
Empowering the Creative Economy Through a Furniture Industry Marketing Strategy Based on the Asset-Based Community Development (ABCD) Approach in Sindangmekar Village, Cirebon Regency

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Abstract:

During the COVID-19 pandemic, many entrepreneurs experienced difficulties in marketing their products, due to declining demand for goods, this was felt by home furniture industry entrepreneurs in Sindangmekar Village, Dukuntang District, Cirebon Regency. the home furniture industry entrepreneurs in the Sindangmekar Village and know what efforts must be made in order to boost the marketing of the furniture industry home business products in the Sindangmekar Village. One method to empower the community in solving problems is the Asset-Based Community Development (ABCD) approach. This ABCD approach prioritizes the utilization of assets and potential in the village of Sindangmekar and uses research steps with discovery (finding), dream (dream), design (design), define (determine) and destiny (do). The development of an online marketing strategy for the furniture industry can be used as an alternative to marketing because marketing products or goods online is able to expand marketing and open up opportunities for more target markets and to be able to compete in the era of digitalization.

INTRODUCTION

Marketing is one of the most important parts of the business of offering an item to be sold. Marketing is a management process that identifies the desire and needs of the market to maximize profits (returns) for entrepreneurs by establishing relationships with key customers (valued customers) and creating competitive advantages (Fidiyati, 2018). According to Doyle (in Fidiyati, 2015) Marketing is a management process in the form of maximizing profits (returns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantages. Marketing is a business function that identifies unmet wants and needs and measures how big they

are, determines target markets, which ones are best served by the organization, and determines the right products, services, and programs to serve those markets.

Marketing strategy is one way to win a sustainable competitive advantage, be it for companies that produce goods or services (Wibowo et al., 2015). Fandi Tciptono, Gregorius Chandra, & Dedi Adriana (2008, p.283) define a marketing strategy as a plan that describes the company's expectations for the impact of various marketing activities or programs on the demand for its products or product lines in a certain target market.

In marketing strategy, companies must pay attention to what is called the Marketing Mix. Companies that produce products in the form of goods must pay attention to: product, price, promotion, and place, known as the 4P. The 4P marketing mix (Prawitasari, 2010) is: 1). Product (Product), is a form of organizational offering aimed at achieving organizational goals through satisfying customer needs and desires. 2). Price/Pricing (Price), i.e. price mix decisions with respect to strategic and tactical policies, such as price rates, discount structures, payment terms and price discrimination rates among various customer groups. 3). Promotion, is a traditional promotional mix that includes various methods to communicate the benefits of products and services. 4). Place is a distribution decision regarding easy access to products or services for potential customers. This decision includes physical location.

The marketing strategy used by entrepreneurs in the era of digitalization in marketing their products is through online media, or known as online marketing strategies. Online marketing strategy is any business (business) effort that is carried out to market a product or service through or using online media (Setiawati, 2017). Online marketing is online marketing that is carried out through an interactive online computer system that connects customers with sellers electronically. Online marketing is usually through social media which has the potential to connect many people easily and for free.

Social media has now become a trend in marketing communication, according to Kaplan and Haenlein (2010), social media is a group of applications based on the internet internet that is built on the ideological and technological framework of Web 2.0, and allows the creation of the creation of information exchange content from internet users. Web 2.0 is the basis for the formation of social media (Carlsson, 2010). Examples of social media that are developing today are: twitter, facebook, myspace, youtube, instagram, path, whatsapp, line, and others.

There are four channels in online marketing, namely: 1). Company website. There are two types of company websites, the first is corporate website which aims to increase visibility, promote products and services, and provide information to other parties who have an interest in the company's products and services. Second, website marketing aims to increase purchases made by website visitors. 2). Advertising on other websites. In addition to using the company's website to attract consumers to make purchases, online actors also place advertisements on other websites that have prospective consumers to expand their reach. 3). Online communities aim to facilitate website visitors in sharing common interests. This community will be able to be used for

commercialization or other purposes. 3). Other interactive marketing links. There are various kinds of sophisticated interactive means used by market participants with the aim of reaching the targeted market segment. (Marketing & Fashion, 2017).

The advantages of online marketing are 1). Specific target customers. When we start marketing in online media such as using Facebook, using blogs or Twitter, we can target who the potential customers will be targeted. 2). Advertising services such as Google Adword and Facebook ads can target potential customers with the desired criteria. 3). Cheaper cost to start online marketing, no need to spend a lot of money. 4). Calculate conversion rates easily. Ad conversion rates are needed to calculate the progress of the business. 5). Building community. The existence of online media can help us in building a community from our business. 6). Allows to transact without meeting. Many people are lazy to come directly to the store. With the help of online media, transacting with buyers can be done without the need to meet. (Marketing & Fashion, 2017)

Sindangmekar Village is one of the villages in Dukupuntang district, Cirebon Regency, has potential in the field of home furniture industry. As many as 60% of the population works in the home furniture industry. Home furniture industry entrepreneurs in Sindangmekar village start from buying finished goods and then selling them again, some also start from working with people to find capital as well as learning to make furniture. Furniture or furniture is a piece of household furnishings that includes all items such as chairs, tables, and cabinets. Furniture comes from the word movable, which means it can move. While the word furniture comes from the word *fourni* which means furnish or furniture of a house or room. Although furniture and furniture have different meanings, what is designated is the same as tables, chairs, cabinets, and so on. In other words, furniture or furniture is all objects that are in the house and used by its occupants (Fidiyati, 2018). Furniture is made of wood, boards, leather, screws, etc.

Before the covid 19 pandemic, home furniture industry entrepreneurs in Sindangmekar village did not have too much difficulty in marketing their furniture products, many orders from outside the city came directly to order furniture products made by home furniture industry entrepreneurs in Sindangmekar, not only from outside the city there were also many furniture store entrepreneurs in Cirebon who ordered furniture products from Sindangmekar. Demand increases during the wedding season, there is a lot of demand from the manufacture of cabinet products.

However, when there is a pandemic, demand from outside the city and furniture store entrepreneurs decrease, this happens because people's purchasing power decreases, during the covid 19 pandemic many entrepreneurs also experience difficulties in marketing their products, due to declining demand for goods. This makes home furniture industry entrepreneurs in Sindangmekar Village rack their brains on how to keep their products out/sold, and how to boost the marketing of furniture products so that their business continues to run. Therefore, assistance is needed in developing marketing strategies to be more effective, efficient and adapted to the current times.

This assistance uses the theory of Asset Based Community Development (ABCD), which prioritizes the use of assets and potentials that exist around and are owned by the community. To then be used as a material that empowers the community itself (Swasono et al, 2020).

Based on the description above, there are interesting things to be researched related to the marketing strategy of furniture industry products in Sindangmekar village, dukupuntang district, Cirebon Regency, so that in this study it takes the title "Marketing development strategy of the furniture industry in Sindangmekar Village, Cirebon Regency with an ABCD approach".

METHODS

One of the methods to empower the community in solving problems is with assistance through the Asset-Based Community Development (ABCD) approach, Asset identification carried out in this approach consists of human assets, physical assets, natural assets, social assets and financial assets (Mallapiang et al., 2020). This ABCD approach research prioritizes the utilization of human assets and potential in Sindangmekar village, Dukupuntang district, Cirebon. This asset-based development is one way to improve product quality, marketing strategies, and support community welfare.

In the ABCD method, there are five key steps to conduct mentoring research, including discovery, dream, design, define and destiny (Swasono et al, 2020). The strategy in this approach begins with observing existing places and assets to find needs, then looking together at the community's expectations and dreams for existing assets, then designing an activity to realize the expectations of the community, then determining changes through the formation of plans or programs, after which actions or implementation of programs that have been prepared.

This research was conducted in Sindangmekar village, Dukupuntang district, Cirebon regency. The data collection techniques carried out are by conducting observation, mentoring, interviews, and documentation. And the duration of the assistance is from August 25 to September 4, 2025

RESULTS AND DISCUSSION

Sindangmekar Village is a village with a population of 6648 people, this village has potential in the home furniture industry where 60% of the population works in the home furniture industry. The average home furniture industry entrepreneur builds his business with his own capital and works alone, with the passage of time and good sales progress that make demand increase, home furniture industry entrepreneurs take labor from around the house or neighbors. The average income obtained from home furniture industry entrepreneurs in Sindangmekar Village can reach 3-15 million per month before the Covid 19 pandemic. When Covid 19 occurred, the income of home furniture industry entrepreneurs in Sindangmekar Village decreased by 50%-40%. This decline occurred

because the demand for goods decreased due to reduced people's purchasing power.

The marketing strategy carried out by home furniture industry entrepreneurs in Sindangmekar village was initially by offering goods to furniture store entrepreneurs and also waiting for orders from customers, there are also entrepreneurs who collaborate with furniture store entrepreneurs in Cirebon or outside the city. There are not many home furniture industry entrepreneurs in Sindangmekar Village who use online marketing because entrepreneurs do not want to follow or understand the world of digitalization.

Online marketing strategies can be used as an alternative to home furniture industry business marketing in Sindangmekar Village, this research also socializes how to raise products online and what are the benefits. By marketing products or goods online, it is able to make marketing broad and open up more opportunities for the target market. Online marketing can be through social media such as Instagram, Facebook and others, or it can be through websites with the goal of increasing visibility, promoting products and services, and providing information to other parties who have an interest in the company's products and services.

Through interviews, the researcher found out what obstacles are faced by home furniture industry entrepreneurs about online marketing, namely the lack of interest in keeping up with the times which are currently dominated by the digitalized world, in the interview itself, the researcher socialized how to do online marketing. The covid 19 pandemic has contributed to a decline in marketing. This can be seen from a decrease in marketing by up to 60%, a reduction in demand for goods because they only rely on marketing through customers and waiting for orders to come, while during the pandemic people's purchasing power is especially reduced. Therefore, in this community service activity, the researcher provided assistance on the development of online marketing strategies to home furniture industry entrepreneurs in Sindangmekar village using the Asset-Based Community Development (ABCD) approach.

Mentoring activities in the context of developing home marketing strategies for the furniture industry have the following results:

1. Discovery (finding the marketing needs of the furniture industry in Sindangmekar village). The assistance began with observation to furniture entrepreneurs. Coordination was carried out with village parties and home furniture industry entrepreneurs. The observation obtained data that marketing strategies carried out by offering directly to the public and furniture store entrepreneurs, during this pandemic, were less effective.
2. Dream (Seeing dreams in offline and online marketing strategies). The results of the observations that have been made can be concluded that during this pandemic there has been a decrease in orders and income, therefore the author has the hope that by innovating in marketing strategies and products, it can increase income and reduce losses and reduce unemployment that occurs in local villagers.
3. Design (designing an online marketing strategy). The marketing strategy of furniture

products in Sindangmekar village is made as attractive as possible to attract consumer interest. Online marketing with social or digital media is done by creating websites and accounts on Instagram, Facebook, and selling with the Shopee application, marketplace, Tokopedia, and so on.

4. Define (Define change through online marketing strategy). The expected change after the online marketing strategy is that people in Sindangmekar village can be technologically literate, home furniture industry products are better known by the outside community, both domestically or nationally and abroad, so that it will increase customers and sales and profits from furniture production will increase.
5. Destiny (Online Marketing Program Implementation). The implementation of the online marketing program is carried out in stages, starting with the introduction of several forms of social media and online stores accompanied by each companion according to a predetermined schedule. Every day there is a companion for home furniture industry entrepreneurs. The task of the companion is to help in creating an account and entering several social media and online stores, as well as uploading products that will be sold with attractive promotions and affordable prices. Then help spread social media links and online sales links to friends, relatives and other communities.

There are not many home furniture industry entrepreneurs in Sindangmekar village who use online marketing, only a few have done so through social media. Some home furniture industry entrepreneurs who utilize online marketing can be an example for other home furniture industry entrepreneurs in Sindangmekar village to follow marketing in the digital market as an effort to increase marketing so that the opportunity to develop is greater and able to compete in the digitalization era. One of the furniture entrepreneurs who has carried out online marketing is a Agung Jaya furniture entrepreneur who markets through Instagram social media. By implementing an online marketing strategy, entrepreneurs will get several benefits, including targeting more potential customers because with online media we can target who the potential customers will be targeted. Advertising services such as Google Adword and Facebook ads can target potential customers with desired criteria such as region, interests, age, occupation and so on so that they will not waste money in vain on targets that are not in line. Online media has a much cheaper cost. Most online media allow you to choose whether to pay only if an ad is clicked, or pay only if a transaction occurs and pay based on who sees your ad. Online media also makes it possible to see and know who buys our products because of the ads we run. Online media provides a platform to track the ads displayed. A variety of advanced analysis tools can be used free of charge.

In addition to the sales aspect, digital media functions as a means of customer retention through digital-based community building. Through features such as Facebook Page, Instagram Business, TikTok, and communication groups such as WhatsApp Business, businesses can maintain long-term relationships with customers vertically without geographical barriers, so that information about the latest products and

promotions can be distributed instantly at no cost. The transaction process can now be done online without requiring a physical meeting (borderless transaction) thanks to the presence of various modern marketplaces such as Shopee, Tokopedia, and TikTok Shop. The platform makes it easy for artisans to open a virtual store in an instant without requiring the cost of renting a physical place. Through the implementation and development of a digital-based marketing strategy by optimizing these local assets, it is hoped that the home furniture industry in Sindangmekar Village can experience an acceleration in order volume which leads to increased profitability and socio-economic welfare of the village community. So that by carrying out marketing development through online media, entrepreneurs will get more orders and sales profits will increase.

CONCLUSION

Online marketing strategies can be an alternative for home furniture industry entrepreneurs in Sindangmekar Village and as a development effort to reach furniture product marketing so that it can create greater income opportunities and be able to compete with other furniture entrepreneurs. The online marketing development strategy with the ABCD approach can be the answer for home furniture industry entrepreneurs affected by the pandemic as an effort to boost product marketing so that it can continue to rotate. And the use of human assets and potential owned by the people of Sindangmekar village can become the wheels of the economy for the surrounding community so as to create jobs that make the community live more prosperously.

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