

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the results of the research, it can be concluded that to be able to develop promotional activities so that they can continue to run effectively, the Trend Barber Shop has formulated the promotion strategy. The promotion strategy activities carried out by Trend Barber Shop are through; Instagram social media site by displaying content about the Trend Barber Shop and its existing promotions—WhatsApp business, google business, installation of neon boxes, brochures and another promos activity that is much in demand by customers is a member card promo with an offer, free one cut after six cuts. Then, the word of mouth activity was carried out by disseminating information about Trend Barber Shop through friends with the intention of getting a cut at Trend Barber Shop. Those strategies are done apart from, of course, providing good service to customers.

In implementing the promotion strategies, the Trend Barber Shop carries the promotion strategies in stages. They are identifying the target audience of Trend Barber Shop, ranging from children to adults from school children, college students, and office workers. Defining communication goals with aims to provide information about the Trend Barber Shop and then increase the number of the Trend Barber Shop's customers, designing messages through every content created by Trend Barber Shop and will convey the intent and description of the existing promos and 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, selecting communication channels through social media and direct promotion, setting promotional budget amount by allocating the necessary funds for promotional activities, the 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, determining the promotion mix with three types of service promotion activities are advertising, sales promotion, and word of mouth, and measuring promotion results by carry out periodic evaluations which will be followed by all employees to evaluate and discuss future plans.

The promotional strategy carried out by the Trend Barber Shop in attracting customers are more focused on creating interesting Instagram content, neon box, google business and member card promo supported by promotional activities in the form of word of mouth by spreading information about Trend Barber Shop. From the results of interviews seven out of ten customers know about Trend Barber Shop through the Instagram account @trendbarbersmg and they are interested with the content of Instagram, three out of ten customers know about the installation of neon boxes, and two out of ten customers know about Trend Barber Shop through Google Business, six out of ten customers know and use a member card promo from Trend Barber Shop, and they are interested with the promo. So, from the interviewed customers, they come to the Trend Barber Shop mostly because they saw and feel interested of Trend Barber

Shop's Instagram post on the @trendbarbershopsmg account and used a member card promo that offers free one cuts after six times cuts.

5.2 Suggestion

For further research, the writer suggests focusing more on the content of the WhatsApp, or Instagram to find out the most attractive content according to the customers.

