

## **ABSTRACT**

The development of industrial innovation extracts of fishery and sea cucumber products through the implementation of marine and fisheries science and technology in Riau Islands Province is an example of the implementation of fisheries and marine science and technology in industrial clusters that are competitive according to their roles and are beneficial to each party contributing.

The current trend is that many Small and Medium Enterprises use social media such as Facebook, Twitter, Instagram to conduct online transactions and product promotions. Social media is an effective and efficient media both from the side of the seller and from the buyer in conducting buying and selling transactions and product promotions.

For this reason, the PPM at the Mercubuana Campus needs to conduct training for entrepreneurs in the Small and Medium Enterprises in the AIMK Cooperative, so it is hoped that after receiving training on the manufacture and use of social media they can increase sales of their products.