

Optimalisasi Facebook Fanpage

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Apa bedanya Facebook Profil dan Facebook Fanpage ?

Facebook Profil

1. Adalah akun pribadi yang diberikan ketika kita melakukan registrasi di Facebook.
2. Hanya dapat membuat 1 profil mencakup informasi pribadi dan tidak ada informasi bisnis
3. Penggunaannya untuk non komersial dan mewakili individu setiap orang
4. Menggunakan profil facebook untuk membagikan konten bisnis merupakan pelanggaran terhadap Ketentuan Layanan Facebook dan dapat mengakibatkan penghapusan akun

Facebook Fanpage

1. Halaman yang dibuat terpisah dari Profil Pribadi dan merupakan akun bisnis yang mewakili perusahaan atau organisasi
2. Dapat melihat analisa seperti Engagement, Likes dan mempromosikan konten komersial
3. Bisa menaikkan iklan menggunakan Facebook Fanpage
4. Followers tidak terbatas

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01.

Facebook Fanpage

Cara membuat
Fanpage Facebook

1

Login dengan akun Facebook

facebook

Facebook membantu Anda terhubung dan berbagi dengan orang-orang dalam kehidupan Anda.

Email atau Nomor Telepon

Kata Sandi

Masuk

[Lupa Kata Sandi?](#)

Buat Akun Baru

Login dengan akun Facebook pastikan username dan password sudah benar

2 Buat Akun Facebook Fanpage

The image shows a screenshot of the Facebook mobile app interface. On the left side, there is a navigation menu with several options: Daya Motor, Friends, Pages, Ads Manager, Communities (groups), Marketplace, Watch, Memories, Saved, Events, and See more. The 'Pages' option is highlighted with a red dashed box. A red arrow points from this box to a white callout box with a red border that contains the text: 'Klik Page atau Halaman (dalam bahasa Indonesia)'. The main content area of the app shows a 'Stories' section with a 'DAYA Motor' story and other user stories. Below the stories is a 'What's on your mind, Daya?' prompt with options for 'Live video', 'Photo/video', and 'Feeling/activity'. At the bottom, there is a post from 'Rono Gustopo' about a house for rent in Bandung. On the right side, there are 'Sponsored' ads, including one for 'Our AI will test your website in 60 seconds!' and another for 'Hubungi kami 1000xlipat.shop'. Below the ads is a 'Your Pages and profiles' section for 'Daya Motor' with options for '20+ Notifications', 'Switch Into Page', and 'Create Promotion'. At the very bottom right, there is a 'Friend requests' section for 'Kiki Musa' with '1 mutual friend'.

Klik Page atau Halaman (dalam bahasa Indonesia)

3 Buat Akun Facebook Fanpage

The screenshot displays the Facebook Business Suite interface. On the left sidebar, under the 'Pages and profiles' section, the '+ Create New Page' button is highlighted with a red dashed border. A red arrow points from this button to a white text box with a red border on the right side of the screen. The text box contains the instruction: 'Klik Create New Page atau Buat Halaman Baru'. The main content area shows the 'Pages you manage' section with a card for 'Daya Motor' featuring a 'Create Post' button and a 'Promote' button. The top navigation bar includes a search bar, home icon, video icon, shop icon, group icon, and a grid icon, along with notification and profile icons on the right.

4

Buat Akun Facebook Fanpage

Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure that yours has all of the information they may need.

Page name (required)

Use the name of your business, brand or organisation, or a name that helps explain your Page. [Learn more](#)

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

Create Page

By creating a Page, you agree to the [Pages, Groups and Events Policies](#)

Desktop preview

Page name

1. Nama Page/Halaman contoh : Daya Motor Cirebon
2. Username Page : @DayaMotorCirebon
3. Category : Motorbike dealership atau Dealer Motor
4. Bio : Official Account Showroom- Bengkel- Suku Cadang Honda

5

Buat Akun Facebook Fanpage

The image shows the Facebook 'Finish setting up your Page' interface. On the left, a form is partially filled with a red dashed border. The form includes sections for 'Contact' (Website, Phone number, Email address) and 'Location' (Address, Town/city). On the right, a 'Desktop preview' shows the page name 'Daya Motor' and a description 'Penjualan Sepeda Motor dan Suku Cadang Honda'. A red arrow points from the 'Email address' field in the form to a list of instructions on the right.

Pages · Finish setting up your Page

Finish setting up your Page

Success! You've created Daya Motor 2. Now, add more details to help people connect with you.

Contact

Website

Phone number

Email address

Location

Address

Town/city

Previous Next

Desktop preview

Daya Motor

Penjualan Sepeda Motor dan Suku Cadang Honda

Posts About Followers Photos Videos More

Intro

1. Website : www.daya-motor.com
2. Phone Number : Masukkan nomor Handphone Operasional
3. Email : Masukkan email Operasional Cabang
4. Location : Masukkan alamat lengkap cabang Showroom- Bengkel- Suku Cadang Honda

6

Buat Akun Facebook Fanpage

The image shows the Facebook page creation interface. On the left, the 'Finish setting up your Page' section is visible, with a red dashed box highlighting the location and hours settings. The 'Town/city' field is filled with 'Bandung' and the 'Postcode' field with '40266'. Under the 'Hours' section, the 'Open at selected hours' option is selected. On the right, a 'Desktop preview' shows the page name 'Daya Motor 2' and the business category 'Penjualan Sepeda Motor dan Suku Cadang'. A red arrow points from the 'Open at selected hours' option to a list of instructions.

Pages · Finish setting up your Page

Finish setting up your Page

Success! You've created Daya Motor 2. Now, add more details to help people connect with you.

Town/city
Bandung

Postcode
40266

Hours

Let people know your location's hours.

No hours available
Don't show any hours.

Always open
You're open 24 hours every day.

Open at selected hours
Enter your specific hours.

Desktop preview

Daya Motor 2
Penjualan Sepeda Motor dan Suku Cadang

Posts About Followers Photos Videos More

Follow Message

Intro

1. Town/ City : isi kota
2. Post Code : Masukkan nomor kode pos
3. Email : Masukkan email Operasional Cabang
4. Hours : pilih Open at selected hours (Buka pada jam tertentu)

7 Buat Akun Facebook Fanpage

The screenshot shows the Facebook page creation process. The main page is titled "Finish setting up your Page" and "Success! You've created Daya Motor 2. Now, add more details to help people connect with you." The location is set to "Bandung" and the postcode is "40266". Under the "Hours" section, the "Open at selected hours" option is selected. A modal window titled "Selected hours" is open, showing a grid for setting opening and closing times for each day of the week. The modal is highlighted with a red dashed border. A red arrow points from a text box to the "+" buttons in the modal.

| Day | Opening | Closing | Action |
|-----------|---------|---------|--------|
| Monday | 🕒 | 🕒 | + |
| Tuesday | 🕒 | 🕒 | + |
| Wednesday | 🕒 | 🕒 | + |
| Thursday | 🕒 | 🕒 | + |
| Friday | 🕒 | 🕒 | + |
| Saturday | 🕒 | 🕒 | + |
| Sunday | 🕒 | 🕒 | + |

Isi jam buka operasional cabang di setiap harinya

Previous Next Cancel Save

8

Buat Akun Facebook Fanpage

The image shows the Facebook page customization interface. On the left, the 'Customise your Page' section includes instructions and options to 'Add Profile Picture', 'Add Cover Photo', and 'Add Action Button'. On the right, the 'Desktop preview' shows a page for 'Daya Motor 2' with a description 'Penjualan Sepeda Motor dan Suku Cadang Asli Honda' and navigation links like 'Posts', 'About', 'Followers', 'Photos', 'Videos', and 'More'. A red dashed box highlights the customization options, and a red box with a list of instructions is overlaid on the preview.

Pages > Customise your Page

Customise your Page

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.

- Add Profile Picture
or drag and drop
- Add Cover Photo
or drag and drop
- Add Action Button

Previous Next

Desktop preview

Daya Motor 2

Penjualan Sepeda Motor dan Suku Cadang Asli Honda

Posts About Followers Photos Videos More

Follow Message

Intro

1. Add Profil Picture :
Tambahkan foto profil bisa dalam bentuk logo daya motor
2. Add Cover Photo :
Tambahkan foto sampul

9

Buat Akun Facebook Fanpage

The image shows a mobile app interface for editing a Facebook page. On the left, a settings panel titled "Stay informed about your Page" is visible, with a red dashed border around it. It includes a toggle for "Page notifications on your profile" which is turned on. At the bottom of this panel are "Previous" and "Done" buttons. On the right, a "Desktop preview" of the page is shown for "Daya Motor 2", a motorcycle shop. A red box highlights the "Done" button in the settings panel, with an arrow pointing to it. A text box next to the arrow contains the instruction: "1. Klik done dan page/ halaman sudah selesai dibuat."

Pages > Stay informed about your Page

Stay informed about your Page

Turn on these features to help make the most of Daya Motor 2. You can change them at any time in Settings.

Page notifications on your profile

Don't miss updates about your Page Daya Motor 2 while you're switched into your profile Daya Motor. [Learn how to switch](#)

Previous Done

Desktop preview

1. Klik done dan page/ halaman sudah selesai dibuat.

Daya Motor 2
Penjualan Sepeda Motor dan Suku Cadang Asli Honda

Posts About Followers Photos Videos More

Follow Message

Intro

10 Buat Akun Facebook Fanpage

The image shows a screenshot of a Facebook fanpage for 'Daya Motor 2'. The page is in a dark theme. The left sidebar contains navigation options like 'Home', 'Professional tools', 'Ad Centre', and 'Create ads'. The main content area shows the page name 'Daya Motor 2' and a prompt to 'Switch into Daya Motor 2's Page to start managing it.' Below this is the 'Intro' section, which is highlighted with a red dashed box. The 'Intro' section contains the following information: 'Penjualan Sepeda Motor dan Suku Cadang Asli Honda', 'Page · Motorbike dealership', 'Jalan Soekarno Hatta no. 518, Bandung, Indonesia, West Java', '0851-5612-6219', 'csdayamotor518@gmail.com', 'daya-motor.com', and a 'Promote Website' button. At the bottom of the 'Intro' section, it says 'Not yet rated (0 reviews)'. To the right of the 'Intro' section is the 'Posts' section. A red callout box with white text and a red border points to the 'Intro' section. The callout box contains the text: 'Informasi mengenai dealer akan tampil pada halaman profil berikut. Pastikan Informasi tercantum sudah sesuai.'

Intro

Penjualan Sepeda Motor dan Suku Cadang Asli Honda

Page · Motorbike dealership

Jalan Soekarno Hatta no. 518, Bandung, Indonesia, West Java

0851-5612-6219

csdayamotor518@gmail.com

daya-motor.com

Promote Website

Not yet rated (0 reviews)

Posts

Informasi mengenai dealer akan tampil pada halaman profil berikut. Pastikan Informasi tercantum sudah sesuai.



02.

Analytics Facebook Fanpage

Cara melihat analytics Facebook
Fanpage

1

Login menggunakan Meta Business Suite

The screenshot displays the Meta Business Suite interface for the 'Daya Motor' account. On the left, a navigation menu is highlighted with a red dashed border, listing options: Home, Notifications, Planner, Content, Insights, Inbox, Monetisation, Ads, and All tools. The main content area shows the 'Home' dashboard with a 'Create Post' button, a 'To-do list', and a 'Messages' section. A red callout box with white text points to the 'Create Post' button, containing the text: 'Berikut tampilan menu yang akan muncul dalam Meta Business Suite'. The 'Messages' section lists several messages from 'Daya Motor Am...', 'Daya Motor Tub...', 'HRD Daya Motor', 'dayamotortasik...', and 'Khoirul Anam T...'. On the right, there is an 'Insights' section showing 'Book performance' for the period '14 November - 20' with a line graph and metrics for '1-minute video views', 'Minutes viewed', and 'Average minutes viewed'. Below the insights is a 'Your goals' section with an illustration of a person writing.

Meta Business Suite

Daya Motor

Home

Notifications

Planner

Content

Insights

Inbox

Monetisation

Ads

All tools

Home

Get an overview of your business and see important updates.

Daya Motor

Manage Facebook Page | Go to Instagram

Create Post

To-do list

Check unread messages, comments and other things that may require your attention.

Messages

Daya Motor Am... Sent a post 45 m

Daya Motor Tub... Sent a message 49 m

HRD Daya Motor Menyukai pesan 2 d

dayamotortasik... Sent a post 3 d

Khoirul Anam T... Mentioned you in their story 1 w

Insights

Book performance

Days: 14 November - 20

1-minute video views 3

Minutes viewed 27 ↑ 41%

Average minutes viewed 00:17 ↑ 29%

See All Insights

Your goals

2

Klik Insight untuk melihat analytics Fanpage

The screenshot shows the Meta Business Suite interface. On the left is a navigation sidebar with a red dashed border. The 'Insights' menu item is highlighted in black. A red arrow points from this menu item to a red-bordered text box containing the instruction: 'Klik menu Insight untuk melihat overview dan report dalam facebook fanpage'. The main content area shows the 'Goals' section with an illustration of a person writing on a document. Below that is the 'Summary' section with a table of analytics for the 'Daya Motor' page. The table includes columns for Reactions/likes, Comments, Shares, Link clicks, New followers, and Unfollowers. The 'Results' section is partially visible at the bottom.

Meta Business Suite

Daya Motor

Home

Notifications

Planner

Content

Insights

Inbox

Monetisation

Ads

All tools

Edit

Help

Daya Motor

Last 28 days: 24 Oct 2022-20 Nov 2022

Goals

New Goal

Klik menu Insight untuk melihat overview dan report dalam facebook fanpage

Summary

| Page | Reactions/likes, comments... | Likes and reactions | Comments | Shares | Link clicks | New followers | Unfollowers |
|------------------------------------|------------------------------|---------------------|----------|--------|-------------|---------------|-------------|
| Daya Motor Motorbike dealership | 50 | 47 | 0 | 3 | 34 | 9 | 2 |

Results

Facebook Page reach ⓘ

Instagram reach ⓘ

https://business.facebook.com/latest/insights?asset_id=388468374840178

3

Cara melihat Insight Facebook Fanpage

2

The screenshot shows the Facebook Page Insights interface for 'Daya Motor'. The page is set to the date range '1 Nov 2022-19 Nov 2022'. The 'Overview' menu is selected, showing a summary of performance. The 'Facebook Page reach' is 24,181 (up 3.0% week-over-week) and 'Instagram reach' is 12,084 (up 278.6%). Below the reach charts, there is a 'Content' section showing posts sorted by reach, including an advertisement for Scoopy and several organic posts about motorcycle promotions.

1 Performance results and more.

Daya Motor

Pilih tanggal untuk melihat report

1 Nov 2022-19 Nov 2022

Overview

Summary

Page

Daya Motor Motorbike dealers

Pada menu Overview kita dapat melihat insight secara garis besar

Link clicks New followers Unfollowers

34 6 1

3

Berikut adalah total reach dari Facebook Fanpage dan juga dari Instagram

Facebook Page reach 24,181 ↑ 3.0% ewu%

Instagram reach 12,084 ↑ 278.6%

See Results Report

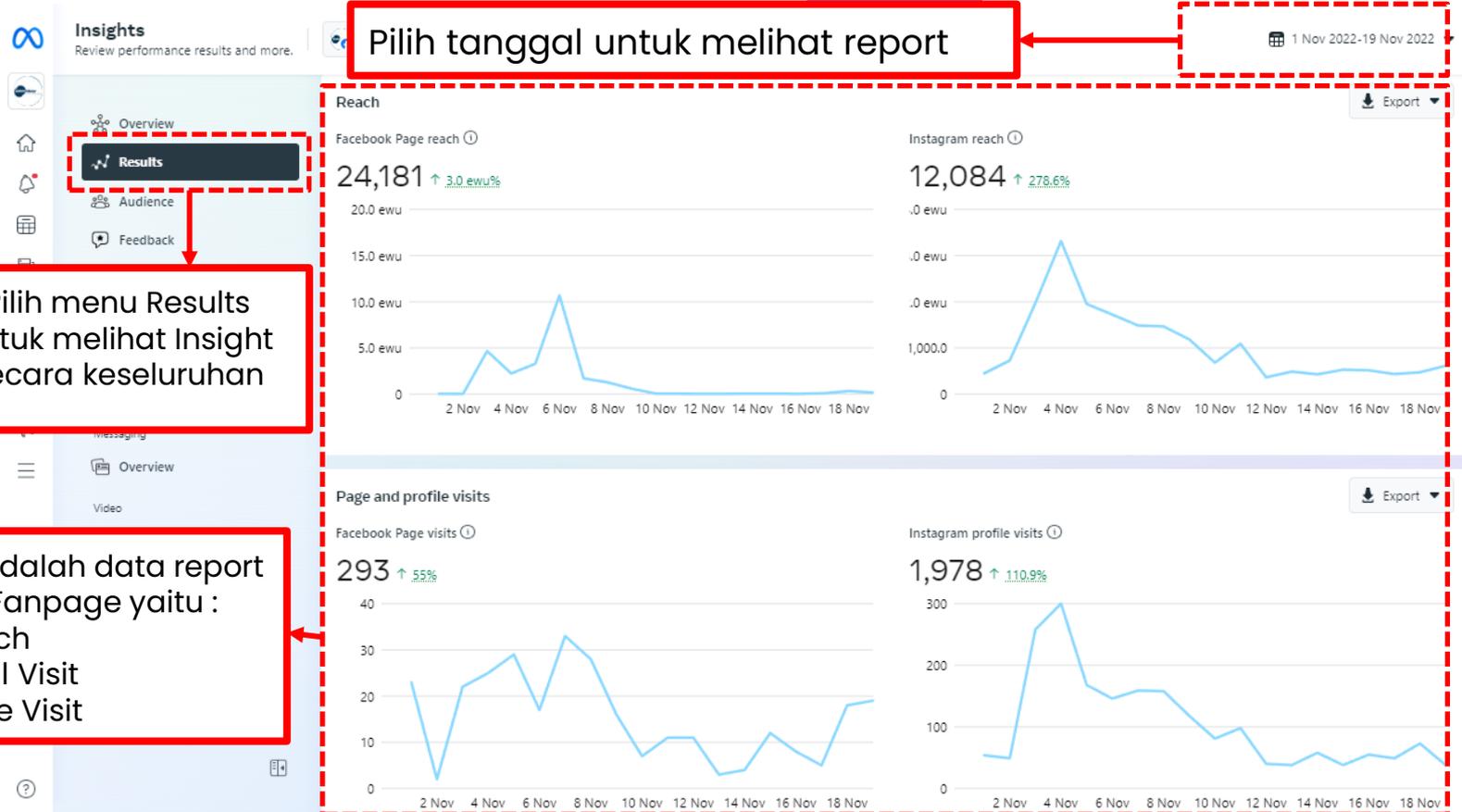
Content

Sort by: Reach

| Content Type | Date | Time | Reach |
|--------------|-------------|-------|---------|
| Ad | 3 November | 18:11 | 251,838 |
| Post | 3 November | 20:05 | 7,207 |
| Post | 2 November | 18:00 | 1,355 |
| Post | 11 November | 01:43 | 1,161 |
| Post | 8 November | 23:52 | 1,005 |
| Post | 3 November | 18:24 | 963 |

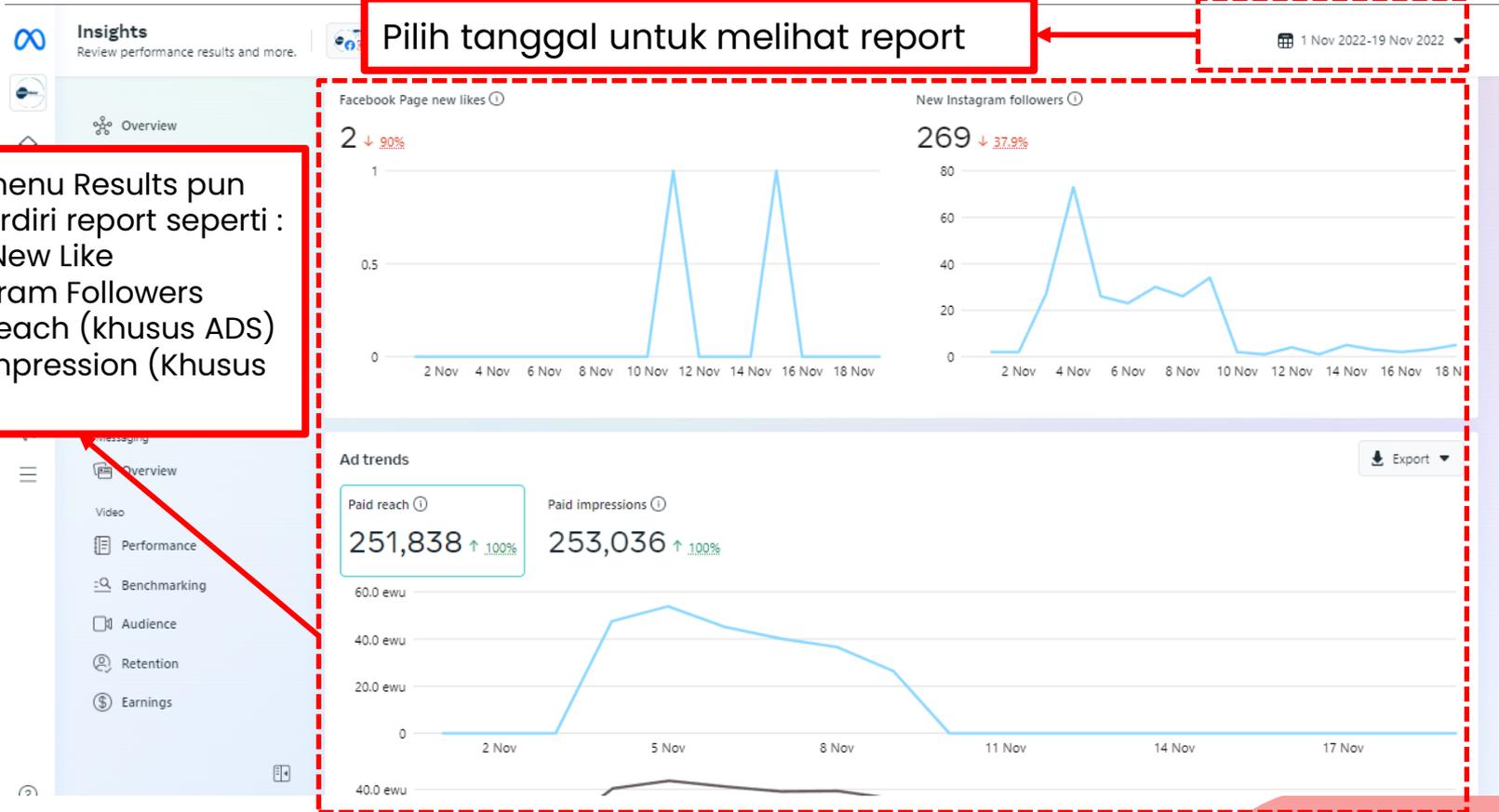
4

Cara melihat Insight Facebook Fanpage



5

Cara melihat Insight Facebook Fanpage

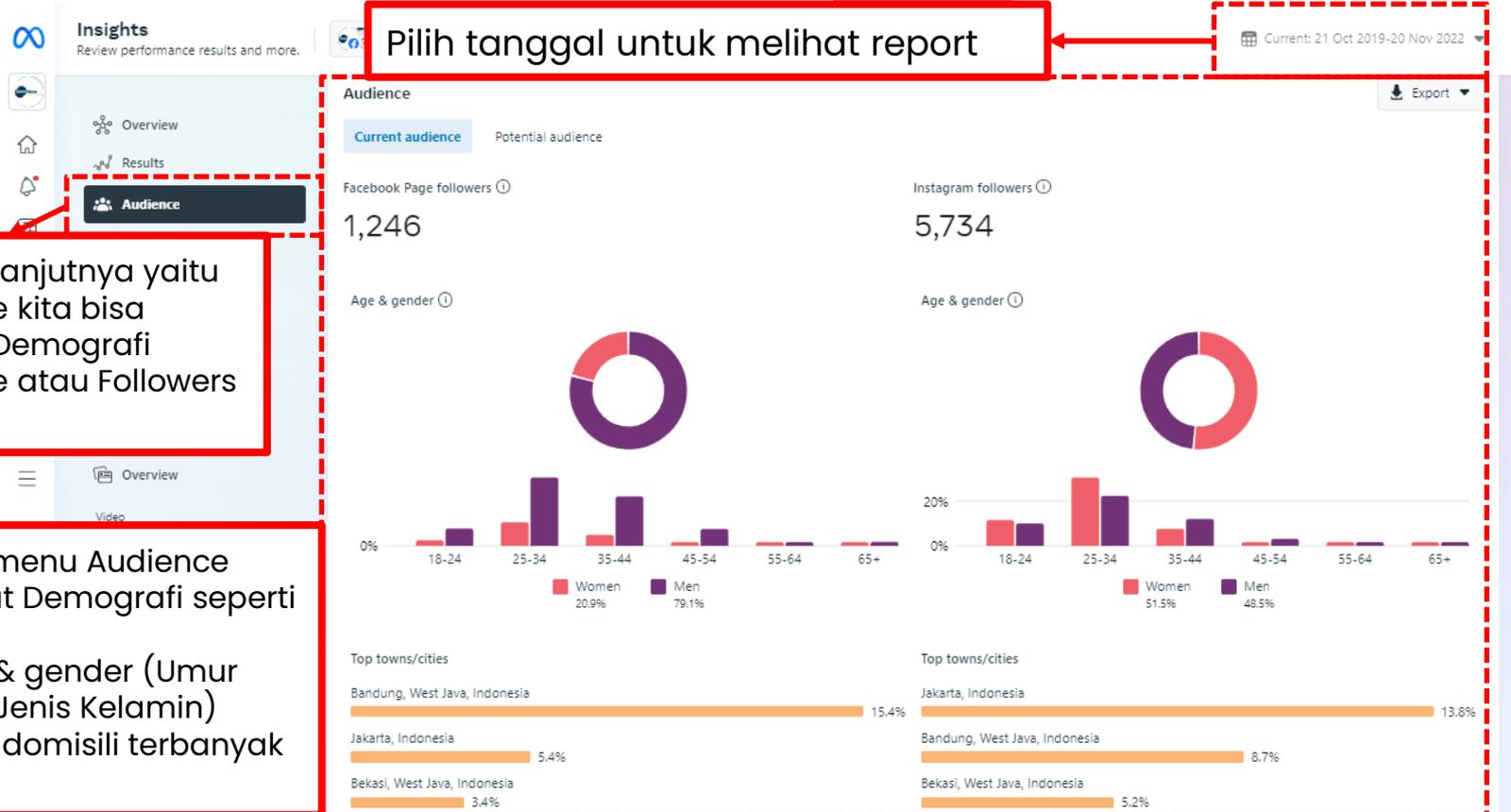


Dalam menu Results pun masih terdiri report seperti :

4. Page New Like
5. Instagram Followers
6. Paid Reach (khusus ADS)
7. Paid Impression (Khusus ADS)

6

Cara melihat Insight Facebook Fanpage



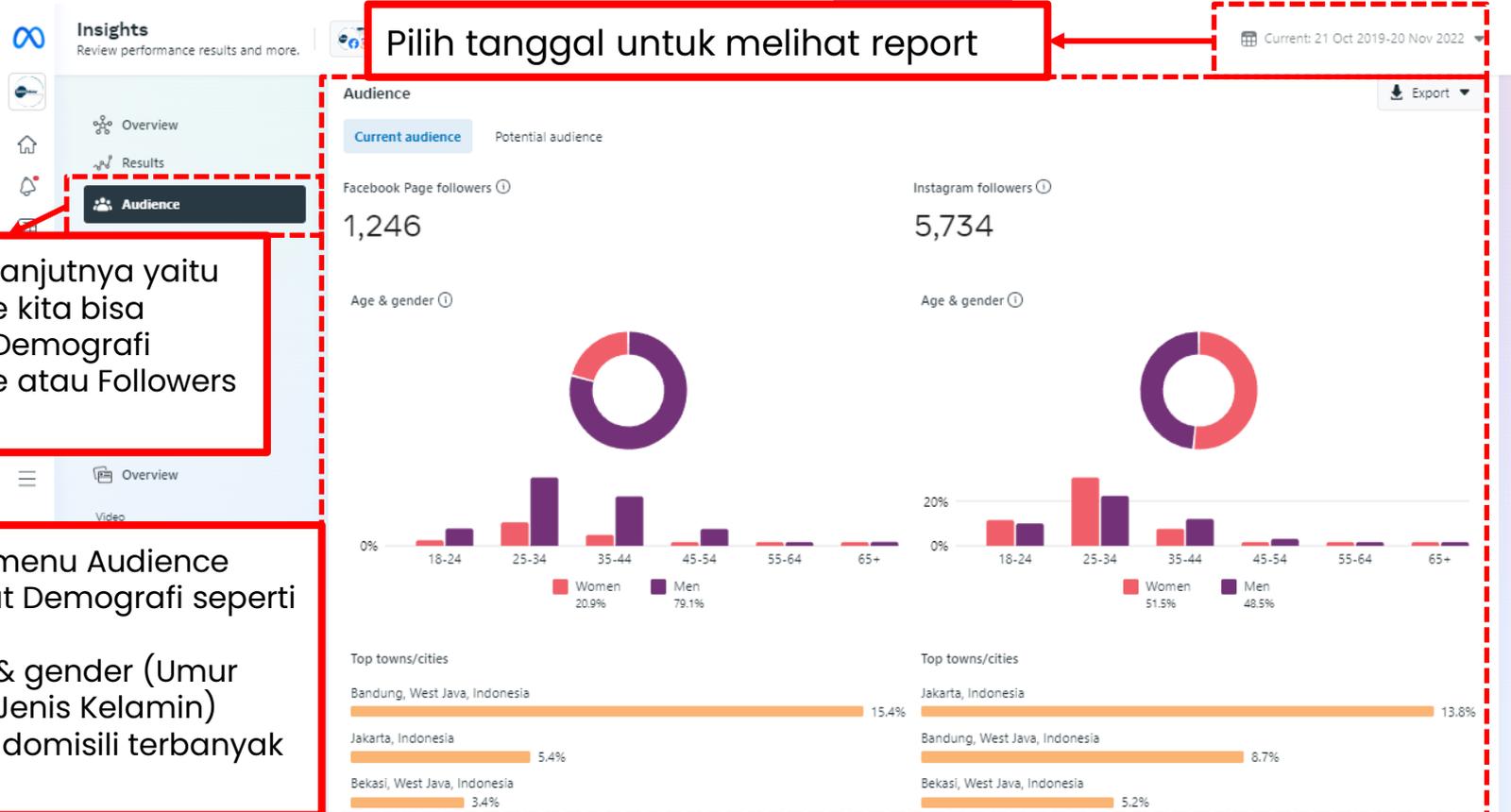
Menu selanjutnya yaitu Audience kita bisa melihat Demografi Audience atau Followers kita.

Dalam menu Audience terdapat Demografi seperti :

1. Age & gender (Umur dan Jenis Kelamin)
2. Kota domisili terbanyak

6

Cara melihat Insight Facebook Fanpage



Menu selanjutnya yaitu Audience kita bisa melihat Demografi Audience atau Followers kita.

- Dalam menu Audience terdapat Demografi seperti :
1. Age & gender (Umur dan Jenis Kelamin)
 2. Kota domisili terbanyak



03.

CONTENT ANALYST

Cara melihat content
yang efektif.

1

Cara melihat Overview Content

Insights
Review performance results and more.

Pilih tanggal untuk melihat report ← Last 90 days: 23 Aug 2022-20 Nov 2022

Pilih menu Overview dalam Submenu Content. Untuk melihat insight content.

Dalam content overview terdapat hasil :

1. Post Reach
2. Engagement

Content overview
Explore noteworthy trends from the content that you recently created and shared.

Facebook posts Facebook Stories Instagram posts Instagram Stories

Reach
Post reach ⓘ
990 ↑ 3.6%
Total from last 90 days vs 90 days prior

| Media Type | Count |
|------------|-------|
| Videos | 43 |
| Images | 31 |
| Audio | 0 |
| Text | 0 |
| Links | 0 |

Engagement
Post reactions, comments and shares ⓘ
96 ↑ 134.1%
Total from last 90 days vs 90 days prior

Median post reactions, comments and shares per media type ⓘ
For posts created in the last 90 days

| Media Type | Count |
|------------|-------|
| Videos | 1 |

Median post reach per content format ⓘ
For posts created in the last 90 days

No activity during selected date range
Please select a different date range and try to load your report again.

2 Cara melihat Overview Content

The screenshot shows the Facebook Insights interface for 'Content Overview'. The left sidebar contains navigation options: Benchmarking, Content (with 'Overview' highlighted), Content, Messaging, Overview, and Video. The main content area is titled 'Content overview' and includes a date range selector at the top right set to 'Last 90 days: 23 Aug 2022-20 Nov 2022'. Below this, there are tabs for 'Facebook posts', 'Facebook Stories', 'Instagram posts', and 'Instagram Stories'. The 'Facebook posts' tab is active, showing 'Reach' and 'Engagement' sections. The 'Reach' section displays 'Post reach' of 990 (up 3.6%) and a bar chart comparing '90 days prior' and 'Last 90 days'. The 'Engagement' section shows 'Post reactions, comments and shares' of 96 (up 134.1%) and a bar chart for 'Videos' with a value of 1. A red dashed box highlights the 'Overview' menu item in the sidebar and the date range selector. A red arrow points from the 'Overview' menu item to the 'Content overview' title. Another red arrow points from the date range selector to the text 'Pilih tanggal untuk melihat report'. A third red arrow points from the 'Engagement' section to the text 'Dalam content overview terdapat hasil : 1. Post Reach 2. Engagement'.

Pilih tanggal untuk melihat report

Pilih menu Overview dalam Submenu Content. Untuk melihat insight content.

Dalam content overview terdapat hasil :

1. Post Reach
2. Engagement

Content overview
Explore noteworthy trends from the content that you recently created and shared.

Facebook posts Facebook Stories Instagram posts Instagram Stories

Reach
Post reach ⓘ
990 ↑ 3.6%
Total from last 90 days vs 90 days prior

Median post reach per media type ⓘ
For posts created in the last 90 days

| Media Type | Count |
|------------|-------|
| Videos | 43 |
| Images | 31 |
| Audio | 0 |
| Text | 0 |
| Links | 0 |

Median post reach per content format ⓘ
For posts created in the last 90 days

No activity during selected date range
Please select a different date range and try to load your report again.

Engagement
Post reactions, comments and shares ⓘ
96 ↑ 134.1%
Total from last 90 days vs 90 days prior

Median post reactions, comments and shares per media type ⓘ
For posts created in the last 90 days

| Media Type | Count |
|------------|-------|
| Videos | 1 |

Median post reactions, comments and shares per content format ⓘ
For posts created in the last 90 days

3

Cara melihat Overview Content

The screenshot shows the Facebook Insights interface. A red box highlights the date range selector at the top right, which is set to "Last 90 days: 23 Aug 2022-20 Nov 2022". A red arrow points from this box to a text box that says "Pilih tanggal untuk melihat report". Another red box highlights the "Content Overview" section in the left sidebar, with a red arrow pointing to a text box that lists "Post Reach" and "Engagement" as results. The main content area shows an "Engagement" bar chart comparing "90 days prior" (40) and "Last 90 days" (96), a "Top-performing organic posts" section with three post cards, and a "Content format" section showing "Videos" with 1 post and other formats with 0 posts.

Insights
Review performance results and more.

Pilih tanggal untuk melihat report

Last 90 days: 23 Aug 2022-20 Nov 2022

Engagement
Post reactions, comments and shares ⓘ
96 ↑ 134.1%
Total from last 90 days vs 90 days prior

Median post reactions, comments and shares per media type
For posts created in the last 90 days

Median post reactions, comments and shares per content format
For posts created in the last 90 days

No activity during selected date range
Please select a different date range and try to load your report again.

Dalam content overview terdapat hasil :
1. Post Reach
2. Engagement

Top-performing organic posts
Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ

Highest reactions on a post ⓘ

Highest comments on a post ⓘ

This post reached 1,316% more people (439 people) than your median post (31 people) on Facebook.

This post received 1,100% more reactions (12 reactions) than your median post (1 reaction) on Facebook.

This post received 2 comments compared to your median post (0 comments) on Facebook.



THANKS

Does anyone have any questions?

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