

CHAPTER 4

DATA ANALYSIS

As explained in chapter I, the writer conducted this study to find out about the Trend Barber Shop's promotion strategies to attract customers. To achieve the writer's objectives, the writer describes the findings in the discussion below:

4.1. Trend Barber Shop

Based on the interview with the Trend Barber Shop's owner, the writer found out that the Trend Barber Shop has been established for more than two years. Trend Barber Shop was established on February 15, 2020. It is located on Jalan Prof. Soedarto, Tembalang, Semarang. This barber shop has four employees; three barber men with shift work and one cashier. For now, in Tembalang there are only two barber men named Rio and Ari and one cashier named Devia.

During the interview, the owner of the Trend Barber Shop also mentioned that on January 3, 2021, the Trend Barber Shop established a second branch located at Jalan Menoreh Raya, Sampangan with one barber girl named Inka. At the Trend Barber Shop branch two which is located in Sampangan, Mr. Adhyt, the owner of Trend Barber Shop said that he deliberately only hired one employee because the Sampangan branch has just opened and is still growing. He called it "babat alas" which literally means clearing the jungle—starting things from scratch so that it takes a lot of effort involving time, energy, and money. The owner added that in the Sampangan area there are already seven barber shops, so he employs one barber girl to attract customers. He said

that a barber girl is expected to be a special attraction because it is rare to find a female barber in Semarang.

In short, the two branches of Trend Barber Shop currently have a total of three barbers, one cashier, a promotional media team whose job is to help the Trend Barber Shop promotion strategy and also the owner who controls the Trend Barber Shop. The Barber shop's organization:



The Structure can be seen in Figure 4.1.

With regard to the promotion, the owner said that the promotional strategies that have been carried out by the Trend Barber Shop. The first strategy is advertising through social media such as Instagram and WhatsApp and the installation of neon box. The second way of promotion is also done by distributing the brochures in several

cafes, and *burjo* (mung bean stall), installing neon boxes and barbershop lights on the roadside so that potential customers who pass by knowing the Trend Barber Shop, as well as the direct promotion like offering to friends and people about the Trend Barber Shop. Moreover, the Trend Barber Shop holds promos such as opening promos in the form of packages for cutting and hairstyling (Rp. 25,000 from the original price of Rp. 35,000), packages for students only (only Rp. 25,000), package for two people just pay for 1 person, packages for children (Rp. 25,000). Another promo mentioned by the owner is a member card promo. This promo offers one free cut after six haircuts. The customers who have a member card are also entitled to get a giveaway from the barbershop to be drawn by means of Roulette. Then, the Trend Barber Shop has a Barber Call Home Service where the customers can book through the Trend Barber Shop contact person to have a haircut at home.

Figure 4.2

Trend Barber Shop Promo for Student Package



Figure 4.3

Trend Barber Shop Promo for Children Package

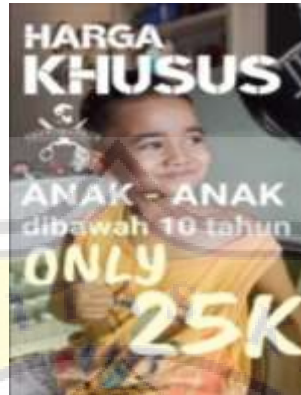


Figure 4.4

Trend Barber Shop Promo for Cutting and Hairstyling Package



Figure 4.5

Trend Barber Shop Promo for Two People Packages



Further in the interview, the owner of the Trend Barber Shop explained his considerations in developing a promotional strategy. The first one is what the Trend Barber Shop wants to highlight. For example, there was a time when the barber shop wanted to feature the Trend Barber Shop's theme of a vintage classic which was dominated by black and gray colors. This theme was then used in planning the promotions such as the brochure design, or content created on Instagram. Second, before holding the promotional activities, the Trend Barber Shop has a promotional plan regarding the type of the program, budget, promotional media, places for promotion, the time to promote, and the target market.

According to the owner of Trend Barber Shop, carrying out promotional activities is aimed at making the public aware of its existence so that later it will be able to increase the number of customers. In carrying out its promotional activities, Trend Barber Shop also always emphasizes its slogan "Trust Your Barber" with the intention that customers are always loyal to Trend Barber Shop.

Figure 4.6

Trend Barber Shop Room Design



Figure 4.7

Trend Barber Shop Pomade Picture

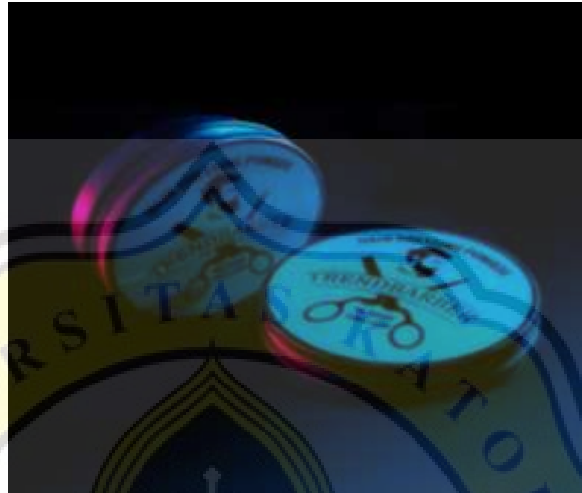
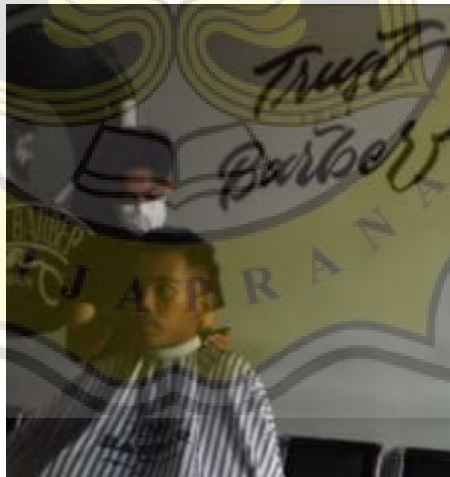


Figure 4.8

Customer Photos and Trend Barber Shop Slogan "Trust Your Barber"



Whether the promotional strategy is effective or not, according to Mr. Adhyt promotional strategy in Trend Barber Shop is quite influential in attracting customer interest. This can be seen from the data on the number of customers. However, he said

that the number of customers goes up and down, the Trend Barber Shop will always innovate in developing promotional activities so that the customers are always interested, and maintain customer loyalty so that the number of customers increases.

4.2 The Analysis of Promotional Strategies done by Trend Barber Shop

As Fatihudin & Firmansyah (2019) said, in running a service business, a marketing strategy is also needed. Service businesses are more likely to provide services to consumers by dealing directly. Therefore, service businesses measure the success of promotional strategies by the level of customer satisfaction. The role of promotion is important, especially in facilitating marketing activities. In marketing, one of the determining factors for the success of a marketing program is promotion. Promotion is also one of the determinants of marketing programs to provide information about the existence of a product (Firmansyah, 2020).

In running a business and promoting its existence, the Trend Barber Shop makes various efforts, which are promotional activities. Promotional activities are not only the act of conveying or introducing a business to the public, but also covering or reaching the desired market share. Therefore, it is necessary to have a mature promotional strategy. In this subchapter, the writer analyzed the promotional strategies carried out by the Trend Barber Shop.

4.2.1 Steps to Formulate a Promotion Strategy

- a. Determine the strategic planning period from three to five years.

Trend Barber Shop was founded in 2020. Even though it has only been running for two years, Trend Barbershop has designed and determined the timing of promotion planning quite carefully with periodic evaluations between the owner and employees. From the results of the evaluation, the Trend Barber Shop discussed the promotions that had been carried out and designed the next promotion strategy.

b. Establish and review the mission and vision of the organization

The Trend Barber Shop does not have a written mission and vision, but it is determined to provide maximum service for its customers.

c. Analyze the developments and the influence of the external factors

External factors are very influential on strategic decisions. They affect the business the shop is engaged in, including a fairly strong competitor. In the Tembalang area, there are many Barber Shops; the weather is uncertain, especially during the rainy season; and the strategic location is close to several universities and housing as explained by the Trend Barber Shop's owner.

d. Identify the product position through a SWOT analysis

Strengths are the initial basis for the establishment of a business to compete with its competitors. In this case, the strengths of Trend Barber Shop are the service facilities are quite complete, equipped with tools that are always being upgraded, for example, clippers and scissors, complete hair dye colors and also hot towel facilities. Then, the Trend Barber Shop gives services at home called "Barber Call Home Service".

The existence of weaknesses in a business must be balanced with appropriate anticipation to cover these weaknesses. The weakness of the Trend Barber Shop is that the queuing room is not spacious and the queue is long. Sometimes some customers did not want to wait because of the long queue and decided to go home.

Opportunity is a step for a business to be able to develop further. The opportunities possessed by Trend Barber Shop are, first, it has a strategic location because it is close to several universities and also housing. The second one is the high level of market demand because haircut services are a business that the community definitely needs.

Threats are problems faced by a business to develop. Threats that exist in the Trend Barber Shop, as said by the owner, are the competitors with the same type of business and also the unpredictable weather, especially when it rains.

e. Formulating long-term targets

From the results of interviews with Trend Barber Shop owners, Trend Barber Shop's long-term targets are, first, improving the quality of service and also strategies in promotion. Second, with the increasing quality of service and the right strategy, it is also hoped that the number of customers in the future will increase and exceed the monthly target.

4.2.2 Stages of Implementation of Promotion Strategy Activity

To run and develop the Trend Barber Shop promotional activities, the shop needs to carry out several stages as mentioned by Fatihudin & Firmansyah (2019).

a. Identifying the target audience

Based on the interview with the owner, it was found out that the promotional activities carried out by the Trend Barber Shop aim to introduce and attract customers, to publicize the shop to be widely known, and to increase the number of customers. In determining the target audience, the Trend Barber Shop's market segmentation comes from various groups ranging from 5 to 50 years old—from school children, college students, and office people.

b. Defining Communication Goals

With regard to the communication goals, the promotional activities carried out by the Trend Barber Shop aims to provide information about the Trend Barber Shop and then increase the number of the Trend Barber Shop's customers.

c. Designing message

In designing the message, the Trend Barber Shop conveys it through every content created by Trend Barber Shop and will convey the intent and description of the existing promos. In every content uploaded, Trend Barber Shop always includes their slogan "Trust Your Barber" to attract customer's attention and intends that the Trend Barber Shop customers always entrust their cut at the Trend Barber Shop as said by the owner of the Trend Barber Shop.

d. Selecting Communication Channels

The communication channel carried out by the Trend Barber Shop is carried out in two ways, namely through social media and direct promotion.

e. Setting Promotional Budget Amount

The costs incurred by the Trend Barber Shop in promoting the business consist of creating content for social media, making neon boxes, making banners and brochures, making member cards, purchasing goods for giveaway promos, as well as making stickers and keychains. The costs incurred are taken from the Trend Barber Shop's financial cash. While running its business, Trend Barber Shop has financial management for the needs of the promotion strategy, which will then be evaluated on whether the financing of the promotion strategy continues or not.

f. Determining the Promotion Mix

In terms of the promotion strategies, Fatihudin & Firmansyah (2019) explained that to carry out promotions effectively it is necessary to have a promotion mix, namely the optimal combination for various types of activities or the selection of the most effective types of promotional activities in increasing sales. The three types of service promotion activities are advertising, sales promotion, and word of mouth.

Figure 4.9

Instagram of Trend Barber Shop



Figure 4.10

Google Business of Trend Barber Shop

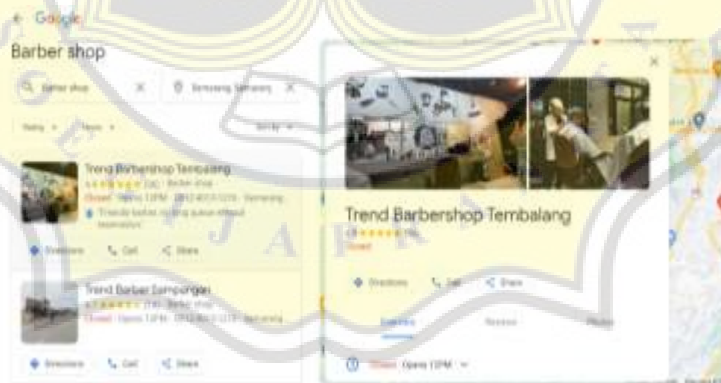


Figure 4.11

WhatsApp Business of Trend Barber Shop

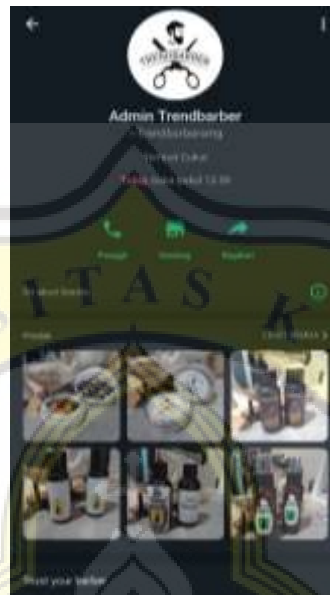


Figure 4.12

Trend Barber Shop Neon Boxes



Figure 4.15

Trend Barber Shop Give Away



As can be seen in the Figure 4.15 Trend Barber Shop offers one of the promos that is the most frequently used is the member card promo, getting one free piece after six cuts. After the member card from Trend Barber Shop is full, there will be a giveaway for customers. Trend Barber Shop also offers several promos to its customers such as; student package, haircut and hairdressing package, children package, and partner package. This promotional activity is designed to stimulate customers to take immediate action or respond to a given promotion.

Promotion by word of mouth is a promotional process carried out with persuasive activities to customers. In this case, the promotion method carried out by the Trend Barber Shop is by explaining the existing promos to prospective customers and customers, either through online media or direct explanations. From word of mouth, customers know Trend Barber Shop from friends or relatives or even from Trend Barber Shop employees

g. Measuring Promotion Result

After planning the existing promotional activities, the Trend Barber Shop will carry out periodic evaluations which will be followed by all employees to evaluate and discuss future plans. This research is also expected to measure the impact of promotions on customers, how well customers know about existing promotions and use these promotions, and how customers' attitudes towards promotions and services at the Trend Barber Shop.

4.3. The Promotion Strategies and the Customers

The promotion strategies of the Trend Barber Shop have already been shared by the owner. In this sub-chapter the writer will discuss the promotions carried out by Trend Barber Shop regarding the awareness of Trend Barber Shop promotion strategy and Sales Promotion strategy that attract customers.

4.3.1. The Result of Interview with Ten Customers

a. Aswin (Informant 1)

Informant 1 named Aswin has been cut many times at the Trend Barber Shop. Aswin is interested in Trend Barber Shop's Instagram feed, which shows the results of the cut and promotional information. Aswin also uses a member card promo cut six times free of one cut that is given by Trend Barber Shop. According to Aswin, Trend Barber Shop's promotional activities matched what he got. Aswin suggested that Trend Barber Shop maintain and add innovation to promotional activities and upload promotional information more frequently on Instagram.

b. Taufa (Informant 2)

Informant 2, named Taufa has been cut at the Trend Barber Shop more than eight times. Taufa knows the Trend Barber Shop because he saw the neon box installed in front of the Trend Barber Shop and the promotional activity that Taufa knows is a member card promo. Taufa is one of the winners of the giveaway held by Trend Barber Shop. According to Taufa, Trend Barber Shop's promotional activities matched what he got.

c. Yusuf (Informant 3)

Informant 3, named Yusuf, has been cut many times at Trend Barber Shop. Yusuf knew it because he lived near the Trend Barber Shop and saw a neon box in front of the Trend Barber Shop. Yusuf uses one of the Trend Barber Shop promotion strategies, namely a member card promo, but he doesn't know the information that is spread through Instagram. Yusuf also shared information on Trend Barber Shop promotions to his friends. According to Yusuf, Trend Barber Shop's promotional activities matched what he got and he interested with it.

d. Faiz (Informant 4)

Informant 4, Faiz has been cut three times at the Trend Barber Shop. Faiz found out about Trend Barber Shop through Google Business of Trend Barber Shop. Faiz doesn't know much information about Trend Barber Shop because he doesn't use Instagram social media anymore, Faiz only knows about Trend Barber Shop member card promo. He said that he interested with the promo of the member card.

e. Reggi (Informant 5)

Informant 5, Reggi is a loyal customer of Trend Barber Shop. He has been cutting at Trend Barber Shop for a year. Early on, Reggi knows about Trend Barber Shop's from seeing the neon box and know the promotional activities through uploading feeds and Instagram stories, because according to Reggi, the promotional information on Trend Barber Shop's Instagram is quite complete and interested.

f. Rio (Informant 6)

Informant 6, Rio has been cut two times at the Trend Barber Shop. Rio found out information about Trend Barber Shop from his friend, then Rio saw Instagram feeds of Trend Barber Shop and decided to have haircut at Trend Barber Shop. Even when cutting.

g. Bobon (Informant 7)

Informant 7, Bobon has been cut ten times at the Trend Barber Shop. Bobon found out information about Trend Barber Shop from Instagram. Through Instagram, Bobon was interested in the Trend Barber Shop post which showed the results of one customer's hair dye and had tried dye his hair at the Trend Barber Shop. Bobon also use the promo of member card, he said the promo is interesting.

h. Gilang (Informant 8)

Informant 8, Gilang has been cut two times at the Trend Barber Shop. Gilang found out information about Trend Barber Shop from Instagram. According to Gilang, the promotions he knows on Instagram match with the promotion that he gets. He also used the member card promo and he interested with that promo.

i. Husen (Informant 9)

Informant 9, Husen has been cut two times at the Trend Barber Shop. Gilang found about Trend Barber Shop through Google business Trend Barber Shop, then followed maps. Husein didn't know about Trend Barber Shop's social media account.

j. Sam (Informant 10)

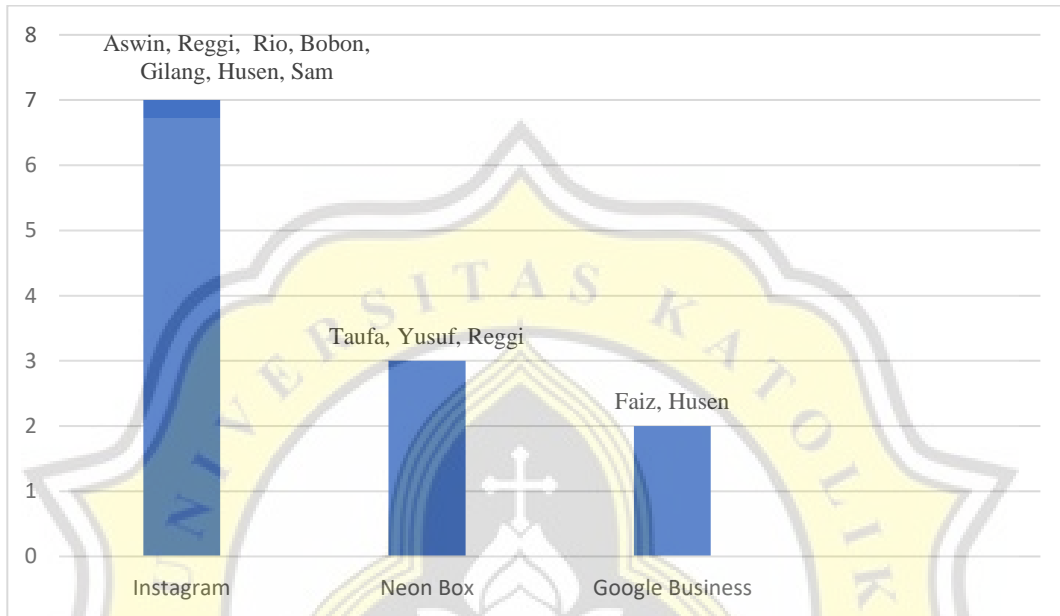
Informant 10, Sam has been cut two times at the Trend Barber Shop, but this is the last time he goes to Trend Barber Shop because he has to return to Riau. Sam found out about the Trend Barber Shop from his friend, because his friend also cuts at the Trend Barber Shop and where he lives is close to the Trend Barber Shop. Sam also knows about Trend Barber Shop's promotional activities on Instagram through Instagram feeds and Instagram stories. He said that the content of Instagram made him interested.

4.3.2. The Awareness of Trend Barber Shop's Promotion strategy that Attracts Customers

Awareness of the Trend Barber Shop Promotion Strategy that Attracts Customers is a promotional strategy in the form of advertising that can attract customers' awareness so that they are interested in coming to the Trend Barber Shop.

Chart 4.1

The Result of Awareness of Trend Barber Shop's Promotion Strategies



Source: Interview

As can be seen in the chart 4.1., there are seven customers-Aswin, Reggi, Rio, Bobon, Gilang, Husen, and Sam who interested about the Trend Barber Shop and know about promotional information from Instagram Feeds @trendbarbersmg. Then three customers-Taufa, Yusuf and Reggi-found the Trend Barber Shop by seeing a neon box in front of the Trend Barber Shop. Whereas, Faiz and Husen found out about Trend Barber Shop through the Google Business of the Trend Barber Shop. The interviewed customers come to the Trend Barber Shop mostly because they saw and interested on Trend Barber Shop's Instagram post on the @trendbarbersshopsmg account

4.3.3. The Trend Barber Shop's Sales Promotion Strategy That Attracts Customers

Trend Barber Shop's sales promotion strategy that attracts customers is a promotional strategy carried out by Trend Barber Shop by offering promos to customers that will make customers decide to use the services offered and the promos offered by Trend Barber Shop are member card promos with offer free one cut after six times cut.

From the result of interviews with ten customers, there are ten customers who use the Trend Barber Shop promo card member. The six customers are Aswin, Taufan, Yusuf, Faiz, Bobon, and Gilang that know and using the member card promo of Trend Barber Shop.