

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Over time, people's lifestyles change. The change of lifestyle makes people more concerned with their appearance or even compete to improve their appearance (Kurniawan, 2017). The improved appearance is gained by following the hairstyle trend. Based on my observation, Javanese men in the past usually went to a Madurese barber or “Potong Madura” to have their haircut. Now, Maduranese haircuts are replaced by modern barbershops with much better quality. *Trend Barbershop* is one of the barbershops in Semarang using a classic modern combination concept. *Trend Barbershop* has a masculine nuance starting from the decorations of the barbershop, up to the masculine barber (the person who shaves at the barbershop) who is able to make his customers more confident with the new hairstyle.

Trend Barbershop itself has an owner named FX. Adhytia Chandra or commonly called Mr. Adit. He has three barbers (the person who cuts hair and shaves at the barbershop). Mr. Adit named *Trend Barber Shop* because he hoped that *Trend Barber Shop* would become the main talk of the public and frequently visited by customers. *Trend Barber Shop* was first established on February 15, 2020. The first barbershop is located at Prof. Soedarto Street Semarang. After that, the second barbershop was developed at Menoreh Raya Street no. 15 on January 3, 2021.

Trend Barbershop has carried out several promotional activities to increase the number of customers, such as providing attractive promotion to potential customers. In almost its two years of existence, *Trend Barbershop* has a target of 400 customers per month. The number of *Trend Barbershop*'s monthly customers does not always increase. At certain times there is a decrease in the number of customers as the result of close competitors who are trying to offer the same service. Therefore, *Trend Barbershop* needs to create a strategy to keep increasing the number of customers.

In this study, the writer feels interested to do research about promotion strategies at *Trend Barber Shop*. The writer wants to know how the customers learn about *Trend Barber Shop* and which of *Trend Barber Shop*'s promotion strategies can increase the number of customers. Like any other business, barber shops need a strategy in marketing to keep them running and growing. This business cannot be separated from the role of using existing opportunities in marketing, so that the company's position in the market can be maintained and improved (Resa et al., 2015). Marketing is at the forefront of a business. In the business process, it has functions to achieve the product or service values to customers (Mitfah, 2015). One of the elements in marketing is the marketing mix strategy. Damanik & Wibowo (2018) said, marketing mix is a strategy carried out by the company, which is related to determining how the company presents product or service offerings in certain market segments.

One part of the marketing mix strategy is promotion. A company needs an appropriate promotion strategy, so it needs to implement integrated marketing

communications which automatically creates a promotional mix atmosphere (Tasruddin, 2015). According to Ogi et al (2015) promotion strategy is a form of marketing communication--a marketing activity that seeks to disseminate information, influence, and remind the target market to accept, buy and be loyal to the products offered by the company. Furthermore, Monigir & Mandey (2016) says promotion strategy is the company's activity to drive sales by directing convenient communications to customers.

The promotion strategy should create a desire where the customers will be interested in choosing services or products from the company. If a product has an added value, the customers will increase their purchasing decisions gradually. Therefore, a good promotional strategy will provide an added value, improve purchasing decisions in the minds of customers and make the customers satisfied, loyal and committed to the product or service (Ginting, 2018). A company cannot get maximum profit if it is not accompanied by the right promotional strategy (Resa et al., 2015). Therefore, companies must know what promotion strategy is the most appropriate.

Research on promotional strategy has been done by Hedynata & Radianto (2016). The aim of their research is to determine promotional strategies that can increase sales of LUSCIOUS Chocolate Potato Snack products. The results of this research indicate that LUSCIOUS Chocolate Potato Snack requires improvement of basic campaign strategies on eight promotion mix models. There are five models of promotional mix chosen as the focus of LUSCIOUS' improvement promotional

strategies which are still in startup business, namely events and experiences, direct marketing, sales promotion, interactive online marketing, and word of mouth marketing. As for the third promotion mix, namely, personal selling, public relations and publicity, and advertising, it has not become the focus of LUSCIOUS' promotion strategies.

Meanwhile, a research on barber shops done by Adisusilo (2020) focuses on the service dimensions implemented in barbershops in Semarang. The researcher was curious to know the service dimensions which are implemented in barbershops in Semarang. This research used questionnaires distributed to 30 respondents. In this research, most of the respondents agree that the dimensions of tangibility, reliability, responsiveness, assurance and empathy are important for customers in choosing a particular barbershop.

In short, this study is expected to provide information on how to develop appropriate promotion strategies for Trend Barber shop. The related information is important for the writer because the writer has been trusted by Mr Adit as Trend Barbershop's business partner whose responsibility is to run the daily management of the barbershop and also manage the social media since 2020--at the beginning of planning and the establishment of the first *Trend Barber Shop* branch.

1.2 Field of the Study

The field of the study is the creative industry focusing on promotion strategies

1.3 Scope of the Study

This study focuses on promotion strategies for barber shop business entrepreneurs and link it to marketing.

1.4 Research Questions

Research question is “What are the promotion strategies of *Trend Barber Shop* to attract customers?”

1.5 Significance of the Study

The significance of the study is “To find out the promotion strategy of *Trend Barber Shop* to attract customers.”

1.6 Definition of Term

1. Promotion strategy

Promotion strategy is a well-planned activity that aims to influence and persuade customers to be interested in using services or buying products offered so that the goal of increasing sales targets can be realized (Lukitaningsih, 2013).

2. Barbershop

Barber is taken from the Latin word *barba* which means beard. The workplace of a person who cuts various types of hair and shaves men's beards and mustaches is usually called a barbershop (Welim & Afifi, 2017).