

Facebook Groups as a Means of Income During the Pandemic

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Abstract. This study aims to determine the extent of the potential of the Facebook group as a means of income during the pandemic. The effects of the pandemic have forced people to work from home. Some professions don't allow working from home, so people's incomes decrease. Starting from people's habit who mostly always use social media, researchers propose Facebook as the main focus of alternative income sources. Researchers use qualitative methods which include problem analysis, data collection to data analysis that makes it easier for researchers to understand deeply the problems that exist in society. Facebook groups are very effective for increasing the income. All the features in the Facebook group can be used as an online business opportunity, so with the right guidance and direction, it is hoped that it can become an online business opportunity option and eventually can become a new source of income for the Society around Desa Sumber Jaya, Kabupaten Bekasi

Keywords: Facebook Group, Pandemic, Online Business, Social Media, Digital Marketing;

1. Introduction

The presence of a pandemic followed by very rapid technological developments has changed the lifestyle and habits of the community. The impact of the presence of the pandemic forces people to carry out all their activities at home so that people must be able to adjust to these conditions. "One business expert argues that the technology environment, including business and technology (manufacturing) products and services is the knowledge of people, equipment, work methods, processing systems, electronic devices, communication tools, hardware and software used." [1] Today business must consider customer shifting behavior from brick and wall store to online platform [6] "Facebook's revenue from advertising in the second quarter of 2017 is USD 9.16 billion" [4]."

Changes in this habit This has led to an increase in the number of internet and social media users in Indonesia. "It was recorded that there were 37 million new internet users compared to the previous year. In the midst of this rapid growth, understanding digital literacy is important so that people can make good use of the digital space." [2]. Internet technology is so practical, easy and efficient that it can have both positive and negative impacts on society. The effect of the pandemic that requires

people to carry out activities at home has made some people lose their jobs. Since some professions do not allow working from home, the loss of that livelihood has an impact on the source of income or income. So that the increase in unemployment and poverty in Indonesia.

“The electronic social media such as Twitter, Facebook, MySpace, etc. have become a major form of communication, and the expression of attitudes and opinions, for the general public” [3]

The revenue increases a 47 percent over the same quarter in 2016” [4]. “In addition, Facebook was the most frequently used than YouTube, Twitter, LinkedIn, MySpace [5]. Facebook is one of the largest social media in the world and the Indonesian people are the fourth largest users in the world. From this fact, it is known that Facebook social media users in Indonesia are quite active, especially during a pandemic. “Communication that is always connected and can be accessed anywhere becomes one of the advantages of social media that is not found in other marketing communication media” [7]. Social media is useful for marketing activities and improving small and medium enterprise customer service and relationships [8]. The power of using social media provides opportunities for local and international products for the Indonesian market [9]. With the large number of Facebook social media users in Indonesia, the potential to run an online business is open, especially now that accessing social media is quite easy.

These studies have something in common with the author, namely researching the online business, social media & digital marketing. The difference between previous research and this research is that previous research used social media Instagram, YouTube, etc., while this study used Facebook social media and a qualitative descriptive approach. This study aims to obtain clear information about the role of the Facebook group as an online business opportunity so that in the end it can become a source of income for the Society around Desa Sumber Jaya, Kabupaten Bekasi.

2. Method

The research method used is a qualitative descriptive method. This method is very effective in describing or providing illustrations of the problems raised by the author. Whereas the sample used are the Society around Desa Sumber Jaya, Kabupaten Bekasi. This research is conducted for two months, from Februari to Maret 2022. There are two data resources for the research, primary and secondary data. Primary data were collected directly from the authors and selected respondents. While secondary data is collected from literacy of various books, journals, magazines and the internet

3. Results and Discussion

Group Facebook

Facebook groups

In accordance with the research that the researcher did, there are several topics or types of Facebook groups that can be developed. The following are topics for Facebook groups that are fast enough to grow:

- a. Recipes
- b. Home Design Inspiration
- c. Da'wah or Islam
- d. Farming or gardening etc

From the types of facebook groups that the author has described. Researchers focus on the types of Facebook group recipes. Because based on the research that researchers did, the Recipes Facebook Group is very active and has potential because the majority of its audience are women or housewives who cook every day and are also the type who likes shopping.

So on March 24, 2020 the author created a recipe type Facebook group with the group name "*Berburu Resep Enak*"



Figure 1. Group Berburu Resep Enak

Because it is managed very well by filling out post in groups that attract attention and that is one of the factors that provoke members to share posts. In August 2020 the Tasty Recipe Hunting group managed to reach more than 100K members. This is a success in building a community. So that it attracts other Facebook users to join. The advantage of Facebook groups is that you don't have to bother with posting content. Facebook groups are easier to manage because the members or group members fill in the content.

Utilization of Facebook Groups

One of the benefits of having a large group is that the Facebook group can start making money by implementing an online group rental business. The researcher writes information clearly about the group, contacts who can be contacted and banners or posters to prepare prospective tenants if they want to ask questions about the group rental mechanism



Figure 2. Facebook Group Rental Banner

Facebook group features provided by Facebook according to the author are also very potential to be used as an online business. Here are some features of the Facebook group that the author uses to make it an online business

Tabel 1. Facebook Group Rental

No	Facebook Group Service Rental Name	rate per month
1	Pre-Approval Account Access	Rp50.000
2	Moderator Account Access	Rp100.000
3	Promo on Facebook Group Banner	Rp200.000
4	Post Pin	Rp75.000

Facebook Group Revenue

Starting from August 2020 until the end of 2021. The following is a complete table of income from the Facebook group's online business. You can see the details in table 2 below:

Table 2. Facebook Group Revenue

No	Tahun	Bulan	Pendapatan
1	2020	August	Rp250.000
		September	Rp1.325.000
		October	Rp2.100.000
		November	Rp3.600.000
		December	Rp2.150.000
2	2021	January	Rp4.025.000
		February	Rp3.525.000
		March	Rp5.570.000
		April	Rp6.370.000
		May	Rp3.650.000
		June	Rp7.250.000
		July	Rp11.290.000
		August	Rp12.515.000
		September	Rp9.600.000
		October	Rp11.725.000
		November	Rp10.605.000
		December	Rp11.990.000
Total			Rp107.540.000

Based on table 2 Online Business Facebook Groups proved promising. Therefore, based on previous research, it is recommended that producers apply social media as a suggestion to promote their products because social media, in this case the Facebook group, is a valuable marketing medium in reaching segments from the young to the adults [10]. However, group social media must also be managed very well, have an interesting group climate, and consistently provide useful posts to attract other Facebook users who have not joined to join the Facebook group that we manage.

4. Conclusion

Based on the results of the research conducted, researchers can draw the conclusion that Facebook Groups can be a promising online business opportunity. With the right guidance and direction, it is hoped that it can become an online business opportunity option and eventually can become a new source of income for the community

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