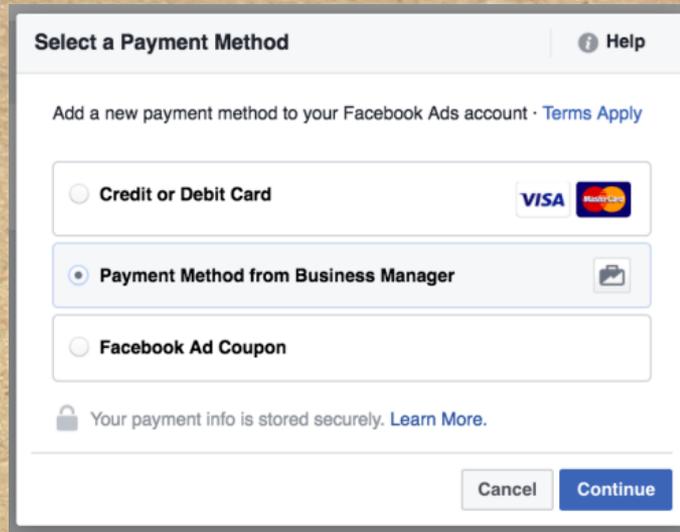


The screenshot displays the Facebook Billing interface. At the top, there is a navigation bar with the Facebook logo, a 'Billing' tab, a search bar for businesses, and the user's name 'Army Alghifari Inc.' with a dropdown arrow. Below the navigation bar, there is a header section with '1 - USA (1296348119485364)' and a 'Create Ad' button. The main content area is titled 'Payment Methods: 1 - USA' and shows a section for 'Available Payment Methods'. A single payment method is listed: 'VISA VISA \*8710 OWNED BY ARMY ALGHIFARI INC. PRIMARY Expires on 04/22'. To the right of this list, there is a green 'Add Payment Method' button, which is highlighted by four red arrows pointing towards it. An 'Edit' button is also visible at the bottom right of the payment method card.

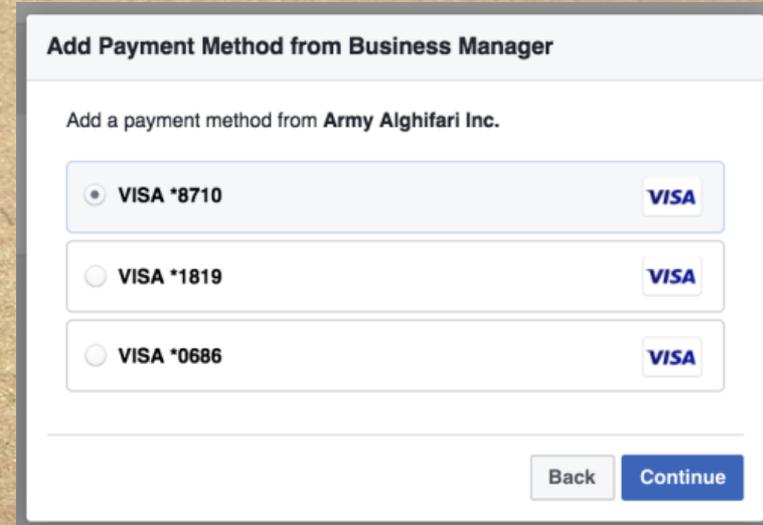
# 3. Mempersiapkan Metode Pembayaran

## 2. Menghubungkan payment method dengan Ad Account (lanjutan)

Secara default, akan terpilih credit or debit card. Anda tinggal pilih saja **Payment Method from Business Manager**. Klik **continue**. Setelah Anda klik continue, akan muncul halaman seperti ini :



The screenshot shows a dialog box titled "Select a Payment Method" with a "Help" icon in the top right corner. Below the title, it says "Add a new payment method to your Facebook Ads account · [Terms Apply](#)". There are three radio button options: "Credit or Debit Card" (with VISA and MasterCard logos), "Payment Method from Business Manager" (which is selected), and "Facebook Ad Coupon" (with a coupon icon). At the bottom, there is a "Cancel" button and a blue "Continue" button. A security notice at the bottom left states "Your payment info is stored securely. [Learn More.](#)"



The screenshot shows a dialog box titled "Add Payment Method from Business Manager" with the text "Add a payment method from Army Alghifari Inc." below it. There are three radio button options, each with a "VISA" logo: "VISA \*8710" (selected), "VISA \*1819", and "VISA \*0686". At the bottom right, there is a "Back" button and a blue "Continue" button.

# 03

---

**Mempersiapkan  
Page, Membuat  
Post, dan  
Memasang Iklan**

---

Page adalah halaman yang akan dikunjungi oleh audience iklan Anda nantinya. Ibaratnya page merupakan “website bagi user”.

Iklan yang dibuat nantinya akan dipasang di page, dan page tersebut yang diiklankan.

Secara urutan adalah sebagai berikut:

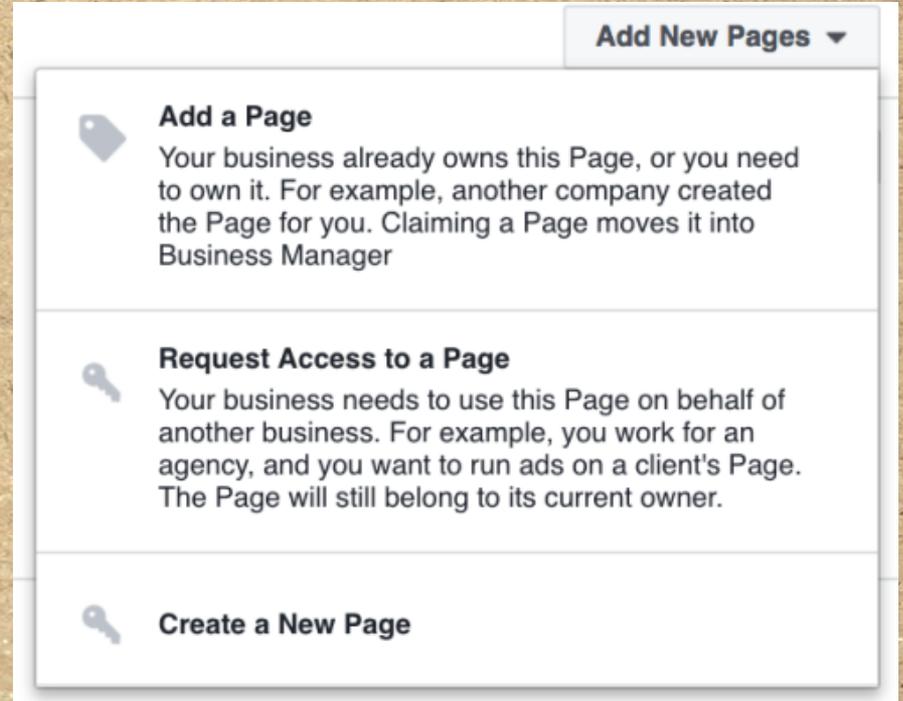
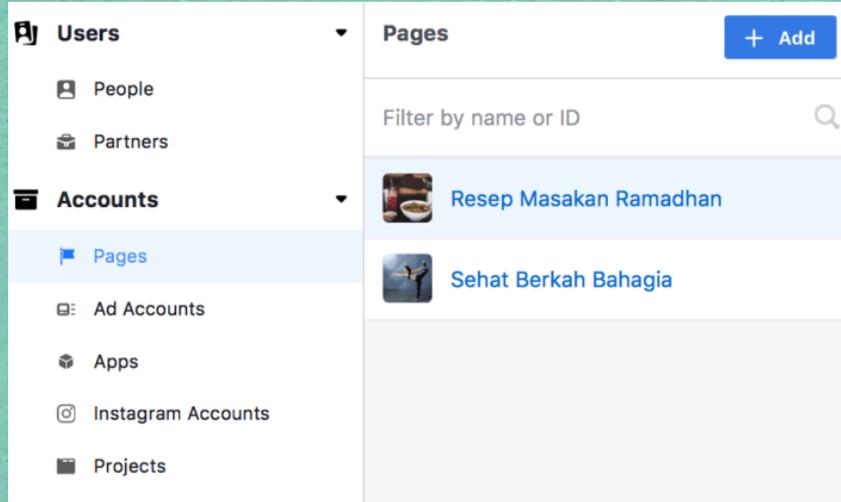
- Anda membuat website (optional)
- Anda membuat page untuk meletakkan postingan yang berisi link website
- Anda membuat post di page, yang memuat link website kita pada konten yang dijadikan post

# Apa itu Page?

# 1. Membuat Page

Business settings > Accounts > Pages. Klik seperti gambar di bawah ini

Klik tombol berwarna biru: ADD. Nanti akan muncul seperti ini :



## 1. Membuat Page (lanjutan)

Pilih **Create New Page**. Setelah itu, akan muncul halaman seperti berikut:

### Choose a Category

-  Local Business or Place
-  Company, Organization or Institution
-  Brand or Product
-  Artist, Band or Public Figure
-  Entertainment
-  Cause or Community

Cancel

Pada bagian ini Anda bisa eksplorasi, pertimbangkan, manakah yang paling pas untuk Anda. Jika sudah memilih, Anda akan mengisi form lagi seperti ini:

### Create a Page for Your Local Business

Page Name

Category

Street Address

City

Zip Code

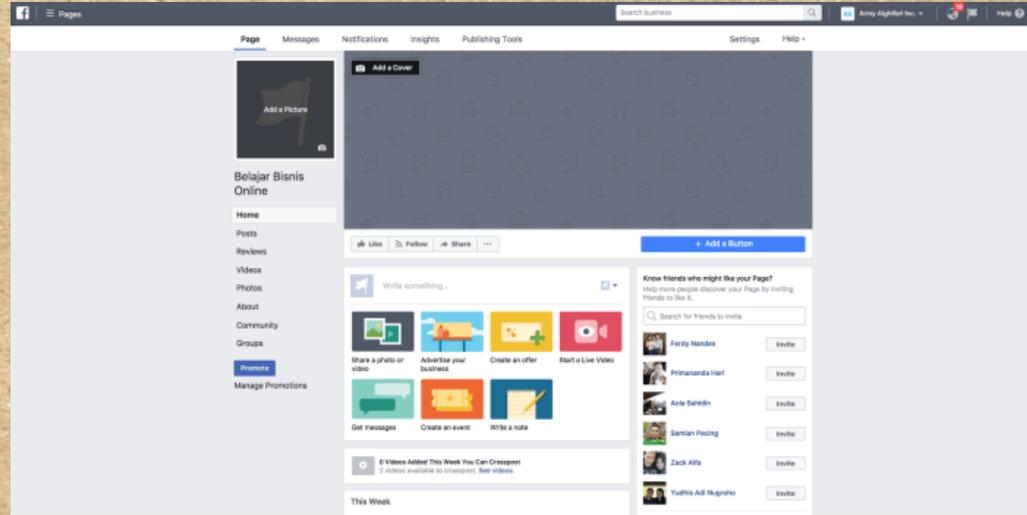
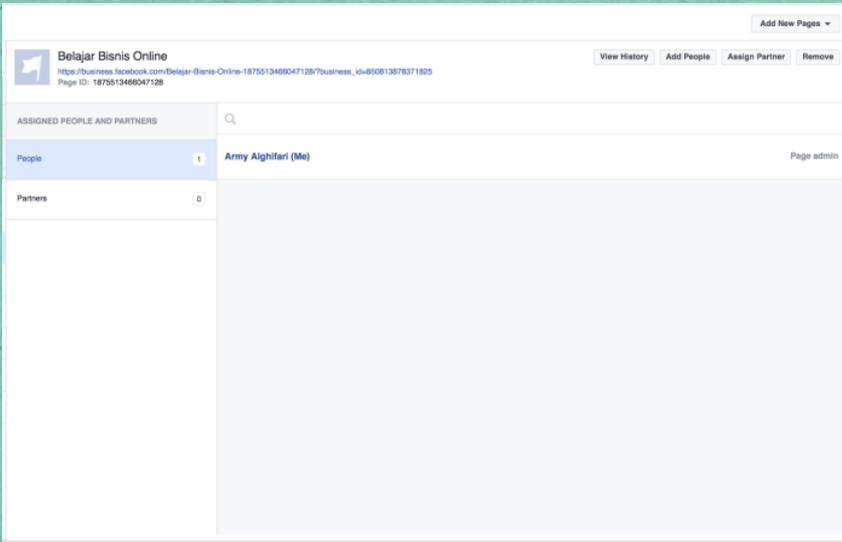
By clicking Create Page, you agree to the [Facebook Pages Terms](#).

Create Page Cancel

# 1. Membuat Page (lanjutan)

Pada bagian ini, isi sesuai dengan keinginan Anda juga. Tidak ada patokan yang pasti, semua tergantung user. Jika sudah, klik Create Page.

Anda lihat dibawah judul ada link, silakan link tersebut di klik. Maka Anda akan tiba di halaman inti page seperti berikut ini:



## 2. Membuat Post

Cara membuat post di page sangat sederhana, mirip seperti Anda memuat postingan di Facebook. Perhatikan contoh berikut.



The screenshot shows a Facebook post interface. At the top left is the profile picture and name 'Belajar Bisnis Online' with the text 'Just now · 🌐'. The main text of the post reads: 'Ini adalah post pertama, Anda bisa membuat ini seperti halnya Anda membuat status di Facebook. Jangan lupa Anda bisa juga memasukkan link seperti ini di status : <http://scaleup.club>'. Below the text is a large image of a modern kitchen with a wooden island, white cabinets, and a stainless steel range hood. To the right of the image is a blue 'Boost Post' button. At the bottom of the post are icons for 'Like', 'Comment', and 'Share'. Below these is a comment input field with the placeholder text 'Write a comment...' and icons for emojis, photos, GIFs, and stickers. At the very bottom, it says 'Press Enter to post.'

# Membuat Post

# 3. Memasang Iklan

## 1. Memilih objective

Masuklah ke business settings > Accounts > ad account. Setelah Anda memilih ad account, silakan masuk ke halaman Ads Manager dengan memilih link **view ad account in ads manager** seperti pada gambar:

Setelah Anda pilih link tersebut, Anda akan masuk dashboard Ads Manager seperti ini:

The screenshot shows the Facebook Ads Manager interface. On the left, there is a navigation menu with options: Campaign (Objective), Ad Account (Create New), Ad Set (Audience, Placements, Budget & Schedule), and Ad (Format, Media, Additional Creative). The main content area is titled 'Campaign: Choose your objective.' and includes a search bar and a 'Help: Choosing an Objective' link. Below this, it asks 'What's your marketing objective?' and provides three tabs: Auction, Reach and Frequency, and Conversion. The 'Conversion' tab is selected, showing a table of objectives:

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

1 - USA

Ad account #: 1206345119485364

Owned by: Army Alghifari Inc. (850813878371825)

Currency: IDR

Time zone: America/Los Angeles

[View Ad Account in Ads Manager](#)

[View Ad Account in Power Editor](#)

[View Payment Methods](#)

# 3. Memasang Iklan

## 2. Mengatur Ad Account

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

### Brand awareness

Reach people more likely to pay attention to your ads and increase awareness for your brand.

Campaign Name

[Set Up Ad Account](#)

Setelah diklik Set Up Ad Account, akan muncul sebagai berikut.

### Ad Account: Set Up Ad Account.

**Account**  
Enter your account info. [Learn more.](#)

<b>Account Country</b>	<input type="text" value="United States *"/>	<b>Currency and Time Zone</b> <small>All your ads billing and reporting data will be recorded in this currency and time zone. To change these in the future, you'll need to create a new ad account.</small>
<b>Currency</b>	<input type="text" value="Indonesian Rupiah *"/>	
<b>Time Zone</b>	<input type="text" value="America/Los_Angeles *"/>	

<b>UTC TIME</b>	<b>LOCAL TIME</b>
07/11/2017 7:50PM	07/11/2017 12:50PM

[Show Advanced Options -](#)

[Back](#) [Continue](#)

Jika Anda tekan continue, maka akan berpindah ke menu berikutnya.

# 3. Memasang Iklan

## 3. Membuat Ad Set

Ad set berisi mengenai audience Anda, placement dimana iklan diletakkan, dan budget & schedule.

Berikut ini adalah pengaturan Audience. Anda bisa masukkan sesuai dengan keinginan Anda, siapa yang akan melihat iklan Anda.

**Placements**  
Show your ads to the right people in the right places.

Automatic Placements (Recommended)  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

Edit Placements  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types **All Devices (Recommended)** ▾

Platforms

Facebook	▾
Instagram	▾
Audience Network	<input checked="" type="checkbox"/>
Sponsored Messages	Ineligible

**ADVANCED OPTIONS**

[Specific Mobile Devices & Operating Systems](#)

[Exclude Categories](#) ⓘ

[Apply Block Lists](#) ⓘ

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Create New** Use a Saved Audience ▾

**Custom Audiences** ⓘ

**Exclude** **Create New** ▾

**Locations** ⓘ

Indonesia  
📍 **Indonesia**

📍 **Include** ▾  **Browse**



**Drop Pin**

**Add Bulk Locations...**

**Age** ⓘ  -

**Gender** ⓘ

**Languages** ⓘ

---

**Detailed Targeting** **INCLUDE** people who match at least **ONE** of the following ⓘ

ⓘ  **Suggestions** **Browse**

**Exclude People**

**Connections** ⓘ

**Save This Audience**

# 3. Memasang Iklan

## 4. Membuat Ad

Anda lihat di tab samping, terdapat pilihan create new ad atau use existing post. Pilih saja yang kedua jika Anda memang sudah punya post yang ingin diiklankan. Jika sudah ok semua, Anda bisa klik tombol Place Order untuk melanjutkan.

The screenshot displays the Facebook Ads creation interface. At the top, there are two tabs: "Create New Ad" and "Use Existing Post", with the latter being selected. Below the tabs, the "Page & Post" section is visible, with the instruction "Select the Page post for your ad. Learn more." Underneath, there are three options for connecting accounts: "Connect Facebook Page" (selected), "Instagram Account", and "Select a Page Post". The "Connect Facebook Page" option shows "Belajar Bisnis Online" as the selected page. The "Instagram Account" option shows "Belajar Bisnis Online (Page)" as the selected account. The "Select a Page Post" option shows "Timeline Photos - Ini adalah post pe..." as the selected post. A warning message states: "Your Instagram ad will render Facebook mentions as regular text." At the bottom left, there is a link for "Hide Advanced Options". On the right side, the "Ad Preview" section is visible, showing "1 of 1 Ad" and "Desktop News Feed" as the selected placement. The preview shows a sponsored post for "Belajar Bisnis Online" with the text: "Ini adalah post pertama, Anda bisa membuat ini seperti halnya Anda membuat status di Facebook. Jangan lupa Anda bisa juga memasukkan link seperti ini di status : [http://scaleup.club](\"http://scaleup.club\")". Below the text is a photo of a modern kitchen.

# 3. Memasang Iklan

## 4. Membuat Ad

Ex: key1=value1&key2=value2

Pixel Tracking ⓘ

 **Facebook Pixel**  
You can now create one pixel for tracking, optimization and remarketing. [Learn More.](#)  
[Create a Pixel](#)

Offline Tracking ⓘ

 You don't have any offline event sets. Go to [Business Manager](#) to create one and use it to track all offline conversions.



 Like  Comment  Share

[Back](#) [Review Order](#) [Place Order](#)

Sampai disini, proses iklan telah selesai. Iklan Anda telah disubmit ke Facebook untuk di review, apakah Ada yang keliru dalam materi dan kontennya. Jika lolos, maka selamat, iklan Anda telah aktif!

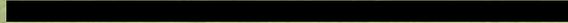
# RANGKUMAN PEMBELAJARAN

Facebook Ads merupakan salah satu tools yang efektif dalam menjalankan iklan melalui media online. Untuk bisa menggunakannya dengan optimal, Anda harus mempersiapkan hal-hal non teknis maupun teknis. Anda harus mempelajari teknis facebook ads dengan lengkap agar iklan yang Anda buat lebih tepat sasaran

---

# PENUGASAN

1. Tentukan produk atau jasa yang ingin Anda iklankan!
2. Aplikasikan tahapan-tahapan dalam pembuatan iklan di Facebook sesuai tutorial yang telah Anda pelajari!



# DAFTAR ISTILAH

## **Facebook Ads:**

sebuah *advertising platform* yang dimiliki oleh Facebook

## **Business Manager:**

sebuah portal pengelolaan multi akun FB ads yang disediakan oleh Facebook

## **Payment Method:**

metode pembayaran yang digunakan untuk bertransaksi dengan suatu pihak atau lembaga

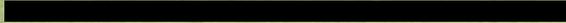
## **Page:**

halaman web yang akan dikunjungi pengguna

---

# DAFTAR PUSTAKA

- <https://www.scaleup.club/belajar-facebook-ads/>



---

# TERIMA KASIH

---

Didukung Oleh:



International  
Labour  
Organization