

# STRATEGI GROWTH HACKING UNTUK MENINGKATKAN PENJUALAN FURNITURE

## FS LIVING

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## ABSTACT

*FS Living is a business focused on selling furniture, particularly chairs. The company has faced a problem regarding the misalignment between sales targets and the performance of its newly managed branch. This research aims to identify solutions to increase sales within the branch. The strategy applied is Growth Hacking, which includes Acquisition, Activation, Retention, Referral, and Revenue. The findings indicate that utilizing Social Media, Marketplace platforms, and Layout and Design for Retail Stores has a positive impact on attracting potential consumers. The use of various purchase vouchers also contributes to increasing the company's revenue. Overall, the implementation of Growth Hacking strategies has proven effective in improving sales performance and strengthening the business position in the local market.*

*Keywords: Furniture, Growth Hacking, Marketplace, Media Sosial, Layout and Design For Retail Store, Voucher*

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## ABSTRAK

FS Living merupakan bisnis yang berfokus pada penjualan furniture terkhususnya produk kursi. Perusahaan ini mengalami permasalahan berupa ketidaksesuaian target penjualan terhadap cabang baru yang dikelola. Penelitian ini bertujuan untuk mengidentifikasi solusi untuk meningkatkan penjualan pada cabangnya. Strategi yang diterapkan merupakan Growth Hacking meliputi Acquisition, Activation, Retention, Referral, Revenue. Temuan menunjukkan bahwa melalui Media Sosial, Marketplace, dan Layout and Design for Retail Store dapat membawa dampak positif dalam menarik calon konsumen. Penggunaan berbagai macam voucher untuk pembelian turut berdampak bagi nilai omset perusahaan. Penggunaan strategi Growth Hacking terbukti efektif dalam meningkatkan penjualan dan memperkuat posisi bisnis di pasar lokal.

Kata Kunci: Furniture, Growth Hacking, Marketplace, Media Sosial, Layout and Design For Retail Store, Voucher