

## **Expanding the Target Market of *Mebel Sumber Jati* Using an Online Catalogue Shared on Facebook**

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### **ABSTRACT**

Mebel Sumber Jati is an organization that sells furniture items like teak closet, teak table, teak wood seats, spring bed, aluminum glass cabinet, sofa, and eating table. The issue is the deals of this organization continues to decrease since the pandemic occurred. That is the reason behind why this organization actually struggles to get new clients. Nonetheless, the organization intends to grow its objective market, particularly during this pandemic. The arrangement is by extending the objective business sectors through Facebook with an online inventory. On Facebook, the organization will combine the photograph items and the cost just as on the online list. The online catalogue will be distributed on the Facebook marketplace page as a connection. The catalog was made using the theory of Bethina Oksen Bendroff, 2021 Therefore, by having a Facebook with an online list, Mebel Sumber Jati will actually be able to extend their new objective market.

**Keywords:** Facebook, Online catalogue, Expanding target market

### **INTRODUCTION**

This company was set up in 1995 and it has been 25 years now. Meubel Sumber Jati was established by Ms. Susanty who is additionally the owner of this organization. Besides, the organization structure is level where it just has the owner, two workers and one driver. Mebel Sumber Jati organization has a market direction that suits their objective business sectors. The clients are for the most part from the low-middle class people. Meubel Sumber Jati is an organization that sells furniture items like teak closet, teak table, teak wood seats, spring bed, aluminum glass cabinet, sofa, and eating table. The name of Sumber Jati implies that a few items are initially produced using teak wood. It is situated in Jalan Pahlawan, Mayang, Jember. The opening times are from 07.15 a.m – 16.30 p.m. In any case, this organization actually does not have decent tools and it is as yet hard for this organization when they need to grow their objective business sectors. This organization actually struggles with how to get new clients and how to endure their business during this pandemic. Aside from growing the objective business sectors, this organization likewise needs to do advancement that may be helpful later on. It is on the grounds that during this pandemic, numerous organizations are attempting to be however creative as they seem to be. Second, it is about transportation issues. Mebel Sumber Jati actually has issues conveying the items away. It implies Mebel Sumber Jati can just convey the items to the clients who live in the Jember region as it were. It is on the grounds that the items are heavy and weighty to be delivered in various urban areas.

The first reason why I suggested the owner choose Facebook is because there is a community on Facebook that gathers Jember people in the marketplace. Those people group are Commercial center Jember, Jual Beli Jember Kota, Jual Beli Online Jember, IWJ Jual Beli Jember, Pasar Online Warga Jember, Online Shop Jember, Information Pasar Jember, and Jual Beli Jember. For this situation, it

would help the organization's concern since it is simpler to open the items to individuals who live in Jember. The second reason is that individuals who live close by prefer using Facebook over other social media. Based on my observation I had, it shows that individuals who live close to Toko Mebel Sumber Jati are more familiar with Facebook. The third explanation is a direct result of the transportation issue. Since there is a local area on Facebook that accumulates Jember individuals, it would be extremely successful for the store to send the items. It is on the grounds that Mebel Sumber Jati has load transportation which could not deliver the items out of the city. It just works in an available region which is Jember. For this situation, I want to resolve the first and the second issue. In this way, by making a Facebook with an online catalogue, it will make it simpler for them to grow their market so they can acquire new objective business sectors later on. During my internship, I discovered the issues that I needed to settle for this organization. My work was to help this organization so they can solve the issues that they have. To start with, the issue was the organization's deals continued decreasing. It is on the grounds that during this pandemic, this organization actually struggles to get new clients since the quantity of clients decreasing.

The absence of an efficient and effective marketing tool for the current conditions made the writer choose to solve by making a Facebook with an online catalogue. The online catalogue soon will be published on Facebook in the form of a link. By making a Facebook with an online catalogue, more people will know more about both Mebel Sumber Jati and the products. It is because on a Facebook the products will be uploaded along with an online catalogue.

There are several principles or theories that the writer used in working on the project. The theories or principles are about purposes, definitions and marketing tools in making a Facebook with an online catalogue

### **Marketing**

To begin with, marketing is the process of connecting among people which can be classified as customers, products and the companies themselves. Marketing can be defined also as the combination of pricing, products, place, and promotion which is done to satisfy customer and organizational objectives (Burnett, J, 2010). The purpose of marketing is to introduce the products and the brands to the new buyers so that it makes the new buyers more aware of the products and brands. Marketing plays an important role in both managing and establishing between companies and its markets. Marketing tools are the important keys to develop marketing strategies to promote the products and services (Hossain Shammi & Farjana Rahman, 2017). Furthermore, there are many tools when it comes to marketing. In general, there are two types of marketing tools which are online and offline marketing. Social media marketing, digital marketing, email marketing are tools that are included in online marketing. In contrast, offline marketing can be seen through newspapers, word of mouth, brochure, booklet, pamphlet. As you know, offline marketing is a type of marketing that is not involved in digital marketing.

## **Brand Image**

Brand image is a way to create consumers' perception of the products and services. It helps the consumers to process information, distinguish the brand, and give positive feelings (Aaker, 1991). Brand image is important because it is only the way to deliver feelings, perceptions and emotions to the consumers. A brand reflects the quality of a company's name, products and services toward consumers. A strong brand image can build strong feelings to the consumers. Besides, most consumers are convinced by logos, symbols, pictures, trademarks, and names of both companies and products.

## **Online Marketing**

Online marketing is a way to promote the company's products through online channels or known as digital marketing such as websites, social media, television, and smartphones. Unlike offline marketing, online marketing uses digital technologies to connect to the new buyers. However, marketers nowadays believe that online marketing is much more efficient than offline marketing. Social media is a part of online marketing and it is the online platform that can be used for communication, collaboration, and cultivation among people, communities, and organizations. This platform is augmented by technology and mobility. Therefore, social media became a new platform for marketers to reach their customers (Solomon, Michael, R, Tracy L, Tuten, 2012). Others said that social media is a mediator between the one who promotes their products and the one who wants to get information about the particular product. (Patel, D, 2017)

In general, there are several types of social media. Some of them are:

- Facebook is a social media platform that can be a way for an individual person to represent themselves on the site that contains information such as user profile, user's address, work affiliations, and photos (Zarella & Zarella, 2010). Facebook is also considered the largest and the most popular social media platform in the world (Patel, D, 2017)
- Another social media platform which can be a way to market the business is twitter. Twitter is also popular among celebrities, journalists and business professionals. Twitter is also suitable for people who share the same interests in business context (Patel, D, 2017).
- Youtube is one of the most popular platforms for young people. This social media is suitable for those who have interest in creating videos. The videos can also be marketing tools for some marketers. The videos can be promotion, video blog, instruction that is related to the business (Patel, D, 2017).
- Instagram is a social media platform that is popular among young people too. These tools are suitable for those who love sharing visual content in the form of both images and short videos (Patel, D, 2017).

## **Catalogue**

Catalogue is a tool that can help the customers to identify the detailed products. In other words, catalogue is an inventory containing both the content and information to a particular product. In other words, a catalogue is a list of products that help the people to get the information. The importance of using catalogue is to guide the readers who want to know about detailed information of a particular product. In this case, Mebel Sumber Jati is trying to make a catalogue online so that the customers can easily notice the information of our products.

There are some key important contents to be included in the catalogue. In order to reach the goal of the online catalogue, which is to expand the target market of Mebel Sumber Jati. Therefore, I try to put some information to make the customers and prospects know about what things should be put in the catalogue for this company (Bendroff, 2021)

- Using of Negative Space
- High quality picture
- Limiting the number of products in one page
- Product Description

## **METHOD**

There were three respondents who got interviewed aged between 20-30 years old. The three respondents were selected based on the frequency of buying on Facebook and the familiarity of Facebook. The three respondents were adult people who already married.

The main objective of this interview was to find out whether the people who live nearby are familiar with Facebook. An interview was conducted while the customers were buying the products at Mebel Sumber Jati. There were nine questions to be questioned while doing interviewed. The questions were in Indonesian language since the people do not really get exposure in English

## **FINDING AND DISCUSSION**

### **Result of the Survey**

The first question is “What is your name?” The finding revealed that all the respondents said their names of the question

The second question is “Where do you live?” All the respondents answered this question about where exactly they are living. This question is aimed to prove people who live nearby

The third question is “Are you married?” Again, all the respondents said yes which means they have already become family.

The fourth question is “What is your job?” The result revealed that all the respondents answered what kind of job that they do

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The fifth question is “Do you use Facebook?” All the respondents said that they are using Facebook and they are familiar with Facebook

The sixth question is “Have you been using Facebook for a long time?” The finding of this question is all the respondents have been using Facebook for a long time

The seventh question is “Do you know that Facebook can be a place to sell?” The result of this question is all the respondents know that Facebook can be a place to buy or sell goods and services.

The eight question is “Have you ever known of the products we sell on Mebel Sumber Jati Facebook account?” All the respondents said that they have known already if there are some products that Mebel Sumber Jati sells on Facebook.

The last question is “What is your reason for choosing Facebook over any other platforms?” The result shows that all the respondents are willing to choose Facebook over any other platforms because on Facebook the goods and services are complete and the price tends to be cheap

After doing an interview, I began to make an online catalogue that is shared on Facebook. There are three parts on online catalogue: cover page, about us, product page.

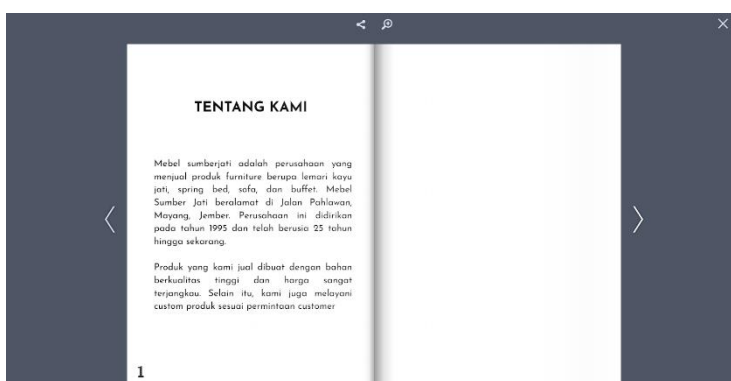
The picture below shows that it is the cover page of online catalogue Mebel Sumber Jati and it uses Indonesian language because the people are more familiar with Indonesian.

Figure 1. The Cover Page of the Online Catalogue



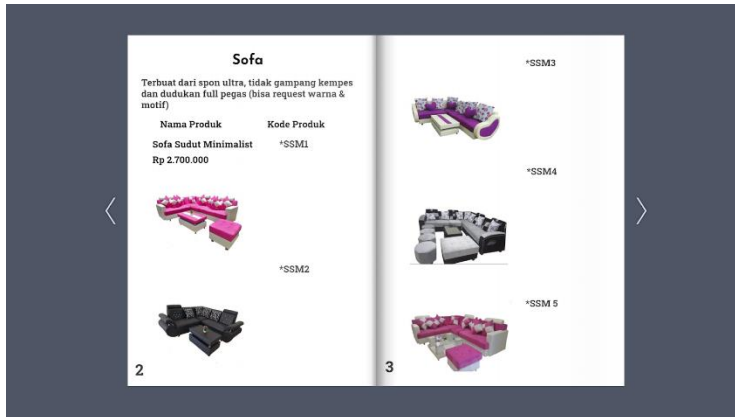
The picture below shows that it is the next page of cover page which is about us. It tells about the history of the company and what the products this company sell

Figure 2. About us page



The last part of the online catalogue is the product page. In this part, there are four products that have been uploaded. As you can see, the first uploaded product is sofa. On this page, I give the pictures of the product, the description of product and the price along with the product code.

Figure 3. The Page of Product



## CONCLUSION

To solve the problem that Mebel Sumber Jati had which was sale decreasing, Facebook with an online catalogue was made to expand the new target market of this company. The catalog was made by using Bendroff theory. It is because by having Facebook with an online catalogue, this company will be able to get new target markets from online platform. After uploading product photos both on Facebook and online catalogue, an online catalogue soon will be published on Facebook marketplace page in a form of link. It is expected that this platform can attract more people and promote the company as well as the products that has been uploaded. Therefore, by having an online catalogue that will be shared on Facebook, the company is able to expand their target markets.

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