



Facebook Marketplace Utilization Training to Support Digital Entrepreneurship in Generation Z

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Abstract

The development of digital technology has encouraged an increase in entrepreneurial activities among Generation Z by utilizing various e-commerce platforms that are currently widely circulated among the public. However, the use of Facebook's Marketplace is still relatively low compared to other platforms. Even though the Facebook marketplace platform has various advantages, such as no administration fees, transparent bargaining, product transparency, a Cash on Delivery (COD) payment system, and making it easier to reach the local market, this condition shows that efforts are needed so that Generation Z understands the potential of the Facebook Marketplace in supporting digital entrepreneurship. This service activity aims to improve the understanding and skills of Generation Z in utilizing the Facebook Marketplace application as an alternative medium for buying and selling transactions in today's digital age. The method of implementing activities includes: preparation, socialization, training, and practice assistance, as well as evaluation and non-continuation of activities. The number of participants involved in this activity was 20 participants from Generation Z who lived in the city of Banda Aceh. The results of the activity showed that participants were able to understand the various benefits and advantages of using the Facebook Marketplace. Not only that, but participants were also able to quickly operate the Facebook Marketplace application independently and quickly learn about the series of product sales in the application. The evaluation of this activity showed that the participants were very enthusiastic about using this application to support their work as traders. Thus, this service activity has been carried out on target in increasing digital literacy to Generation Z. It is hoped that this understanding can also be passed on to other Generation Z in various regions in Indonesia as a form of supporting economic sustainability in the younger generation.

Keywords: Digital Literacy, Digital Entrepreneurship, E-Commerce, Facebook Marketplace, Generation Z.



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1. INTRODUCTION

The rapid growth of digital startups in Indonesia has transformed the country into a hub for technological innovation, having a significant impact on sectors such as e-commerce (Judijanto & Arfiansyah, 2024). In the development of this technology, it has many impacts in various areas of life (Akhyar et al., 2025). With the emergence of this technology, initially, it was to help humans in every need, be it business needs or communication needs (Segara & Nasution, 2025). In the digital era, advances in information and communication technology have transformed various aspects of human life, including global trade sector (Faisal & Fasa, 2025). This growth significantly



contributes to economic development, job creation, and financial inclusion, highlighting the importance of the digital business sector (Fashola & Kusuma, 2024).

One of the results of this development is the emergence of social media, which has positioned itself as the main communication platform in modern society (Syakhrani & Widijatmoko, 2024). Social media is currently transforming into an e-commerce platform. Digital transformation through e-commerce has opened up vast opportunities for businesses to expand market reach, increase sales volume, create new jobs, and attract investors (Azaryan & Makhnonosov, 2023; Kishorkumar et al., 2025; Yadav & Singh, 2025). These changes also encourage the formation of new business models based on digital platforms, which are adaptive to market needs and technological developments (Firdaus et al., 2025). In today's rapidly growing digital era, entrepreneurship has become one of the key pillars in driving global economic growth (Judijanto & Arfiansyah, 2024; Oyeyemi et al., 2024; Rajasekaran et al., 2025).

The development of information and communication technology, which includes the internet, smart devices, and digital-based applications, has brought about significant changes in the way businesses are conducted (Parahita, 2024; S et al., 2025; T et al., 2025; Zulpatli et al., 2025). One of the digital media applications that has digital entrepreneurship features is the Facebook Marketplace. In this digital age, Facebook has become a very effective platform to connect businesses with potential consumers (Shiddiq et al., 2023).

In general, Facebook is used to communicate with friends, express each other's feelings, and establish friendships that already exist even closer, entertainment media, and add insight (Kearn, 2022). The marketplace feature was first launched by Facebook on its mobile application in 2016. As the name implies, Facebook Marketplace is an online marketplace to facilitate various buying and selling activities for its users (Arizal et al., 2021). According to (Ma'rif et al., 2026), marketplaces allow sellers to create product listings that contain photos, prices, descriptions, categories, and locations, so that products can be found by potential buyers in certain regions. The location-based character makes the marketplace relevant for local sales, especially MSME products that often rely on fast transactions in the surrounding area.

According to (Aflah et al., 2024), Facebook's marketplace plays a role in increasing MSME sales in South Denpasar and increasing engagement between MSME entrepreneurs and customers, allowing for more direct and responsive interactions. The same thing was also expressed by (Mandalika et al., 2024). Facebook Marketplace offers ease of use, anytime, anywhere accessibility, and a broad reach to all Facebook users. With this feature, MSMEs can easily and quickly promote their online sales products and services, which will ultimately increase the income of MSME actors. However, with these



various advantages, many other application marketplace sellers from Generation Z are not familiar with using the Facebook Marketplace. Some of the main reasons Generation Z is starting to move away from Facebook include: a. Too many parents on the Facebook app, b. The display is too complex, and c. Worried about privacy (Sahabat Tekno, 2025).

Generation Z, or commonly referred to as Gen Z, is a generation that has been in contact with technological advances since birth (G. & Jerkovic, 2024). Gen Z had an average birth year between 1995 and 2012 (Adriyansyah et al., 2025). Generation Z is already very proficient in the use of technology. However, the potential of Generation Z sellers has not been utilized optimally. The shift in preferences for using other social media such as Instagram, TikTok, and various other e-commerce applications has caused Facebook to be considered a less popular platform among the younger generation (Sitanggang et al., 2024).

In fact, if explored deeper, Facebook Marketplace offers various benefits for business acceleration and development, especially in the seller's local geography. Such as the absence of administrative fees, transparent price bargaining, easy communication, and earning income on the same day. Therefore, it is important to empower the community so that the community can be empowered (Bali et al., 2025; Nufus et al., 2025; Nurdin et al., 2025; Nurdin, Fatia, Putri, et al., 2024; Nurdin, Fatia, Simanjuntak, et al., 2024; Zuhri et al., 2024) (Bali et al., 2025; Nurdin et al., 2025; Nurdin, Fatia, Putri, et al., 2024; Nurdin, Fatia, Simanjuntak, et al., 2024)

Training for Generation Z who currently sell using Facebook Marketplace as an effective alternative means of selling. The achievement to be achieved from this activity is that traders from Generation Z have other product marketing alternatives through the Facebook marketplace. This training also aims to implement several indicators of the Sustainable Development Goals (SDGs), namely SDGs 8 (Decent work and economic growth), SDGs 9 (Industry, innovation and infrastructure), and SDGs 17 (Partnership to achieve goals). The location of this service is carried out for Generation Z who live in the city of Banda Aceh. This service is expected to provide new experiences and knowledge for Generation Z in an alternative effort for effective marketing networks.

2. METHOD

This community service activity will be carried out in June 2025 using socialization, education, direct practice, and mentoring methods for participants from Generation Z. Participants who take part in this activity are traders from Generation Z, with a total of 20 people, and are domiciled in the city of Banda Aceh. This is reasoned because Generation Z, who come from urban areas, benefit from higher technological ease compared to Generation Z in rural areas (Siddiqui & Prakash, 2025). The use of this method aims to improve and provide more understanding to participants in

utilizing the Facebook Marketplace as one of the supporting media for digital entrepreneurship. The implementation of this activity can be seen in the following image:

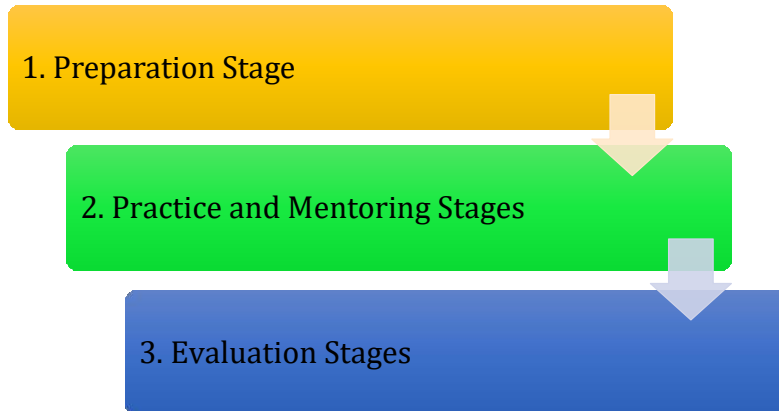


Figure 1. The flow of the community service implementation process.

1. Preparation stage

At this stage, the service team conducts an initial identification related to the needs of participants in participating in this empowerment program. In addition, the service team also prepared training materials that included an overview of e-commerce used by the general public, an introduction to the use of the Facebook Marketplace as an alternative, the advantages of the Facebook Marketplace compared to other platforms, and steps in using the Facebook Marketplace. Overall, this stage prepares a training model to be delivered in the form of PowerPoint presentations and the preparation of supporting facilities that will be used in the implementation of the service later.

2. Practice and mentoring stages

After the delivery of the initial material was carried out, the activity continued with the direct practice of using the Facebook marketplace. At this stage, the participants began to access their respective Facebook accounts and access the features available on the marketplace page. Participants are also directed to upload photos of their products by providing informative information in the product description. The mentoring is carried out directly to ensure that all participants are able to understand and operate Facebook Marketplace properly.

3. Evaluation Stage

The Evaluation Stage is carried out to find out the level of understanding and ability of participants after participating in community service activities. Evaluation was carried out through observation, discussion, and questions and answers during the activity. Indicators of the success of the activity include participants' ability to understand the advantages of the Facebook Marketplace, being able to create a



Facebook Marketplace account, and being able to upload their flagship products through the Facebook Marketplace.

3. RESULTS & DISCUSSION

3.1 The Initial Conditions of Generation Z's Understanding of the Utilization of Digital Platforms for Entrepreneurship

Participants in this activity are 20 people of Generation Z who are very familiar with the world of the internet, but have rarely or never used the Facebook application at all. Their understanding of the importance of entrepreneurship is very good. This is shown by the activities of those who carry out sales transactions through e-commerce, such as TikTokshop, Shopee, and others. In addition to using e-commerce facilities, Generation Z also uses social media in the form of Instagram and WhatsApp to promote their merchandise. The majority of the goods sold are in the form of snacks and others. In addition, there are electronic goods and services that are alternatives for Generation Z in seeking economic profits. In order for the products to sell every day, using the Facebook marketplace application is the main solution today. At the beginning of education, the majority of students did not have a Facebook account, so they had to register first to be able to access the marketplace menu on Facebook.

3.1.1 Implementation of Facebook Marketplace Utilization Training

The level of proficiency demonstrated by Generation Z in managing Facebook Marketplace remains woefully inadequate. As a result, the socialization implementation phase is carried out to increase competitiveness and provide new knowledge to Generation Z, thereby encouraging its development for future improvement. This socialization initiative began with the introduction of various e-commerce platforms that are currently well-known in the community. The various stages of socialization can be described in the following presentation:

1. An overview of using an E-Commerce platform. The development of digital technology today has encouraged the emergence of various digital trading platforms as we feel today and can be used by the general public as an alternative effort in generating income for their daily lives. The platform has advantages in terms of one-stop payment, support in delivery services, the existence of product vouchers that can attract potential consumers, and the existence of a live broadcast feature as a strategic effort in marketing products.
2. This rapid development of technology is also used by Generation Z to do business. It is undeniable that currently, all elements of society, including Generation Z, are participating in selling in order to improve their economy. Although there are various advantages, the use of E-commerce still does not fully provide optimal



benefits. This applies to business actors who only have limited capital and prioritize economic turnover every day. The limitations of e-commerce platforms are:

a. There is a service fee set for the seller

Most e-commerce platforms apply a service fee policy to sellers. The fee is a service fee imposed on the seller when successfully selling the product. The amount varies depending on the value of a product. If the product is expensive, then the value of the service cost will be greater, and vice versa.

b. The seller does not directly receive funds from sales

Once the buyer has received the goods, it sometimes takes a long time for the proceeds from the sale to reach the seller. This is due to the rules of e-commerce, waiting for confirmation from buyers. This can have an impact on the slow economic turnaround for sellers, compared to if sellers and buyers meet or meet face-to-face.

c. Losing competition with large capital owners

Many sellers trade the same product on a single platform, resulting in high competition and leading to "price wars" that occur among fellow sellers. Ironically, in this case, the one who benefits is the large trader or the one who has a large turnover. Meanwhile, beginner traders are often helpless when competing in prices with large traders.

d. Response in communication is not fast

There are demands in communicating with a one-stop service; often, the seller is late in replying to the message. This is because, for beginner traders, e-commerce applications are not the main applications used for daily needs. So sometimes many questions and chats from buyers are not answered.

3.2 Advantages of Facebook Marketplace as an Alternative to Online Sales

Unlike other e-commerce platforms, the Facebook marketplace offers a variety of conveniences in transactions, including:

a. No administration fees

There are no administrative fees for beginner sellers or wholesalers when they get benefits in marketing their products on the Facebook marketplace. All transaction proceeds are received directly, without deduction from the Facebook Marketplace platform. Of course, this can provide maximum profits for sellers in obtaining profits from the sale of products/services. In addition, this convenience has an impact on accelerating capital turnover for traders and has a tendency for the business to run sustainably.



b. Payments can be made in person (COD)

In addition to offering convenience without being charged administrative fees, the Facebook marketplace also supports a direct payment system, commonly known as Cash on Delivery (COD). Through this mechanism, sellers can directly receive cash from buyers without having to wait for the verification process or certain conditions, as in other e-commerce platforms. This condition shows that the seller does not have a payment system dependent on a third party.

c. Product transparency and pricing flexibility

Another advantage of using Facebook Marketplace is the formation of trust between buyers and sellers directly, namely, transparency of the products sold, and product negotiations can occur after the product is seen by the buyer. This negotiation process allows the selling price to be adjusted to the condition of the product, the buyer's ability, and other agreements related to the COD system. Transactions that take place face-to-face have several advantages, namely: 1. Buyers can see and check the products sold, which aims to verify the suitability of the products shown by the seller on the FB marketplace. For sellers, this is a means of showing the quality of goods transparently and has an impact on the higher level of buyer trust in him, 2. These interactions directly provide closeness and can increase more personal relationships, so that the FB marketplace is not only a means of buying and selling transactions, but also a medium that is able to build trust between sellers and buyers.

d. More effective local market outreach

Local market reach is much more effective because products can be delivered or distributed on the same day to buyers. For distribution costs, the majority of merchants provide free shipping services to buyers (of course, in accordance with the agreement of both parties). This mechanism not only reduces shipping costs but also shows speed in the distribution of goods to consumers. Moreover, for consumers who do not have a vehicle, this really helps them get the goods ordered by providing free shipping convenience. Reaching out to the local market also makes it easier for potential consumers who are not familiar with using e-commerce applications. Please note, not all Consumers have an adequate understanding of the purchase procedure through digital platforms, such as the account registration process, choosing payment methods, using digital wallets, and tracking the delivery of ordered goods. Through the Facebook Marketplace, buyers only need to contact sellers who are in the same area as them via phone, in general, or via WhatsApp. Then, agree on the price you want to buy and determine the location of the delivery of the goods. Before making the payment, the buyer is given access rights to view and inspect the



products sold. After everything is in order, it is continued to the payment process, and the transaction is completed. This mechanism makes it very easy for sellers and buyers to achieve their goals.

3.3. Evaluation of Activities

The evaluation of the activity was carried out to determine the level of understanding of the service participants after participating in education on the use of the Facebook Marketplace, which supports the entrepreneurship of Generation Z. The form of evaluation carried out is: direct observation, discussion sessions, and question-and-answer. In addition, the most important evaluation carried out is the assistance in the practice of using the Facebook Marketplace, carried out by the service team. Based on the results of the evaluation, the participants showed a good understanding of the material delivered by the service team. This is shown by the participants' ability to re-explain the functions and benefits of the Facebook Marketplace as an alternative medium in sales. Not only that, but they also understand the various advantages that the Facebook Marketplace platform has, namely the absence of administrative fees, the ease of direct transactions, the availability of a COD payment system, and the ease of product distribution in the surrounding environment (local network).

In addition, their understanding of using the features available on the Facebook marketplace is also very fast. One of the factors that drives this is that they are familiar with using digital technology. So it does not take long to explain the variety of features available. During the course of this activity, participants looked enthusiastic and active in participating in a series of activities. Some participants who previously only used social media as a means of communication and entertainment are now beginning to understand that the Facebook Marketplace can be used as a means to market products online.

In general, the results of the evaluation showed that the socialization and training activities carried out were able to improve the skills and knowledge of participants in taking advantage of selling opportunities on the Facebook Marketplace. This success can be seen from the ability of participants to directly apply the stages in the product marketing process in the application. Thus, the goal of community service is to increase digital literacy and support the development of digital entrepreneurship in Generation Z Through the Facebook Marketplace platform, this has been well achieved. The following is some documentation of activities compiled by the Service team:



Figure 2. The implementation of the training on the use of Facebook Marketplace
Figure 3. Photo with the Generation Z

4. CONCLUSION

The implementation of community service activities through socialization and education on the use of the Facebook Marketplace in Generation Z has succeeded in increasing the knowledge and skills of Generation Z in supporting digital entrepreneurship activities. Participants are able to understand and operate the Facebook Marketplace is an alternative digital media for conducting buying and selling transactions. In addition, participants understand the various advantages possessed by the Facebook Marketplace, including: no administration fees, ease of transactions through the cash on Delivery (COD) system, and flexible bargaining. Thus, the Facebook Marketplace can be one of the potential solutions in supporting the development of digital entrepreneurship for Generation Z, especially for beginner business actors who need easy, flexible marketing media without administrative costs. This service activity is expected to be the first step in improving people's digital literacy and encouraging the use of digital platforms more productively and sustainably. The service team recommends that the Cooperatives and MSMEs office and other related institutions be able to provide further education to all traders without age restrictions in order to realize the independence and skills of traders in marketing through digital access

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