

Trend Barbershop's Promotion Strategy to Attract Customers

A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the

Bachelor Degree in the English Linguistics Study Program



By:

M.I. Aristya Christie

18.J2.0005

ENGLISH DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

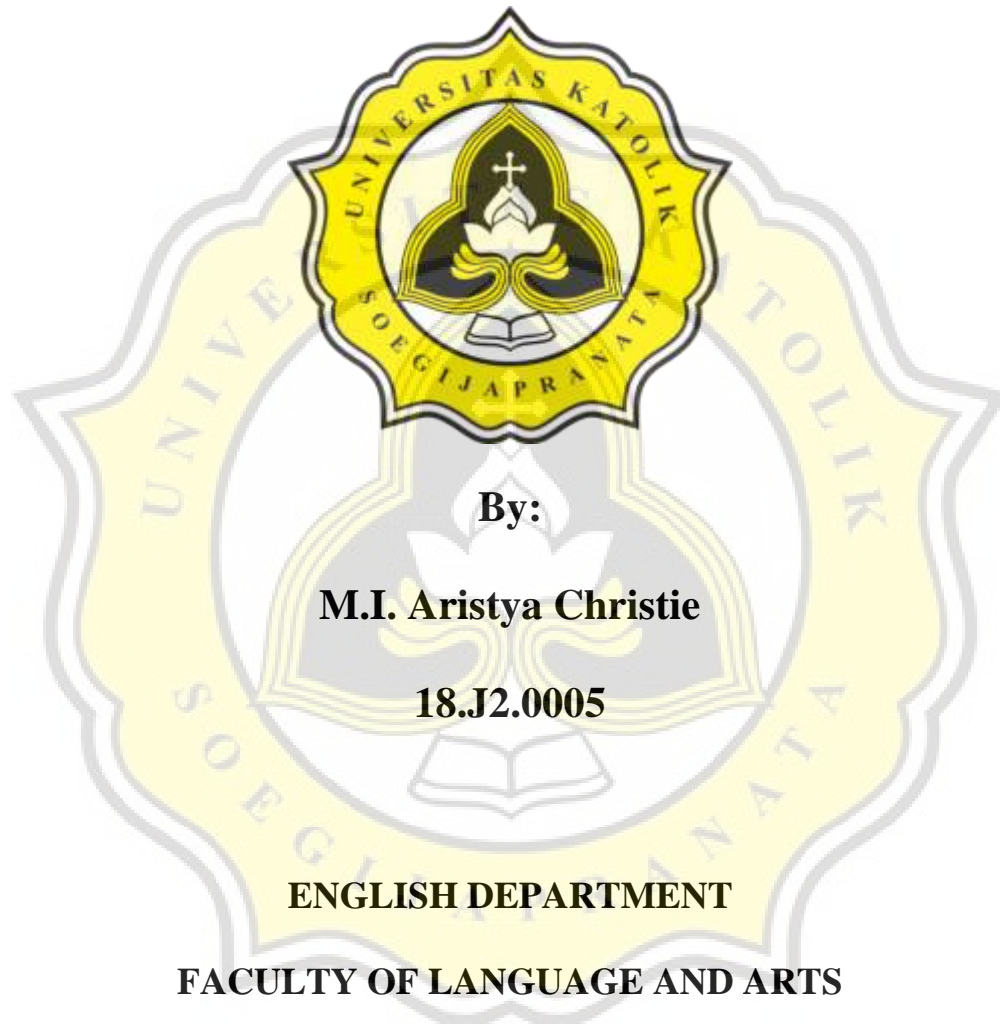
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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M.I. Aristya Christie

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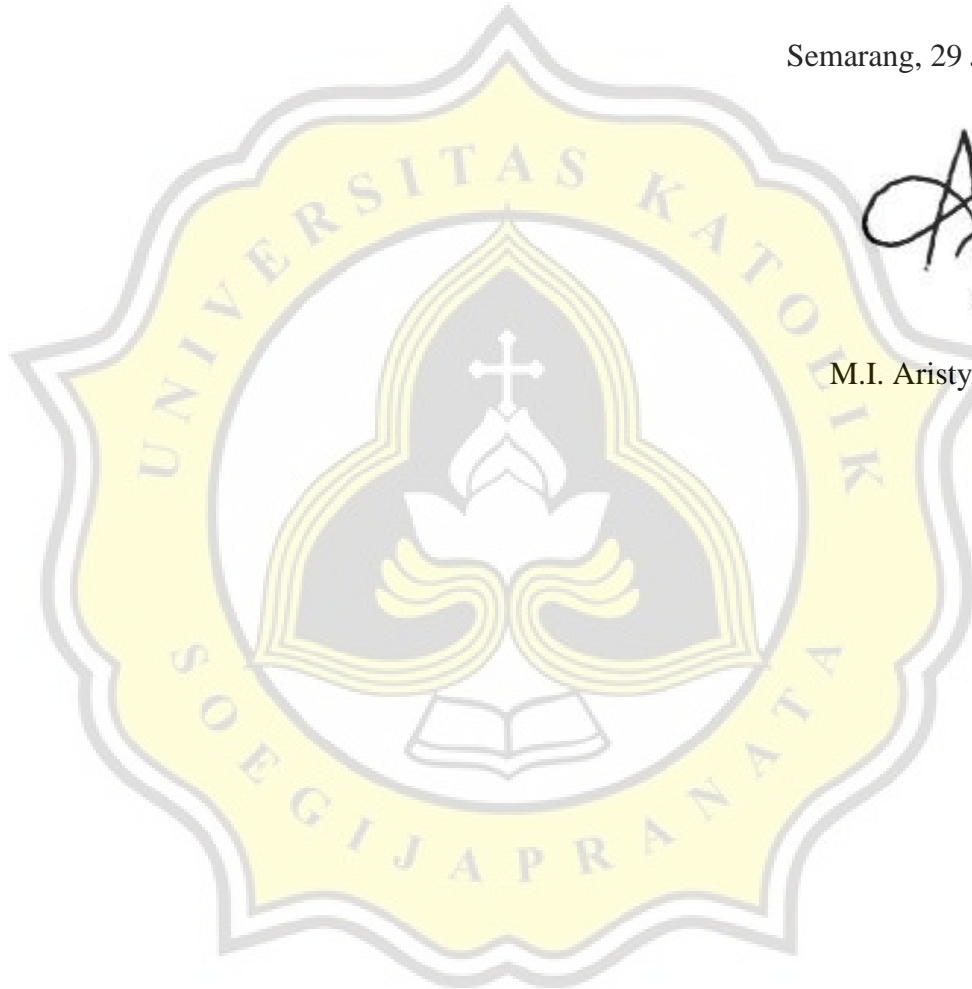


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ABSTRACT

This research is related to the promotion of Trend Barber Shop strategy in attracting customers by using qualitative research methods. The data collection technique that the writer uses is interviews with the owner and ten customers of Trend Barber Shop. The discussion focused on the results of interviews regarding the steps for formulating promotional strategies and the stages of implementing the promotional strategies used by Trend Barbershop, as well as the results of interviews with customers about the promotional strategies used. From the interviews, it can be seen that Trend Barber Shop uses a promotional strategy by creating content for Instagram, WhatsApp business, Google business, installing neon boxes, and disseminating information through word of mouth.



ABSTRAK

Penelitian ini berkaitan dengan strategi promosi Trend Barber Shop dalam menarik pelanggan dengan menggunakan metode penelitian kualitatif. Teknik pengumpulan data yang penulis gunakan adalah wawancara dengan pemilik dan sepuluh pelanggan Trend Barber Shop. Pembahasan difokuskan pada hasil wawancara mengenai langkah-langkah perumusan strategi promosi dan tahapan penerapan strategi promosi yang digunakan Trend Barbershop, serta hasil wawancara dengan pelanggan tentang strategi promosi yang digunakan. Dari hasil wawancara dapat diketahui bahwa Trend Barber Shop menggunakan strategi promosi dengan membuat konten Instagram, WhatsApp bisnis, Google bisnis, memasang neon box, dan menyebarkan informasi dari mulut ke mulut.

