

Digital marketing strategy through facebook social media to increase sales at Rifki Jaya Furniture store Bandar Lampung

Arian Azmir¹, Agus Purnomo²

Universitas Bandar Lampung^{1,2}

¹Email: Arian.21121033@student.ubl.ac.id

²Email: Aguspurnomo@ubl.ac.id

Abstract - This study aims to explore the impact of digital marketing strategies, specifically through Facebook, on the growth and sustainability of Rifki Jaya Furniture, a company established in 2021. It focuses on the role of market segmentation, customer engagement, and content quality in enhancing product visibility, customer loyalty, and sales. A qualitative approach was employed, analyzing Rifki Jaya Furniture's social media presence and digital marketing tactics on Facebook. The study used data from customer interactions, social media engagement metrics, and content analysis to examine how these factors contribute to the company's success. The findings indicate that Rifki Jaya Furniture effectively segments its market by leveraging data from customer interactions on Facebook. Engaging, high-quality content not only captures attention but also fosters trust, which influences consumer purchasing decisions. The company's focus on maintaining strong customer relationships through personalized communication has contributed to increased customer loyalty and repeat sales. Furthermore, the analysis shows that digital marketing on Facebook significantly expanded the company's market reach and enhanced product visibility. The study concludes that Facebook is an effective tool for small businesses like Rifki Jaya Furniture to strengthen customer relationships, enhance market presence, and drive sales growth. Digital marketing strategies, when executed effectively, can ensure business sustainability and long-term success.

Keywords: digital marketing, social media, facebook, market segmentation, customer engagement, customer loyalty, content quality, business sustainability

I. INTRODUCTION

The rapid development of technology, especially through social media platforms, has significantly transformed marketing strategies within the business world. Traditional marketing methods were often confined to face-to-face interactions between buyers and sellers, with limited reach and scope. However, technological advancements—especially the Internet—have effectively overcome the constraints of time, space, and cost, making transactions more efficient and accessible (Arninda et al., 2023). The advent of social media has further revolutionized



marketing, providing businesses with tools to engage customers directly, enhance brand visibility, and expand market reach. Social media platforms, such as Facebook, are now at the center of modern business marketing strategies, playing a crucial role in customer engagement, product promotion, and overall business growth (Ritomieaariescy et al., 2021).

For businesses to survive and thrive in today's highly competitive environment, having an effective marketing strategy is crucial. A marketing strategy not only helps businesses reach their target audience but also provides a roadmap for long-term sustainability and growth. The purpose of a marketing strategy is to reduce the risks associated with business failure (Hasporo et al., 2019). Businesses need to adapt their marketing strategies to align with the fast-evolving technological landscape and consumer behavior patterns. Therefore, those with experience and in-depth knowledge of market conditions should play a central role in shaping and executing business marketing strategies. This adaptability and forward-thinking approach in marketing are essential to minimize business risks and maximize the chances of success.

Social media has become indispensable in modern life, especially with the rise of the internet and digital devices. Facebook, one of the largest and most active social media platforms globally, has become a vital tool for businesses, especially in industries like furniture, which benefit from visual marketing and customer engagement. Facebook offers a wide range of features that enable businesses to promote their products more effectively, such as Facebook Ads, business pages, and Facebook Marketplace (Hasan et al., 2022). These tools allow businesses to reach broader audiences and engage with customers on a more personalized level. As digital devices continue to proliferate, businesses can benefit greatly by integrating social media into their marketing strategies, allowing them to expand their reach and enhance their competitive edge.

Rifki Jaya Furniture, a furniture store established in 2021, serves as an example of a business leveraging Facebook for digital marketing. Offering a variety of products, including sofas, wardrobes, dining tables, and custom-made furniture, Rifki Jaya Furniture primarily sells its products through Facebook. Despite offering high-quality products and custom options, sales have been inconsistent, largely due to insufficient promotion on the Facebook platform. The business has recognized the need to enhance its marketing efforts, particularly on Facebook, in order to boost visibility and drive sales. This decision to focus on digital marketing represents a shift from traditional marketing methods, as businesses are increasingly expected to adapt to the demands of the digital era.

The urgency of this study stems from the growing role of digital marketing in ensuring the success and sustainability of businesses, especially small and medium-sized enterprises (SMEs) like Rifki Jaya Furniture. In the current digital era, businesses that fail to adapt to the digital marketing landscape risk being left behind. The digital marketing space, particularly through social media platforms like Facebook, offers an opportunity for businesses to reach and engage with a global audience in ways that were previously unimaginable.

For SMEs, Facebook is an especially valuable platform due to its vast user base and the ability to target specific customer segments through sophisticated advertising tools. However, many businesses, particularly smaller ones, face challenges in fully utilizing Facebook's features. Rifki Jaya Furniture, despite its potential, has faced challenges in effectively promoting its products, resulting in fluctuating sales. This presents an opportunity for research to explore how digital marketing strategies on Facebook can help businesses overcome these challenges and improve their overall marketing effectiveness.

The study also addresses the broader issue of how businesses in the furniture industry can leverage social media platforms, particularly Facebook, to enhance their visibility, customer engagement, and ultimately, sales. As digital marketing continues to evolve, businesses must stay ahead of the curve to remain competitive and ensure their long-term survival. Therefore, the urgency of understanding the best practices for digital marketing on social media, especially Facebook, cannot be overstated.



Numerous studies have highlighted the importance of digital marketing in the contemporary business environment. Arninda et al. (2023) emphasize that advancements in digital technology, especially the widespread use of the Internet, have made business transactions more efficient by eliminating the constraints of time and location. Social media platforms like Facebook, with their interactive features, have proven to be particularly valuable in the business sector, enabling companies to reach a broader audience and engage in direct communication with customers.

Previous studies have also explored the effectiveness of Facebook as a marketing tool for businesses. Hasan et al. (2022) note that Facebook's various features, including Facebook Ads, business pages, and Facebook Marketplace, enable businesses to reach targeted audiences more effectively and efficiently. Facebook's ability to engage with customers directly through comments, messages, and feedback is also highlighted as a key factor in fostering customer loyalty and increasing sales (Sholikhah et al., 2021). This direct interaction not only helps businesses build trust with their customers but also allows for more personalized marketing approaches, which can significantly enhance customer satisfaction.

In terms of small businesses, several studies have pointed out the growing importance of digital marketing strategies for increasing sales and ensuring sustainability. Purnomo (2024) argues that small and medium-sized enterprises (SMEs) must embrace digital marketing to stay competitive and relevant in an increasingly digital world. As more consumers turn to the Internet for purchasing decisions, businesses must ensure that their products and services are visible and easily accessible online. The benefits of digital marketing in this regard include increased product awareness, expanded market reach, and the ability to engage with customers on a more personal level.

Ritimieaariescy et al. (2021) suggest that businesses must continuously adapt their marketing strategies to accommodate the evolving technological landscape. Digital marketing strategies, such as those employed on Facebook, offer businesses an opportunity to reach a diverse and geographically dispersed customer base. By utilizing social media platforms, businesses can also strengthen their brand image, increase customer engagement, and ultimately drive sales. However, these studies also highlight the challenges businesses face in fully leveraging social media platforms, including a lack of expertise, resources, and knowledge of how to best utilize these tools.

Social media has become an essential tool for brand awareness and marketing, influencing consumer engagement and purchasing decisions (Pastini & Lilasari, 2023). Various platforms, including TikTok, play a significant role in shaping children's behavior, digital well-being, and cognitive development, raising concerns about their long-term effects (Maulida et al., 2025). In the tourism industry, social media serves as an effective medium to promote destinations and attract visitors, enhancing economic growth in the sector (Susanto et al., 2023). Additionally, beauty vloggers contribute to the dissemination of makeup trends, influencing consumer preferences and brand popularity (Adnyani et al., 2025). These studies collectively highlight the pervasive impact of social media across different aspects of society, from marketing to individual development.

Based on the background and the urgency of the study, several research problems arise. The primary research problem centers around understanding how Rifki Jaya Furniture can better utilize Facebook as a digital marketing platform to improve its sales and business sustainability. Specifically, the research will address the following questions:

- (1) How can Rifki Jaya Furniture optimize its use of Facebook's features to increase product visibility and customer engagement?
- (2) What are the challenges faced by Rifki Jaya Furniture in promoting its products on Facebook, and how can these be overcome?
- (3) How can Rifki Jaya Furniture develop a more effective digital marketing strategy on Facebook to ensure long-term business sustainability?



(4) What role does customer interaction and engagement on Facebook play in driving sales for Rifki Jaya Furniture?

By addressing these research problems, the study aims to provide practical insights into the effective use of Facebook for small and medium-sized businesses, particularly those in the furniture industry.

The objectives of this study are as follows:

- (1) To explore how Rifki Jaya Furniture can leverage Facebook as a digital marketing platform to enhance its market visibility and customer relationships.
- (2) To identify the challenges Rifki Jaya Furniture faces in utilizing Facebook for product promotion and offer strategies to overcome these challenges.
- (3) To evaluate the effectiveness of Facebook marketing strategies in driving sales for Rifki Jaya Furniture and ensuring business sustainability.
- (4) To examine the role of customer engagement on Facebook in fostering brand loyalty and increasing repeat sales for Rifki Jaya Furniture.

This study aims to provide a comprehensive understanding of the potential of Facebook as a digital marketing tool and how businesses like Rifki Jaya Furniture can harness this platform to achieve business success.

II. METHOD

This study employs a qualitative descriptive research method, aimed at obtaining a comprehensive and accurate understanding of the situation at Rifki Jaya Furniture Store. The approach is well-suited for this research as it seeks to explore the business's current marketing strategy and how it can leverage digital platforms, particularly Facebook, to enhance its performance. Qualitative research is particularly beneficial for gaining insights into the natural settings and understanding the experiences, behaviours, and perspectives of the individuals involved, without manipulating or influencing the environment under study (Purnomo, 2023).

The research location for this study is Rifki Jaya Furniture, located in Sumber Agung, Kemiling, Bandar Lampung. The selection of this site is based on its relevance to the research problem and the opportunity it provides for the study's findings to be practically implemented. The objective of conducting field research in this location is to observe first-hand the challenges and opportunities associated with the business's marketing efforts, particularly focusing on its use of Facebook as a marketing tool. By conducting the research in this specific context, the study aims to produce findings that are directly applicable to Rifki Jaya Furniture's operations and that may also be generalized to similar small and medium-sized enterprises (SMEs) in the region (Waruwu, 2023).

Data collection for this study utilizes multiple methods: interviews, observations, and documentation study. Interviews were conducted with key stakeholders at Rifki Jaya Furniture, such as the owner and employees, to gather insights into their current marketing practices and challenges. These interviews provide valuable information regarding the strategies they employ, their understanding of digital marketing, and their perceptions of Facebook as a platform for business promotion. Observation also plays a crucial role, as the researchers visit the store to observe daily operations, customer interactions, and the use of digital tools in marketing efforts. This method offers real-time data on how the business engages with customers and promotes its products. Additionally, a documentation study were conducted to review any available marketing materials, sales reports, and customer feedback to support the findings from interviews and observations (Sidiq & Choiri, 2019).

The data analysis process involves organizing and interpreting the information collected during interviews, observations, and documentation. This process aims to identify patterns, themes, and insights related to the research problem. The data were carefully categorized and analysed to present a clear and systematic understanding of the current marketing strategy at



Rifki Jaya Furniture. By analysing the data in this way, the study highlights strengths and weaknesses in the current approach and provide recommendations for improvement (Purnomo, 2023). The findings were structured into a coherent narrative, ensuring that the research objectives are addressed effectively and meaningfully.

The qualitative descriptive method, complemented by interviews, observations, and documentation, will provide a comprehensive understanding of how Rifki Jaya Furniture can optimize its marketing efforts, particularly through digital channels like Facebook. The research findings are expected to contribute to improving the store's marketing strategy, thereby enhancing its sales and overall business performance.

III. RESULTS AND DISCUSSION

Rifki Jaya Furniture Store, located in a strategic area, started its operations with humble beginnings. Initially relying on mobile phones to promote and sell furniture through social media platforms, the store quickly gained traction, allowing its owner, Mr. Darul Qotnin, to expand into a physical location. By the beginning of 2021, Rifki Jaya Furniture began its formal expansion into a brick-and-mortar store. This growth facilitated the diversification of its product range, adding furniture made from various materials like wood, metal, and composites. The store's evolution was driven by the increasing demand for modern, artistic, and high-quality furniture.

As Rifki Jaya Furniture's customer base grew, so did the complexity of its operations, necessitating a more structured approach to marketing and sales. To meet the demands of its expanding clientele, the store embraced digital marketing and social media, specifically Facebook, which became a crucial platform for brand awareness and customer engagement. The strategy was designed not just to acquire new customers, but also to build long-term relationships that foster repeat purchases.

Rifki Jaya Furniture Store's marketing strategy combines traditional and modern approaches. Initially, the store's marketing efforts were based on word of mouth and simple online advertisements. However, as competition increased, a more systematic marketing strategy was implemented.

The foundation of the store's marketing strategy is digital marketing, particularly through Facebook. This decision aligns with global trends where businesses increasingly rely on social media to connect with their target audiences (Kaplan & Haenlein, 2010). Rifki Jaya's strategy can be broken down into several phases: market segmentation, target audience identification, content creation, and customer retention. These phases align with Kotler and Keller's (2020) marketing management framework, which emphasizes the importance of understanding market segments and crafting tailored messages to engage potential customers.

A key element of Rifki Jaya's marketing strategy is its approach to market segmentation. Rather than targeting a narrow niche, the store casts a wide net, focusing on individuals who actively use social media, especially Facebook. This includes people looking for furniture for personal use or reselling purposes. Through digital tools like Facebook Insights, Rifki Jaya can gather data on user behavior, which allows the store to refine its targeting and approach.

This broad segmentation strategy is supported by a growing middle-to-upper-class demographic in the region, with a particular focus on consumers who prefer exclusive and contemporary furniture. Rifki Jaya's collaboration with local craftsmen to produce custom furniture adds to its appeal to this demographic (Hasan et al., 2022).

Once the target audience is identified, the next phase is content creation. Engaging content is key to standing out in a crowded digital marketplace. Rifki Jaya creates various forms of content, including product photos, videos, and posts highlighting the craftsmanship behind their furniture. These content pieces are designed not only to showcase the products but also to tell a story about the brand and its values.



Effective content marketing is rooted in the creation of high-quality, relevant content that resonates with the audience's interests and needs (Pulizzi, 2012). For Rifki Jaya, the goal is not just to inform but to engage customers, prompting them to like, share, and comment on posts. This social engagement strengthens the store's relationship with customers, improving its brand visibility and customer loyalty.

The ultimate aim of Rifki Jaya's marketing strategy is to acquire and retain customers. This strategy places a strong emphasis on customer retention, understanding that it is more cost-effective to retain an existing customer than to acquire a new one (Reichheld & Sasser, 1990). To achieve this, Rifki Jaya focuses on providing exceptional customer service, including timely responses to inquiries and after-sales support.

Customer loyalty is further encouraged through regular updates on new products, promotions, and customer testimonials. By nurturing long-term relationships with customers, Rifki Jaya can increase repeat business, which is vital for sustained growth.

Customer Relationship Management (CRM) is a central part of Rifki Jaya Furniture's marketing approach. The store emphasizes the importance of building strong relationships with its customers, particularly through personalized services and after-sales support. This is in line with studies that show the positive impact of CRM on customer loyalty and long-term business success (Chen & Popovich, 2003).

The store integrates both online and offline customer service to ensure a seamless experience. Online communication through social media platforms like Facebook allows for immediate engagement, while in-store service provides customers with a tactile experience of the products. This dual approach ensures that customers have access to support whenever they need it.

Rifki Jaya's focus on quick response times, both online and in-person, enhances the customer experience, which is a crucial factor in fostering customer loyalty (Grönroos, 2000). Furthermore, after-sales service, such as follow-up messages and satisfaction surveys, ensures that the customer feels valued and heard.

Rifki Jaya's use of Facebook as a primary marketing platform is a strategic move given the platform's extensive reach and engagement capabilities. Studies have shown that Facebook is one of the most effective platforms for business marketing (Tuten & Solomon, 2017). Rifki Jaya uses Facebook to create community engagement, showcase product launches, and engage in direct communication with customers.

By leveraging Facebook's advertising tools, the store can reach its target audience with precision. Facebook Ads, combined with organic content, create a balanced marketing approach that attracts new customers and keeps current ones engaged. The store's Facebook presence allows for frequent interaction with followers, and the creation of a Facebook group has further solidified this connection, offering a space for customers to share experiences and feedback.

Despite its successes, Rifki Jaya Furniture Store faces several challenges in executing its marketing strategy. One of the key challenges is maintaining the consistency and quality of customer engagement across multiple platforms. As the business grows, the complexity of managing social media interactions increases, requiring dedicated staff and tools to ensure timely responses.

Rifki Jaya Furniture Store has emerged as a competitive player in the furniture market, adapting to shifting consumer preferences and market dynamics. However, like any business in the retail sector, it faces significant challenges in maintaining growth, profitability, and differentiation in an increasingly crowded marketplace. This challenge becomes even more pronounced in the digital era, where consumer behavior is constantly evolving, and businesses must be nimble to keep up with new trends and technologies. To effectively navigate these obstacles, Rifki Jaya has developed a digital marketing strategy, primarily using Facebook, that aligns with changing market demands, targets the right demographic, and fosters customer loyalty.



A key challenge faced by Rifki Jaya Furniture Store, as is the case with many businesses in the retail and furniture sectors, is the fluctuating consumer preferences and market conditions. Furniture trends are constantly evolving, driven by seasonal changes, emerging design aesthetics, and global economic shifts. To remain relevant, Rifki Jaya needs to keep a pulse on the latest market trends, customer feedback, and industry developments. This requires not only constant evaluation and refinement of their marketing strategies but also a proactive approach to anticipate changes before they occur (Keller, 2020).

For example, the rise of minimalism in home design or increasing demand for sustainable and eco-friendly furniture could shift the company's product offerings. Consumer preferences for certain materials, such as wood or metal, could fluctuate, and market conditions, such as a change in disposable income due to economic shifts, could affect buying behaviors. Therefore, adapting marketing strategies in real time by analyzing customer feedback on social media platforms like Facebook and engaging in market research can help Rifki Jaya maintain competitiveness and relevance.

The ability to swiftly respond to these changes is a vital factor in Rifki Jaya's continued success. The company needs to implement a robust feedback loop from both online and in-store interactions to identify emerging trends, adjust product offerings, and tweak its messaging accordingly. Moreover, staying agile in the face of market changes allows Rifki Jaya to create marketing strategies that are not only current but also forward-thinking, which sets the business apart from its competitors.

With the growing number of competitors both online and offline, differentiation becomes crucial for Rifki Jaya Furniture Store. To stand out, the business needs to offer a unique value proposition that appeals to consumers and sets it apart from other furniture retailers. Rifki Jaya has already carved out a niche by offering locally crafted, unique furniture pieces that emphasize craftsmanship, sustainability, and artistry. This exclusive product offering is what sets Rifki Jaya apart from mass-market furniture stores and helps the brand build a loyal customer base (Keller, 2020).

However, differentiation is an ongoing process, and it is essential for Rifki Jaya to continually innovate. For example, collaborating with local artisans to produce bespoke furniture or limited-edition collections can keep the store's product offerings fresh and appealing to its target market. Furthermore, as the digital landscape grows more competitive, Rifki Jaya must ensure that its unique value proposition extends to its online presence. This means highlighting its craftsmanship, local partnerships, and exclusive collections in its digital marketing efforts. Additionally, creating content that tells the story behind the craftsmanship and the artisans involved can foster deeper emotional connections with the audience and help build brand affinity (Pulizzi, 2012).

By ensuring that its digital content reflects its unique value proposition, Rifki Jaya can strengthen its market position and differentiate itself from competitors. The challenge lies in staying ahead of trends and continuing to innovate with new offerings that resonate with consumers. For instance, the store could experiment with seasonal collections or integrate new materials in response to market demands. This ongoing innovation, supported by a well-executed digital marketing strategy, will help Rifki Jaya remain relevant and appealing to its customers.

In the age of digital marketing, content creation is central to attracting and retaining customers. Rifki Jaya's approach to digital content creation is anchored on creating high-quality visuals, engaging storytelling, and showcasing product demonstrations. Facebook, as one of the most widely used social media platforms, provides a powerful tool for connecting with potential customers, particularly through visually appealing content. By highlighting the beauty, functionality, and unique features of its furniture products, Rifki Jaya can build a strong online presence that resonates with its target audience.

Content that tells the story behind the products, such as the materials used, the artisans who create the furniture, and the inspiration behind each design, can create a sense of authenticity



and emotional appeal. As consumers increasingly seek brands that align with their values and lifestyle, Rifki Jaya's content should emphasize not just the functional aspects of furniture but also the emotional connection they offer to customers. This aligns with content marketing theories, which suggest that emotional storytelling is essential in building brand loyalty and affinity (Pulizzi, 2012).

In addition to visual storytelling, Rifki Jaya can use product demonstrations, such as "how-to" videos or lifestyle shots, to showcase how its furniture fits into real-life settings. These types of demonstrations allow customers to visualize the products in their own homes and provide a sense of confidence in the purchasing decision. As the company refines its digital content strategy, the focus should be on creating content that is informative, emotionally engaging, and visually captivating to inspire customer interaction and trust.

A key focus of Rifki Jaya's marketing strategy is relationship marketing, which emphasizes building long-term relationships with customers. Positive customer experiences translate to repeat purchases, word-of-mouth referrals, and higher customer lifetime value. By fostering customer loyalty through excellent service and personalized engagement, Rifki Jaya can ensure that its customers return time and again. Satisfied customers are more likely to recommend the business to others, which is a valuable form of marketing in itself (Reichheld & Sasser, 1990).

In addition to providing exceptional service, Rifki Jaya implements customer loyalty programs, such as offering discounts, special deals, or exclusive access to new collections for repeat customers. These programs incentivize customers to continue purchasing from the store and create a sense of exclusivity, which is highly valued by many consumers. The sense of belonging to a select group of loyal customers also contributes to higher retention rates and encourages customers to engage more frequently with the brand.

Through relationship marketing, Rifki Jaya can build an active community of brand advocates. Engaging with customers through comments, messages, and posts on social media can deepen the relationship, leading to positive online reviews and recommendations. Social media platforms like Facebook enable businesses to engage directly with customers in real-time, which is crucial for building trust and loyalty. Quick responses to inquiries or concerns and proactive communication about new product launches or promotions can significantly enhance customer satisfaction and build a sense of reliability in the brand.

While Rifki Jaya has found success with Facebook as its primary digital marketing platform, there is significant potential to expand its online presence further. Platforms like Instagram and TikTok offer different ways of reaching younger audiences, who are increasingly turning to social media for inspiration and shopping decisions. These platforms are more visual-centric, making them ideal for showcasing the artistic and unique furniture pieces that Rifki Jaya offers. Expanding to these platforms would allow Rifki Jaya to tap into new customer segments and further increase its brand visibility.

Instagram, with its focus on high-quality images and stories, can allow Rifki Jaya to share aesthetically curated content that highlights the beauty of its products. Similarly, TikTok, with its fast-paced, video-based content, can be used for creating engaging videos that showcase the furniture in real-life situations or highlight the behind-the-scenes process of product creation. By expanding its digital footprint, Rifki Jaya can reach a broader audience, enhance its brand presence, and ultimately sustain its growth in the evolving furniture market.

Rifki Jaya Furniture Store has made impressive strides in utilizing digital marketing tools to expand its reach, foster customer relationships, and differentiate itself in the competitive furniture market. By adapting to changing consumer preferences, embracing innovation, and investing in high-quality content creation, the store has positioned itself as a unique and customer-centric brand. Moving forward, it is crucial for Rifki Jaya to continue refining its strategies based on consumer feedback, market trends, and emerging digital platforms to stay ahead in a rapidly evolving marketplace.



By maintaining a focus on customer loyalty, personalization, and consistent, compelling content creation, Rifki Jaya will not only sustain its growth but also create a strong brand presence that resonates with its target audience, ensuring its competitive advantage in the years to come.

IV. CONCLUSION

Rifki Jaya Furniture Store, operating in the competitive furniture industry, can leverage digital marketing strategies, particularly on social media platforms such as Facebook, to expand its market reach and drive sales growth. A key element of this strategy lies in expanding their market segmentation to target a wider audience, which includes not only individuals seeking furniture for personal use but also those purchasing for resale. By broadening their target market beyond a niche group, Rifki Jaya Furniture can tap into diverse consumer needs, increasing their customer base and enhancing sales potential. This approach is backed by the importance of identifying diverse customer segments and creating tailored marketing strategies that resonate with each group's unique preferences (Kotler & Keller, 2016).

One effective way for Rifki Jaya Furniture to expand market segmentation is by utilizing the data generated from social media interactions. By analyzing comments, questions, and orders on their Facebook page, they can gather valuable insights into consumer behavior and preferences. Facebook's advertising tools also provide in-depth demographic and behavioral data, which can guide the company in refining its marketing campaigns (Chaffey, D., 2019). This data allows for the identification of key customer segments that are more likely to engage with and purchase from the store, ensuring marketing efforts are directed at the most relevant audiences.

By reviewing customer feedback, Rifki Jaya Furniture can further personalize its product offerings to meet the preferences of middle- to upper-class consumers who are often in search of exclusive, high-end furniture products. Customers within this demographic typically value the aesthetics, craftsmanship, and uniqueness of furniture, and as such, these are qualities that the store can highlight in its content (Blythe, J., 2013). With the ability to track customer interactions and feedback, Rifki Jaya Furniture can also fine-tune its marketing strategies to cater to these customers, ensuring that the products offered align with their expectations and desires.

Content creation plays an integral role in the success of Rifki Jaya Furniture's digital marketing strategy. Creating engaging, visually appealing content is essential in capturing the attention of potential customers in an era dominated by digital noise and information overload (Lee, J., & Choi, Y., 2018). Facebook provides an ideal platform for sharing high-quality images, videos, and even live content, showcasing the furniture products in various settings. By consistently producing content that not only informs but also entertains and resonates with their target audience, Rifki Jaya Furniture can foster a sense of connection with its customers. For example, featuring behind-the-scenes videos of product creation or highlighting collaborations with local craftsmen can showcase the uniqueness of their offerings, which is an attractive selling point for potential buyers (Keller, K. L., 2013).

Equally important in this strategy is the focus on building and maintaining relationships with customers. Social media, particularly Facebook, offers an immediate communication channel through which businesses can engage with their customers. Prompt responses to customer inquiries, addressing concerns, and providing personalized service through direct messages or comments can significantly improve customer satisfaction (Hennig-Thurau, T., et al., 2010). Furthermore, creating a community where customers feel heard and valued can foster long-term loyalty, leading to repeat purchases and increased customer retention. Research shows that maintaining strong customer relationships results in higher customer lifetime value and can encourage positive word-of-mouth marketing, further amplifying the brand's reach and credibility (Morgan, R. M., & Hunt, S. D., 1994).



Additionally, after-sales services are crucial in maintaining customer loyalty. Rifki Jaya Furniture should ensure that post-purchase communication, such as providing after-sales information, is incorporated into their social media strategy. This includes offering care tips for furniture or addressing potential issues that customers may encounter with their purchases. These efforts can contribute to customer satisfaction, leading to positive reviews and repeat purchases, which ultimately support business growth and long-term sustainability (Jones, M. A., et al., 2007).

Rifki Jaya Furniture has the opportunity to expand its market segmentation, target a broader audience, and create engaging content through effective use of Facebook. By leveraging customer feedback, consistently producing high-quality content, and prioritizing customer relationship-building, the company can enhance its digital presence, increase sales, and establish long-term loyalty. Through these strategies, Rifki Jaya Furniture can position itself as a leading brand in the competitive furniture market while ensuring growth and sustainability in the years to come.

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