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Marketing Strategy Through Social Media in Increasing Sales at Zheni Rz Furniture Store East Lampung

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ABSTRACT

The problem that occurs in Zheni Rz Furniture Store is the lack of marketing through social media, considering the large number of social media users who can be a means to promote as a marketing strategy to face increasingly fierce competition. This study aims to analyze methods that can be used to increase sales at Zheni Rz Furniture Store. Method analysis in research using a qualitative descriptive approach. Where, research does not use quantitative measurements to describe and explain phenomena. This research uses SWOT analysis as a means of qualitative descriptive approach. The results show that Zheni Rz Furniture Store is in quadrant 1 with a very advantageous position because it has strengths and opportunities that can be optimized there. In this quadrant 1, Zheni RZ Furniture store East Lampung can use an aggressive growth policy. The SWOT diagram table shows the strategies that Zheni Rz Furniture Store can use to help increase store sales.

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INTRODUCTION

Increasing sales and retaining customers are the main principles of a company to succeed in business. According to (Afriana, 2017) to achieve a goal, the Company must prepare a strategy to create and market goods and services that customers want well (Lutfi, 2019). Companies must have the ability to understand consumer behavior and desires because the purpose of a company is to meet consumer needs and desires. Consumer needs and preferences are used by every business as a guide in designing appropriate marketing strategies to meet the expectations of each customer.

When more stores join the same industry, competition in the business world will increase because each store has the same opportunity and right to implement marketing strategies to increase company sales and have an impact on increasing company profits (Apriyani, 2017). The use of social media can

help companies in marketing their products or services. (Arifin, 2015) said that social media is part of the marketing package, which means they function as intermediaries of communication between customers and producers. In addition, there has been a shift in business promotion strategies in the digital age. In this digital era, many companies use social media as a marketing strategy by promoting either with print or electronic media such as social media (Tanjung Sari, 2020). Social media is an ideal place to promote because platforms such as Facebook, Instagram, Tiktok and YouTube are a means for potential customers to spend their time.

The above conditions apply to all furniture businesses. The increasing public need for furniture affected industrial trade. As a result, every store is trying to increase their sales. (Purwati et al., 2019). Zheni Rz Furniture Shop is a furniture store established in 2015 in Sumbergede Village, Sekampung District, East Lampung Regency, which sells various furniture. In addition to retail sales, Zheni Rz Furniture Store is a major manufacturer where furniture production, with a focus on making sofas. Consumers from Zheni Rz Furniture store only come from the local community caused by consumers from outside who are not familiar with the store.

The problem that occurs at Zheni Rz Furniture Store is the lack of marketing through social media, considering the large number of social media users who can be a means to promote as the goal of marketing strategies through social media to face increasingly fierce competition. This research is expected to be taken into consideration by Zheni Rz Furniture Store to find out the breadth of marketing through social media. Based on the description above, researchers are interested in discussing an article entitled "Marketing Strategies Through Social Media in Increasing Sales at Zheni Rz Furniture Store East Lampung" to find out the role of social media on promotion and find out strategies that can be done by furniture stores using SWOT analysis.

RESEARCH METHODE

This research was conducted with a qualitative approach, which is an approach that analyzes and describes an object of research to describe and explain a situation without making quantitative measurements (Zellatifanny and Mudjiyanto, 2018). In this study using several data collection techniques such as interviews, observation, and documentation.

Research analysis was conducted using SWOT analysis. SWOT analysis is an application of several features that need to be considered in doing business (Munro and Giannopoulos, 2018). Factors in SWOT Analysis include:

1. Strength

According to (Wulannata, 2017) Strength is the Company's source of strength in competing with other Company competitors. The strength of a Company can be in the form of resources, abilities, and skills, as well as the advantages possessed by the Company.

2. Weaknesses

Weakness is the weakness of a company in limited resources, both in ability and ability, which directly reduces its performance. These weaknesses include poor facilities, inadequate financial resources, management capabilities, and weak marketing capabilities. According to (Tamara, 2016).

3. Opportunities

Opportunities are the quantity of a company to develop its products, opportunities can also be interpreted as conditions where the company can benefit. The opportunity of a company can be in the form of increasing technology, with increasing technology, a strategy can be carried out to improve the relationship between buyers and sellers to increase the Company's profit opportunities. According to (Mahfud, 2020)

4. Threats

Threats are situations that threaten the Company. Where the company can not benefit. The threat of a company can take the form of government regulations that are replaced so as to hamper the Company's strategy in achieving business goals. (Salamah, 2017)

SWOT analysis is a type of analysis that compares external strategic factors analysis summary, which consists of opportunities and threats, and internal factors, called IFAS (internal strategic factors analysis summary), which consists of strengths and weaknesses. (Octasyilva, 2017).

RESULT AND DISCUSSION

Table 1.
Marketing Mix

Marketing Mix	Application
Product	The company has a quality product that can compete with other companies.
Price	Product determination is carried out by the company when first marketing the product. Product prices have adjusted the target market and quality of goods.

Promotion	<p>Promotion is an action to increase demand with the aim of increasing revenue. Zheni Rz Furniture Store East Lampung conducts promotions such as:</p> <ol style="list-style-type: none"> 1. Promoting products through social media such as Instagram, Facebook, TikTok, and WhatsApp business. 2. Accept online purchases by creating a store website. 3. Interact with consumers face-to-face and live on social media. 4. Provide discounts and discounts in certain months. 5. Give credit to customers.
Place	Production houses that make products and distribute products from producers to consumers.

Source: Processed by Author

Analysis Of Internal Factors and External Factors

Table 2.

Internal And External Factors

Internal Factor	Strength	Weakness
	<ol style="list-style-type: none"> 1. Online Marketing: Using social media as a marketing medium to increase sales. 2. Product Quality: Provide quality and durable furniture. 3. Design Variations: Offers a variety of product designs and styles to meet the needs of various customers. 4. Competitive Pricing: Offering competitive prices or having certain promotions can attract customers and increase sales. 5. Partnership with Suppliers: Building strong relationships with suppliers can help in getting quality products and competitive prices. 	<ol style="list-style-type: none"> 1. Specific Seasons: Demand for furniture can vary during the year, and stores may face low seasons in some periods. 2. Changing Trends: Changes in interior design and style trends can make old furniture stock less desirable. 3. Logistics Costs: Large furniture shipments can be expensive and complicated, especially if the furniture store has many scattered customers. 4. High Competition: The furniture industry often has stiff competition, making it difficult to maintain high profit margins. 5. Production Costs: If the store produces its own furniture,

		the cost of producing and maintaining the equipment can be a huge burden.
External Factor	Opportunity	Threats
	<ol style="list-style-type: none"> 1. Promotion through social media with a wider reach. 2. Reasonably Priced Products: Offering products at affordable prices for specific market segments. 3. Expansion into Commercial Market to increase sales: Offering furniture products to businesses and companies. 4. Wholesale Furniture Sales: Providing furniture products wholesale to retailers or large projects. 5. Restoration Services: Services offered to repair, return or restore products that may have suffered damage, or changes in condition over time. 	<ol style="list-style-type: none"> 1. High Competition: Competition in the furniture industry can be fierce, which can reduce sales rates. 2. Changes in Raw Material Prices: Prices of materials such as wood and fabric can vary, affecting production costs. 3. Raw Material Supply Crisis: Problems in the supply chain can affect the availability of critical materials and components. 4. High Operating Costs: High costs of rent, labor wages, and the purchase of raw materials can have a negative impact on profit levels. 5. Excess Product Inventory: Stockpiling up of unsellable products can hinder smooth finances.

Source: Processed by Author (2023)

After finding internal and external factors, the IFAS and EFAS matrix tables are compiled in table 3.

Internal and External Factor Analysis (IFAS/EFAS)

In the IFAS and EFAS tables, for each factor a rating weight of 0.0 is given, which means that it is not important, up to 1.0, and the sum of the weights is not more than 1.0. After giving a weighted assessment, the next step is to calculate the assessment value for both factors, with a value on a scale of 1 meaning below average and a value of 4 meaning very good. The value given to strengths and weaknesses is not the same or opposite as the value given to opportunities and threats. After giving the weight and rating values to both factors then multiply the weights to get the score value result.

Tabel 3.
Internal Factor Analysis

No	Internal Factor	Weight	Rate	Weight x Rate
Strenght				
1	Using social media as an online marketing promotion	0,20	4	0,80
2	Diverse and varied designs	0,15	4	0,60
3	Efficient and reliable delivery service	0,10	4	0,40
4	Competitive prices and promotional offers	0,15	4	0,60
5	Establish good relationships with suppliers	0,05	3	0,15
Sub Total		0,65	19	2,55
Weakness				
1	Facing the change of seasons	0,10	4	0,40
2	Changes in Raw Material Prices	0,10	4	0,40
3	Raw Material Supply Crisis	0,05	3	0,15
4	High Competition	0,05	3	0,15
5	Production Cost	0,05	2	0,10
Sub Total		0,35	16	1,20
Total		1,0	35	3,75

Source: Processed by Author (2023)

From the results of table 3, it is known that the Strenght factor has a value of 2.55 while the Weakness factor has a value of 1.20, so when combined the Strenght and Weakness factors have a result of 3.75.

Tabel 4.
External Factor Analysis

No	Internal Factors	Weight	Rate	Weight x Rate
Opportunity				
1	Promotion through social media in increasing sales	0,20	4	0,80
2	Offer products at affordable prices	0,15	3	0,45
3	Expansion into Commercial Market to increase sales	0,10	3	0,30
4	Provide furniture products wholesale	0,10	3	0,30
5	Provide restoration services	0,05	4	0,20

Sub Total		0,60	17	2,05
Threats				
1	Competition in the industry is fierce	0,05	4	0,20
2	Changes in Raw Material Prices	0,10	3	0,30
3	Raw material supply crisis	0,05	3	0,15
4	High Operating Costs	0,15	2	0,30
5	Excessive product preparation	0,05	3	0,15
Sub Total		0,40	15	1,10
Total		1,0	32	3,15

Source: Processed by Author (2023)

From the results of table 4, it can be seen that the Opportunity factor has a value of 2.05 while the Threats factor has a value of 1.10, so when combined the Opportunity and Threats factors have a result value of 3.15.

Diagram Matrix SWOT

In the identification results of IFAS and EFAS can be illustrated in the following SWOT matrix diagram with the description Strength: 2.55, Weakness: -1.20 and Opportunity 2.05, Threats -1.10. It can be concluded that Strength - Weakness = 1.25, and Opportunity - Threats = 0.95.

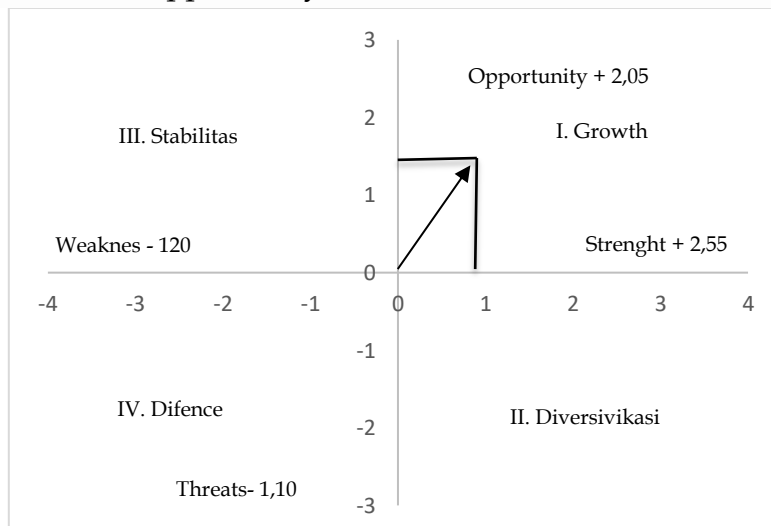


Figure 1.
Diagram Matrix

From the SWOT diagram above, it is known that Zheni Rz Furniture Store is in quadrant 1 (one), which means that Zheni Rz Furniture Store has opportunities and strengths that can be used to achieve sales targets. The right strategy in this quadrant is an aggressive growth policy (Growth Oriented).

Matrix SWOT

Tabel 5.
Matrix SWOT

<p style="text-align: right;">Internal</p> <p style="text-align: left;">External</p>	<p style="text-align: center;">Strenght</p>	<p style="text-align: center;">Weakness</p>
		<p>1. Online Marketing Using Social Media as a marketing</p> <p>2. Diverse design variations.</p> <p>3. Delivery Service.</p> <p>4. Competitive Price</p> <p>5. Establish Good Partnerships with Suppliers.</p>
<p style="text-align: center;">Opportunities</p>	<p style="text-align: center;">SO Strategy</p>	<p style="text-align: center;">WO Strategy</p>
<p>1. Promotion through social media with a wider reach</p> <p>2. Products at affordable prices.</p> <p>3. Expansion into Commercial Market for Increase sales.</p> <p>4. Wholesale Furniture Sales.</p> <p>5. Provide Restoration Services.</p>	<p>a. Utilizing social media in promotions to reach a wider range of consumers.</p> <p>b. Marketing products to a wider market by utilizing a diversity of designs and quality.</p> <p>c. Provide prices that match the quality of the product.</p>	<p>a. Utilizing social media to open a wider market to avoid the low season in the region</p> <p>b. Always update with the development of interior style to be more varied.</p> <p>c. Provide restoration services and provide wholesale sales to meet attract more consumers.</p> <p>d. Be more active in promotion through social media to face high competition.</p>

Threats	ST Strategy	SW Strategy
1. High Competition. 2. Changes in Raw Material Prices affect production costs. 3. Raw Material Supply Crisis 4. High Operating Costs. 5. Excess product inventory or stockpiling up.	a. Improve product promotion and quality to face market competition. b. Provide the best service to maintain consumer loyalty. c. Analyze market needs to consider the limitations of raw materials and anticipate excess raw materials.	a. Conduct attractive promotions on social media to increase customer interest and increase sales. b. Utilize social media so that sales are not fixed in the store area. c. Adjust prices according to production costs and others. d. Provide additional costs for shipping large quantities of furniture.

Source: Processed by Author (2023)

Table 6.
SWOT Matrix Strategy Formulation

IFAS \ EFAS	Strenght (S)	Weakness (W)
Opportunity(O)	Strategy (SO) $2,55 + 2,05$ $= 4,60$	Strategi (WO) $3,75 + 2,05$ $= 5,80$
Threats (T)	Strategi (ST) $2,55 + 1,10$ $= 3,65$	Strategi (WT) $3,75 + 1,10$ $= 4,85$

Source: Processed by Author (2023)

It can be seen in the IFAS table that the strenght has a value of 2.55 and weakness has a value of 3.75 while in the EFAS table the opportunity has a value of 2.05 and the threat is 1.10. It can be concluded in the matrix diagram that the results obtained are in quadrant 1 (one), the right strategy in the quadrant is an aggressive growth policy (Growth Oriented). In the SWOT Matrix explained about strategies that can be used to be used in increasing sales as follows:

Strenght Opportunity (SO) Strategy

- a. Utilizing social media in promotions to reach a wider range of consumers.
- b. Marketing products to a wider market by utilizing a diversity of designs and quality.

- c. Provide prices that are in accordance with the quality of goods, by taking a little profit so that consumers are interested.

Weakness Opportunity (WO) Strategy

- a. Utilizing social media to open up a wider market to avoid the low season in the region
- b. Always update with the development of interior style so that consumers do not look away.
- c. Provide restoration services and provide wholesale sales to meet attract more consumers.
- d. More active in promotion through social media to face high competition

Strenght Threats (ST) Strategy

- a. Improve product promotion and quality to face market competition
- b. Provide the best service to maintain consumer loyalty.
- c. Analyze market needs to consider raw material limitations and anticipate raw material surpluses.

Weakness Threats (WT) Strategy

- a. Conduct attractive promotions on social media to increase customer interest and increase sales.
- b. Utilize social media so that sales are not fixed in the store area.
- c. Adjust prices according to production costs and others.
- d. Provide additional costs for shipping furniture in large quantities.

Strategy Implementation

Based on the results of the SWOT Analysis diaphram, Zheni Rz Furniture Store is in quadrant 1, where the position of quadrant 1 is a very suitable position because in quadrant 1 it has strengths and opportunities that can be optimized. Quadrant 1 contains strategies that can be applied to support aggressive growth policies (growth oriented strategy). Aggressive strategies include the following:

Market penetration

To increase the market share of goods or services in today's market, market penetration strategies involve increasing the number of labor and human resources, increasing advertising costs, broader sales promotion, and increasing publicity efforts.

Market development

In the following situations, market development will be a more efficient approach.

- a. When new distribution channels become available at lower prices and of high quality.
- b. When an organization achieves success in its work.

- c. When consumers are not saturated or the market is not properly utilized.
- d. when the organization develops into an international scale rapidly.

Product development

A product development strategy will become more effective if:

- a. When a product is at this stage of its product life cycle, an organization can use strategies to entice customers to try new goods or services in the hope that they will have positive reviews about the product.
- b. In an industry with rapid technological development.
- c. Competitors offer high-quality goods and services at comparable prices.
- d. Companies compete in a rapidly growing industry.
- e. The company has strong research and development capabilities
- f. The company has capital and human resources.

Diversification

Some companies like the following diversification strategies to take advantage of synergies:

- a. Transfer critical capabilities, technology, or expertise from one company to another.
- b. To reduce costs, combine different related business activities into one operation.
- c. Widely used famous brand names.
- d. Partnerships between businesses to create valuable resource strengths and capabilities that are competitive.

CONCLUSION

Based on the results of the study, Zheni Rz Furniture Store East Lampung uses SWOT analysis method and 4P marketing mix. So it can be concluded that:

1. Utilize social media in promotions to reach a wider range of consumers
2. Always update with the development of interior style so that consumers do not look away.
3. Improve product promotion and quality to face market competition
4. Adjust prices according to production costs and others.

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