

ABSTRACT

Growth of Internet user is very rapid, including the number of users Facebook in Indonesia that was ranked first compared to other social media open up great opportunities for Small and Medium Enterprises (SMEs) Aulia Sari to use it as a communication tools that is more effective and efficient.

This research design the best ads to market seaweed dodol of Aulia Sari using Facebook Advertising. The method used in this research is to test 3 facebook ads that set in 3 location there are desktop, right-hand column and mobile. The test results 3 ads of Aulia Sari via facebook advertising manager will obtain data from ad testing that can measure the level of effectiveness and efficiency of advertising based advertising metrics reach, click, cost per click and UCTR. Through the measurement metric facebook ads will test the comparison to analyze in more detail ads performance.

Based on test results of ads for 7 days, results of the most effective and efficient advertising is advertising with mobile location because it get most cheap for value of cost-per-click compared with ads for dektop location and the right column. Value of cost-per-click for mobile location is Rp. 691.00 per click ads and number of unique click is 254 unique ad clicks and then value of UCTR is 14%. Based on the results of significance test Aulia Sari facebook ads, there are significant differences in the results obtained matric results facebook ad for value click and cost per click between mobile advertising (successful ads) with desktop advertising and the right column. Therefore, Aulia Sari more effective and efficient to run Facebook ads to mobile ad placement locations.

Keywords: Analysis of the design of facebook advertising, Facebook advertising, SMEs Aulia Sari