

Digital Marketing Assistance on Used Car Buying and Selling Community in Makassar City

Hasnidar^{1,*}, Jusri², Achmad Ridha³, Azlan Azhari⁴

^{1,3,4} Management Study Program, Faculty of Economics and Business, Makassar State University, Makassar, Indonesia

² Management Study Program, Makassar Maju College of Economics, Makassar, Indonesia

*Corresponding author: hanidar@unm.ac.id

Abstract: The rapid growth of the used car trading sector in Makassar City has not been matched by sufficient digital marketing competencies among its business actors. This community service activity aims to strengthen the digital capacity of the Turbo Car Community through structured training and mentoring in social media-based marketing strategies. Conducted over two days in Malino City, the program included digital marketing workshops and hands-on practice in utilizing Facebook Marketplace and Instagram. A preliminary survey was undertaken to assess participants' initial digital literacy and identify promotional barriers. The training sessions introduced participants to key concepts of digital marketing, digital consumer behavior, and content strategy, followed by guided mentoring to create and manage online promotional content. Direct assistance was provided to six selected showrooms in optimizing their online presence. The results demonstrated a marked improvement in participants' understanding, confidence, and ability to independently implement digital marketing strategies. Furthermore, the use of digital platforms proved effective in expanding market reach, increasing sales potential, and enhancing customer engagement. This initiative represents a strategic step in accelerating digital transformation among micro and small enterprises (MSEs) in the automotive sector and can serve as a replicable model for similar business communities across Indonesia. The long-term expectation is to foster continuous innovation and sustainability in digital marketing practices within local economies.

Keywords : Digital marketing, used car business, social media marketing, Facebook Marketplace, MSMEs empowerment.

1. Introduction

The development of digital technology has had a major impact on various sectors, including the trade sector. This also applies to the buying and selling business, especially used car buying and selling. The used car trade in Indonesia has shown significant growth, especially in recent years, with used car sales continuing to increase amidst declining new car sales. The used car buying and selling business in Indonesia is predicted to continue to increase. Data from the Association of Indonesian Automotive Industries (Gaikindo) noted that throughout 2024 new car sales in Indonesia reached 865,723 units, down 13.9% compared to 2023 sales of 1,005,802 units. In contrast, used car sales reached 1.8 million units throughout 2024 [1]. The high number of used car sales is due to several factors such as the increasing number of financing companies in the used car sector, the increasing public need for four-wheeled vehicles, and the rise of online platforms that facilitate the transaction process [2].

Used car buying and selling business in Makassar City as one of the rapidly growing economic sectors also needs to adapt to the development of information technology to increase its business competitiveness. One effective approach to increasing marketing and sales in the digital era is through digital marketing. Digital marketing, which includes the use of social media, online advertising, and e-commerce platforms, has proven to be very effective in reaching potential buyers more widely, increasing sales, building brand awareness, expanding market reach globally, improving business operations, and creating more personal relationships with consumers [3][4].

As an inevitable global phenomenon, digital marketing based on various research results is able to generate 54% more prospects than traditional marketing, at a cost that is 61% cheaper [5]. Digital marketing facilitates the promotion and sales process because it has a wide reach at a relatively low cost. The existence of social media as a digital channel also provides a platform for consumers to share

information in various formats such as text, images, audio, and video, both between companies and consumers and between consumers themselves [6][7].

However, despite the various benefits of digital marketing, most used car business actors in Makassar City still have limited knowledge about effective digital marketing strategies. This condition is a challenge in itself in facing increasingly tight business competition in the digital era. Therefore, it is very urgent to provide assistance in the form of digital marketing training to help used car buying and selling business actors in Makassar City understand and implement digital marketing strategies appropriately and optimally. The purpose of this activity is to improve the competence of business actors in managing digital marketing, so that they are able to increase brand visibility, reach wider potential consumers, and increase business sales turnover sustainably.

2. Methods of Implementing Community Service

This community service activity was carried out in the form of digital marketing training targeting the used car buying and selling business community. The activity spanned two days and adopted the local cultural concept of "Tudang Sipulung", a tradition that means "sitting together" for informal yet meaningful discussion. This approach was chosen to foster a more intimate and relaxed atmosphere, allowing participants to feel comfortable expressing their challenges and actively engaging in each training session. The activity took place in Malino City, Tinggi Moncong District, Gowa Regency, an area known as a meeting point for used car business actors from Makassar and surrounding regions.

The implementation began with a preliminary field survey conducted by the community service team to identify existing promotional patterns, including the media commonly used and the obstacles faced in implementing digital marketing strategies. The survey was complemented by informal interviews and brief questionnaires aimed at assessing participants' initial understanding of digital marketing. Based on these findings, the team established a working group comprising facilitators, documenters, and technical assistants with expertise in digital marketing.

On the first day of training, participants were introduced to the basic concepts of digital marketing, its relevance and benefits for the used car trading business, and current consumer behavior trends which increasingly rely on digital media for decision-making. The materials were delivered through presentations, interactive discussions, and case studies of successful MSMEs utilizing social media for sales growth. The second day focused on hands-on practice. Participants were guided step-by-step in creating business accounts on Facebook and Instagram, producing promotional content, identifying their digital target market, and understanding the fundamentals of online advertising. The mentoring team provided technical assistance in content planning, basic copywriting, and gave constructive feedback on the participants' promotional plans.

The activity concluded with an evaluation session, where participants completed feedback forms to assess the effectiveness of the training and provide suggestions for improvement. As part of sustainability efforts, the organizing team formed a follow-up mentoring group via WhatsApp to facilitate continued learning, consultation, and strategy sharing among participants after the training. It is expected that this activity will not only enhance participants' knowledge and skills in digital marketing, but also encourage them to implement digital strategies effectively in their businesses for long-term growth.

3. Results and Discussion

Used car showrooms that are members of the **Turbo Car Community** consist of **18 showrooms** spread across the cities of **Makassar, Gowa, and Maros**. Each showroom displays its available car units with the hope that potential consumers will visit directly to view and choose the desired vehicle. In

addition, these showrooms commonly utilize the services of **mediators or brokers** to help market their vehicles. However, in line with rapid technological advancements and the increasing prevalence of **digital marketing systems**, showroom owners are now required to adapt by adopting digital technologies in their marketing strategies. Digital technology has had a significant impact on **business communication**, particularly due to the rapid development of communication tools, devices, and marketing practices [5].

The ongoing **digital transformation** brings numerous benefits to business development in the modern era. Many marketers are shifting towards **digital marketing communication** because it enables the delivery of personalized and real-time information and services to targeted consumers. As cited by Holliman in Masliardi et al., digital marketing communication forms the foundation for engaging with consumers via digital platforms, thereby ensuring continuous and meaningful interaction [5]. Nevertheless, a major challenge faced by many used car business owners is their **limited mastery of digital marketing systems**, which hinders their ability to effectively promote their products. Many still rely on **conventional marketing methods**, passively waiting for customers to visit their showrooms.

In response to this issue, and in the context of implementing **Community Service activities**, digital marketing training was provided specifically for the used car showroom owners who are members of the **Turbo Car Community**. This initiative aimed to improve their digital literacy and equip them with practical skills in utilizing digital platforms to market their business more effectively and competitively in the current digital era.



Figure 1. Digital Marketing Training Participants



Figure 2. Digital Marketing Training Materials

This activity was conducted over a period of two days, located in Malino Tourism City, Gowa Regency, and was combined with a Halal bi Halal and Family Gathering event. The event was attended by 18 used car showrooms that are members of the Turbo Car Community. On the first day, participants received training on digital marketing, focusing on key points related to the digitalization of used car marketing, such as expanding market reach, increasing efficiency and cost-effectiveness, enhancing customer experience, improving customer retention, and ultimately boosting sales. In terms of efficiency and cost, digital channels are generally preferred by consumers due to their simplicity, speed, and affordability [8]. Various studies have shown that the use of the Facebook Marketplace and social media as low-cost yet effective promotional and marketing tools can significantly increase sales, primarily because of their ability to reach a broader audience at a lower cost compared to traditional methods [8].

The second day of the program consisted of mentoring and hands-on practice in utilizing social media platforms—particularly Facebook Marketplace and Instagram—for digital marketing. The Facebook Marketplace platform, in particular, is widely used by business owners due to its affordability, practicality, and broad audience reach. According to GoodStats data, as of early 2025, Facebook had 122 million users in Indonesia, equivalent to 43% of the total population, with 60.7% of the adult population (aged 18 and above) still actively using the platform [6]. These statistics highlight the continued relevance of Facebook as a primary platform for consumers and businesses to find information and promote their products or services. As part of the mentoring process, six showrooms were selected as samples and received direct assistance in creating promotional content using the Facebook Marketplace platform. These showrooms included:

1. UD. Kiyasah Oto
2. Rendra Jaya Oto
3. Tiga Berlian Motor
4. Aqilah Motor
5. Aska Jaya Motor
6. Jihan Motor

Through this assistance, participants were guided in content creation, account optimization, and promotional techniques tailored to the digital marketplace environment, with the hope of fostering sustainable improvements in their digital marketing capabilities.



Figure 3. Digital Marketing Training

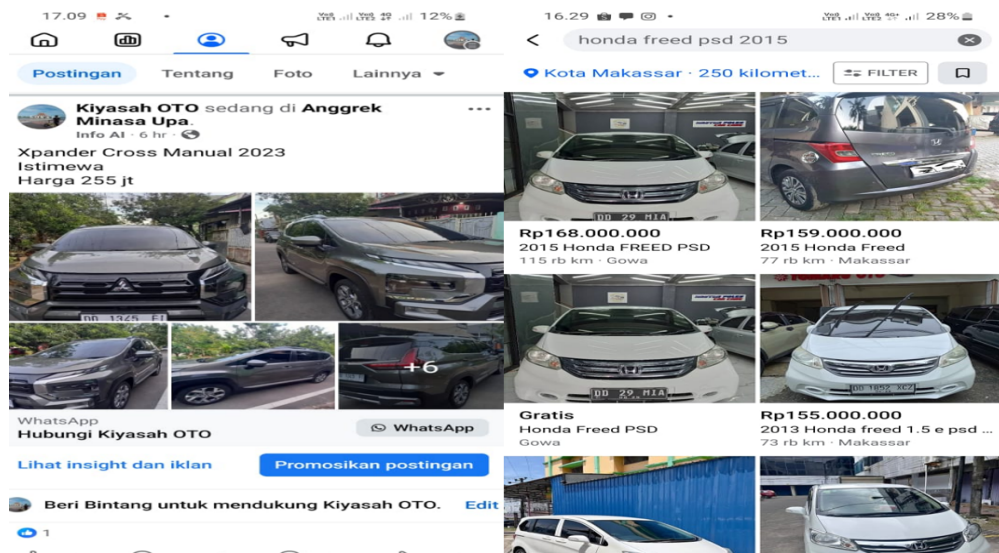


Figure 4. Example of Facebook Marketplace Platform Display

The use of social media by using the Facebook marketplace in particular as a product promotion medium for used car buying and selling business actors who are members of the Turbo Car Community in Makassar City is expected to be able to reach a wider market, not only in Makassar City, but by using digital marketing it will reach all levels of society in Indonesia.

4. Conclusion

This mentoring activity has had a positive impact on enhancing the knowledge and skills of used car buying and selling business actors, particularly in understanding and implementing digital marketing strategies through social media platforms and online marketplaces. Through hands-on guidance in creating and managing business accounts on Facebook Marketplace and Instagram, participants showed increased motivation and confidence in utilizing digital platforms to promote their products. The training did not only focus on theoretical understanding but also provided opportunities for participants to engage in practical sessions, including content creation, the application of attractive promotional techniques, and the formulation of strategies to reach consumers more effectively and efficiently.

The results of this activity indicate that the use of digital marketing has successfully facilitated business actors in expanding their market reach beyond the limitations of conventional marketing methods. Social media platforms such as Facebook and Instagram have proven to be effective tools for building product visibility, fostering personalized interactions with potential buyers, and accelerating the online transaction process. Through this mentoring program, it is expected that business actors especially those within the Turbo Car Community can continue to optimize the use of digital platforms in a sustainable manner to increase sales turnover and enhance business competitiveness amidst increasingly tight market competition.

Moreover, this activity serves as a strategic initial step in driving digital transformation among used car business actors and can act as a replicable model for participatory empowerment approaches in other business communities across different regions. In the long term, it is hoped that participants will be able to independently develop various digital marketing initiatives and continuously improve their capacity to face the challenges of the digital economy era.

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