

## CHAPTER 4

### DATA ANALYSIS

This research was conducted at Delila for about one month starting in June up to July 2022. The interview was carried out on July 3, 2022. The interview held was with three people i.e, the owner and two employees. From this investigation, some parts were more deeply studied since focusing on the marketing strategy used by Delila, i.e 7Ps in the marketing mix.

#### 4.1 Product

The 1P investigated in this research is the products. From the study, there are some focuses namely kinds of products with different brands, numbers, and quality of products, and the most wanted product. The table below shows the summary of the interviews with three people from Delila.

**Table 4.1**

*Product*

Owner	<ul style="list-style-type: none"><li>- All kinds of hiking and camping equipment.</li><li>- Products that are in high demand are tents, sleeping bags, mattresses, and climbing sticks.</li><li>- Always up to date with existing trends.</li><li>- Standard product with good quality.</li><li>- Enough to fulfill rental demand.</li></ul>
Employee 1	<ul style="list-style-type: none"><li>- All kinds of hiking and camping equipment.</li><li>- Products that are in high demand are tents, sleeping bags,</li></ul>

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mattresses.

- Always up to date with existing trends.
- Standard product with good quality and affordable price.
- Enough to fulfill rental demand.

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Employee 2

- All kinds of hiking and camping equipment.
  - Products that are in high demand are tents and sleeping bags.
  - Always up to date with existing trends.
  - Standard product with good quality and affordable price.
  - Enough to fulfill rental demand.
- 

The first finding was the product. During the interview, the owner stated that Delila has various outdoor equipment. Those are hiking and camping equipment such as a tent, lamp, portable stove, cooking utensils, etc. This statement is in line with the Instagram feed of Delila both before the pandemic and during the pandemic. It can be seen from the picture below.

**Figure 4.1**

*Instagram feed of Delila 2019*



**Figure 4.2**

*Instagram feed of Delila 2020*

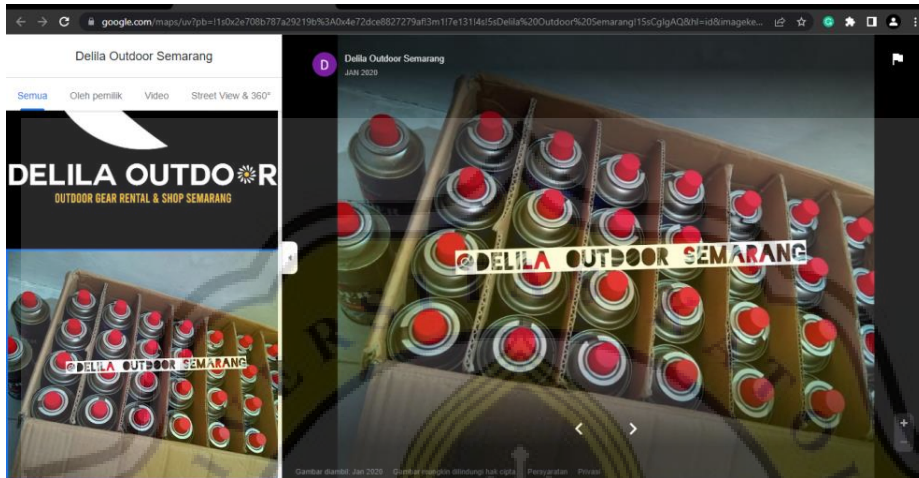


From both pictures above, there are some latest trendy brands in an adequate total number provided by Delila for the customers to compare. In 2019, Delila did not have an adequate variety of products for rent. The picture shows us waist bags of one brand only with some different color choices. However, in 2020, Delila started to provide a variety of outdoor equipment with various brands and always tries to update products according to current trends to support customer needs. The photo uploaded in October 2020 confirms the different equipment available and ready to rent.

Aside from those, Delila on its website did not provide photos of its product diversity. There were only two product pictures found on its website.

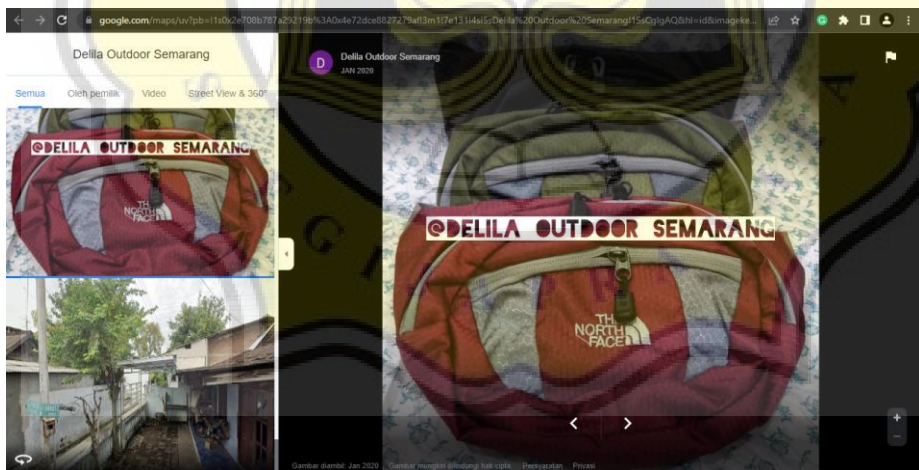
**Figure 4.3**

*Website feed 1*



**Figure 4.4**

*Website feed 2*



In those photos, there are only waist bags and portable gas. Although the website provides a list of offered equipment to rent, the product's worthiness cannot

be seen anywhere. No product brands are stated, no product conditions are listed, nor product numbers are cited on the website. Customers should call the numbers listed on the website for more information.

All of Delila's products were stored in a storage room at the back of the house in the same category. In this case, different brands of sleeping bags are in the same corner while the tents from various brands are in other corners. Delila sorted the products directly based on their function.

**Figure 4.5**

*Product of Delila*



**Figure 4.6**

*Product of Delila*



The owner of Delila, as inserted below, added that most customers' demands are high on these four items such as a tent, sleeping bag, mattress, and tracking pole.



Moreover, the employee said that sleeping bags and tents always tend to run out of stock due to their popularity.

*Produk yang biasanya banyak dicari itu tenda, kantung tidur, matras, dan juga tongkat pendakian* [Products that are usually wanted are tents, sleeping bags, mattresses, and also climbing sticks] (Delila owner, interviewed on the 3rd of July, 2022).

From the above elaboration, Delila underwent advancement in terms of product availability. Before the pandemic, Delila only provided a few kinds of products with certain brands but during the pandemic up to now, Delila supplies more various products. It means the number of products is increasing from before the pandemic. In short, Delila provides several outdoor equipments from different brands that can be searched through its social media and website. The aim of searching the social media and the website is to get more information on the equipment wanted by the customer and those that attract the customers.

#### **4.2 Price**

The 2P studied in this research is price. From the investigation, there are some focuses namely price before and during pandemics, price list based on rental duration and quality of product, and price list after maintenance and rent arrears. The table below shows the summary of an interview with three people from Delila.

**Table 4.2**


*Price*

Owner	<ul style="list-style-type: none"><li>- The price of each product is different depending on how many days the customers wants to rent it.</li><li>- Price appropriate to product quality.</li><li>- The price difference is not too high</li><li>- price changes before the pandemic and during the pandemic there is no price change</li></ul>
Employee 1	<ul style="list-style-type: none"><li>- The price of each product is different depending on how many days the customers wants to rent it.</li><li>- Price appropriate to product quality.</li><li>- The price difference is not too high</li><li>- price changes before the pandemic and during the pandemic there is no price change</li></ul>
Employee 2	<ul style="list-style-type: none"><li>- The price of each product is different depending on how many days the customers wants to rent it.</li><li>- Price appropriate to product quality.</li><li>- The price difference is not too high.</li><li>- During the pandemic there is no price change.</li></ul>

As mentioned on the Delila website, the price list of the product is the newest one. There is no other information found besides that. Different from its website, Delila Instagram uploaded a more complete price list, from 2019 up to now. Price comparison can be seen based on the previous year's post price list before the repair.

**Figure 4.7**

*Price list before the pandemic*



No	Nama Barang	Sewa 2 Hari 1 Malam	Sewa 3 Hari 2 Malam	Sewa 4 Hari 3 Malam
1	Tenda kap 2-3 orang ( Double layer )	25 K	46 K	68 K
2	Tenda kap 2-3 orang ( Single layer )	20 K	37 K	54 K
3	Tenda kap 4-5 orang ( Double layer )	32 K	59 K	89 K
4	Tenda kap 6-8 orang ( Double layer )	45 K	85 K	130 K
5	Flysheet 2 x 3 / 3x 4	10 K	18 K	25 K
6	Hammock	10 K	18 K	25 K
7	Semi Carrier 45L + Rain Cover	17 K	32 K	45 K
8	Carrier 60L + Rain Cover	20 K	37 K	54 K
9	Carrier 75L + Rain Cover	25 K	46 K	68 K
10	Sleeping Bag Polar	8 K	14 K	19 K
11	Sleeping Bag Polar Bulu	10 K	18 K	25 K
12	Kompor Portable	8 K	14 K	19 K
13	Kompor Windproof	10 K	18 K	25 K
14	Cooking Set DS-300	12 K	21 K	30 K
15	Cooking Set SY-200	8 K	14 K	19 K
16	Neoting	10 K	18 K	25 K
17	Matras	4 K	6 K	7 K
18	Lampu Tenda	8 K	14 K	19 K
19	Senter	8 K	14 K	19 K
20	Headlamp	8 K	14 K	19 K
21	Chailer	5 K	8 K	10 K
22	Tracking Pole	8 K	14 K	19 K
23	Gas ( Tabung Kembali )	7 K		

*\*Konfirmasi sebelum datang*

**SYARAT & KETENTUAN**

1. Persewaan wajib memungkirkan identitas asli sebagai jaminan (KTP/ID/KARTU PELAJARI)

2. Barang yang sudah di sewa menjadi tanggung jawab penuh persewaan (wajib menganggotai jika hilang/ rusak sesuai berat barang yang dihilangkan/diusakani)

3. Jika pengembalian terlambat dikenakan charge / tambahan tambahan hari

4. Biaya Rp. 500.000 dari total sewa

Price variation is from Rp. 1000 – Rp. 5000. The rising price is due to product updating and maintenance during the first year of operation. During the pandemic, Delila did not post any new rental fees, making the price list remain the same.

**Figure 4.8**

*Price list after update 2020*



No	Nama Barang	Sewa 2 Hari 1 Malam	Sewa 3 Hari 2 Malam	Sewa 4 Hari 3 Malam
1	Tenda kap 2-3 orang ( Double layer )	25 K	46 K	68 K
2	Tenda kap 2-3 orang ( Single layer )	20 K	37 K	54 K
3	Tenda kap 4-5 orang ( Double layer )	32 K	59 K	89 K
4	Tenda kap 6-8 orang ( Double layer )	45 K	85 K	130 K
5	Flysheet 2 x 3 / 3x 4	10 K	18 K	25 K
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*\*Konfirmasi sebelum datang*

**SYARAT & KETENTUAN**

1. Persewaan wajib memungkirkan identitas asli sebagai jaminan (KTP/ID/KARTU PELAJARI)

2. Barang yang sudah di sewa menjadi tanggung jawab penuh persewaan (wajib menganggotai jika hilang/ rusak sesuai berat barang yang dihilangkan/diusakani)

3. Jika pengembalian terlambat dikenakan charge / tambahan tambahan hari

4. Biaya Rp. 500.000 dari total sewa



From the two price list tables above, there are some points that need to be highlighted here. First, the price before the pandemic is the first price Delila set since its first year. As the business was just established in 2019, the price was quite competitive with other outdoor rental services. Second, the price remains the same during the pandemic due to the minimum activity people did as a result of the implementation of government regulations restricting public activity. Therefore, the price is the same as the price before the pandemic. The last is the rising price due to the maintenance and updated product from the market.

Besides that, the prices posted are also in different categories based on the rental duration. The categories are two days one night, three days two nights, and four days three nights. The price list given also mentions that the same item with different models, sizes, or material has a different price, for instance, a regular sleeping bag for two days and one night is only Rp. 8000 but a fur sleeping bag for two days and one night is being charged for Rp. 10.000.

*Sudah sesuai sih, soalnya kan kualitas produknya cukup bagus harganya juga sudah pasti menyesuaikan sama kualitas produknya* [The price fits the product well. Because the quality is quite good then the price is set in accordance with its quality] (Delila first employee, interviewed on the 3rd of July, 2022).

As stated above, the quality determines the price of the product as well as the length of the product rented. Another price would be applied if the rented product is returned more than the agreed rental day. In this case, the customer would be charged

an additional fee due to the tardiness. This also applies when the rented product is damaged, lost, or defective. This information can be found at the bottom of the price list posted.

### 4.3 Place

The 3P investigated in this research is place. From the study, there are two focuses namely kinds of location and storage. The table below shows the summary of the interview with three people from Delila.

**Table 4.3**

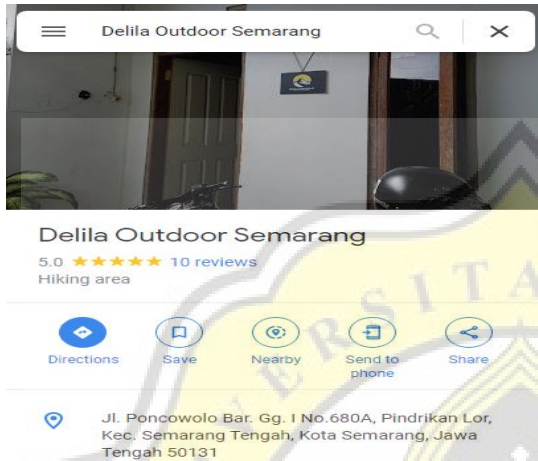
*Place*

Owner	<ul style="list-style-type: none"> <li>- Less strategic.</li> <li>- The location is available on google maps and can be accessed on social media.</li> </ul>
Employee 1	<ul style="list-style-type: none"> <li>- Strategic.</li> <li>- The location is available on google maps and can be accessed on social media</li> </ul>
Employee 2	<ul style="list-style-type: none"> <li>- Strategic.</li> <li>- The location is available on google maps and can be accessed on social media</li> </ul>

From the investigation, Delila is located in a quite strategic location which is in the middle of Semarang City. Delila is at Poncowolo Barat, Semarang Tengah.

**Figure 4.9**

*Google maps of Delila*



The place can be reached either by personal transportation or by online transportation. However, the result of the interviews conducted with the owner of Delila shows the owner stated that the Delila office is not strategic because the current location cannot be passed by cars, only motorbikes.

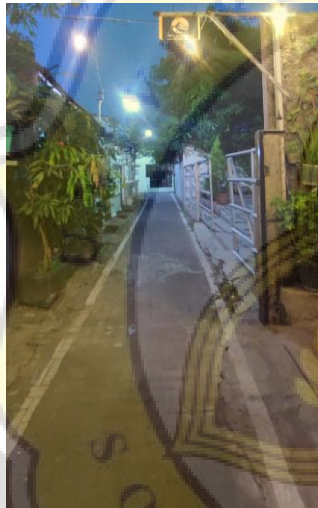
*Lokasi sekarang memang kurang strategis, soalnya di lingkungan ini tidak bisa dilewati mobil hanya motor saja yang bisa lewat [The current location is indeed less strategic because cars cannot pass this location, only motorbikes can pass] (Delila owner, interviewed on the 3rd of July, 2022).*

Interestingly, Delila employees expressed different opinions during the interview. They argue that the current location of Delila is quite strategic, even though it can only be accessed by motorbike.

*Menurut saya sih lokasinya sebenarnya cukup strategis tapi ya itu cuma bisa dilewati motor aja mbak, kalo mobil tidak bisa [In my opinion, the location is actually quite strategic, but it can only be passed by motorbikes, not the car] (Delila first employee, interviewed on the 3rd of July, 2022).*

**Figure 4.10**

*The location of Delila*



The picture and the interview show that cars can only stop at the main street and the customer needs to go down and pass the alley. In line with the first employee's opinion, the other also argues that the current location is strategic because it is close to educational facilities such as schools and campuses.

*Cukup strategis ya lokasinya dekat sekolah sama kampus Udinus juga mbak. Tapi ya itu jalan masuknya agak susah cuma bisa motor aja mbak kalau mobil bisanya parkir di jalan atas [It is quite strategic, the location is near the*

school and the UDINUS campus too. But, the entrance is a bit difficult, you can only ride a motorbike if the car is usually parked on the side road] (Delila second employee, interviewed on the 3rd of July, 2022).

The location of Delila is mentioned on their social media to make it easier for customers to reach the location. But there are some customers who contact Delila via WA directly to ask for a location point.

Delila also has a warehouse of equipment and also a waiting room in the same location. The equipment warehouse is usually used to store various kinds of equipment that will be rented out. Meanwhile, the waiting room is used for customers to make transactions and to check the products before they are rented. These two things are good points from Delila where customers can freely come or make an appointment and then check the products in the different place as the warehouse. It is more professional for small business like Delila.

#### **4.4 Promotion**

The 4P studied in this research is promotion. From the investigation, there are some focuses namely online-offline promotions before and during the pandemic, discounts based on a special day, and discounts based on discount terms. The table below shows the summary of an interview with three people from Delila.



**Table 4.4**

*Promotion*

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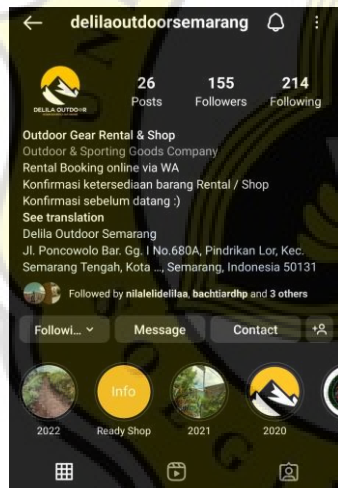
Owner	<ul style="list-style-type: none"><li>- Online and offline promotion.</li><li>- Online promotion through Instagram.</li><li>- Offline promotion through brochures, banners and friends.</li><li>- Before the pandemic always update promotions and during the pandemic stop all the promotion.</li><li>- Discounted events on certain days or given free products or additional products.</li></ul>
Employee 1	<ul style="list-style-type: none"><li>- Online and offline promotion.</li><li>- Online promotion through Instagram.</li><li>- Offline promotion through brochures, banners and friends.</li><li>- Before the pandemic always update promotions and during the pandemic stop all the promotion.</li><li>- Discounted events on certain days or given free products or additional products.</li></ul>
Employee 2	<ul style="list-style-type: none"><li>- Online and offline promotion.</li><li>- Online promotion through Instagram.</li><li>- Offline promotion through brochures, banners and friends.</li><li>- Before the pandemic always update promotions and during the pandemic stop all the promotion.</li><li>- Discounted events on certain days or given free products or additional products.</li></ul>

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Delila uses various strategies to promote its business. Based on the interviews that have been carried out, Delila promotes its products using two ways, namely online and offline. Online promotion is done using social media platforms, i.e Instagram and Website. While offline promotions are put through brochures, banners, and direct promotions. The two promotional methods used by Delila have a role and influence in increasing the interest of customers to rent its products.

**Figure 4.11**

*The Instagram of Delila*



**Figure 4.12**

*The Brochure of Delila*



Several changes to Delila's promotions occurred during the pandemic when there were government regulations restricting public activities. This greatly affected Delila. It was forced to stop promoting its products both online and offline. Along with the lifting of social restrictions regulation, Delila re-promotes its products.

Several promotions were carried out by Delila both online and offline, by uploading some product content and outdoor activities to attract customers' interest.

*Promosi biasanya lewat online atau offline. Kalau online biasanya lewat, instagram sama web. Tapi kalau offline biasanya lewat brosur, terus ada banner juga, atau promosi ke teman. Buat promosi biasanya saya bagi tugas sama karyawan saya, jadi masing-masing handle satu sosial media [The promotion is usually by online or offline. online is using Instagram and website. Offline is using brochure, banner, or promotion to friends. For this activity, I usually divide the task with my employees so each of us will handle one social media respectively] (Delila owner, interviewed on the 3rd of July, 2022).*

From the excerpt, the social media Delila has is handled either by the owner or the employees. It shows how the promotion task works and not completely given to the employee solely. It is a great step as task portion applied in Delila manageable although the total people involved are three.

In addition to using social media as a promotional medium, Delila also provides a discount on certain days to customers who will rent their products. In addition, giving a free product or an additional product to customers when renting Delila products is one of the promotional methods used to attract Delila's customers, especially during the pandemic.

**Figure 4.13**

*Discounted program for Eid holiday*



**Figure 4.14**

*Discounted program*



When provided with some promotional exposure through Instagram feed both at discounted prices and in commemorating special days such as eid or Independence Day, both pictures give a point to a customer.

The last point is Delila's promotion due to the pandemic. From the Instagram feed, before the pandemic, Delila can upload twelve feeds in a month, while during the pandemic Delila only updated four feeds in a month. This shows that Delila was trying to survive while giving some information about the product they have.

#### **4.5 People**

The 5P investigated in this research is people. From the study, there are two focuses namely the differences in work schedules and service. The table below shows the summary of the interviews with three people from Delila.

**Table 4.5**

*People*

Owner	- The services provided must prioritize customers satisfaction and be as friendly as possible.
Employee 1	- The service to customers should be maximally.
Employee 2	- The service to customers should be maximally.

Based on the study conducted, there are differences in work schedules between owners and employees. The owner of Delila is required to enter the office every day while employees from Delila are not required to come to the office each day. The two employees are in charge every other day respectively. The reason for the owner to come each day to Delila is stated below in the excerpt.

*Kalau untuk sistem kerja ya, saya sebagai pemilik harus masuk terus buat kontrol semua, tapi untuk karyawan masuk kerjanya gantian sesuai jadwal*  
[For system of working here, I am as the owner must come everyday to control everything but for employees, they will be in turn to work as scheduled] (Delila owner, interviewed on the 3rd of July, 2022).

In addition, based on the results of interviews with the owner and with employees from Delila, it can be concluded that they always prioritize customer satisfaction by providing the best possible service. After the customers return the rented products, both owners and employees usually ask customers to provide feedback, which is useful for improving the service quality. The feedback is



frequently oral feedback not in writing. The feedback is about the satisfaction of the customer related to the product rented. From this point of view, Delila actually can provide a system or place to get written feedback just in case the customer should go in a hurry or in certain situations that will be hard for a customer to talk or give feedback orally. Thus, these two ways of communication can still be maintained successfully.

#### 4.6 Process

The 6P studied in this research is the process. From the investigation, there are some focuses namely term and condition rent, payment, and the process of rent. The table below shows the summary of an interview with three people from Delila.

**Table 4.6**

*Process*

Owner	<ul style="list-style-type: none"> <li>- Customers can make an appointment or come directly.</li> <li>- Check the product before renting it to the customers.</li> <li>- Customers leaves ID card as a warranty.</li> <li>- Customers are required to deposit or can pay off the bill directly.</li> <li>- Payment can be conventional or digital</li> </ul>
Employee 1	<ul style="list-style-type: none"> <li>- Customers can make an appointment or come directly.</li> <li>- Check the product before renting it to the customers.</li> <li>- Customers leaves ID card as warranty.</li> <li>- Customers are required to deposit or can pay off the bill directly.</li> </ul>

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	- Payment can be conventional or digital.
Employee 2	- Customers can make an appointment or come directly. - Check the product before renting it to the customers. - Customers leaves ID card as warranty. - Customers are required to deposit or can pay off the bill directly. - Payment can be conventional or digital.

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Delila uses an appointment system where customers are required to contact Delila via social media or WhatsApp. There is no time limitation for the appointment system. In the case of the customer in need, as long as she/he contacts in advance Delila can provide the service on short notice.

On the other hand, customers who want to see product availability or want to rent can come directly to the location. After the customers get the products they want, both the owner and employees will first check the product in front of the customers to make sure whether the product is not defective or damaged.

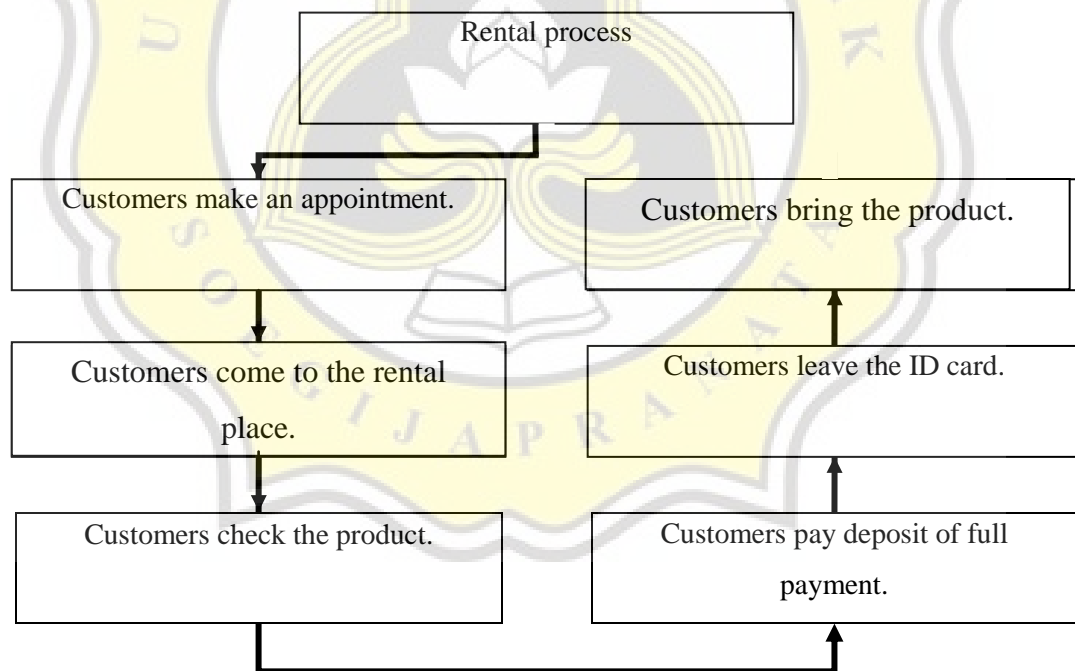
Based on the results of interviews with the owners and the employees, Delila has terms and conditions that apply to tenants. Every customer who wants to rent is required to leave an identity card and also a deposit or pay off the bill immediately. The identity card used here can be a personal identity card (KTP), driving license, or student identity card. All of them must be authentic ones, not the copy. In addition, for the payment system, Delila provides convenience to customers in two ways. It can be conventionally with cash or digitally with a digital wallet or

transfer. Most customers from Delila prefer to use digital via bank transfer for deposits or payments in full.

*Sudah bisa semua mbak baik konvensional atau digital. Soalnya biar mempermudah transaksi sama penyewa juga [All payment systems are fine both conventionally and digitally. It aims to ease the transaction between Delila and customer] (Delila second employee, interviewed on the 3rd of July, 2022).*

**Figure 4.15**

*The Rental Process*



The flow of process above reflects all the steps and stages how to rent an item from Delila both before and after the pandemic. Although in several months during the pandemic, Delila stopped the service due to pandemic and the government

regulation, all process of rental was the same as in the previous and even after the relaxation of regulation.

#### 4.7 Physical evidence

The 7P studied in this research is physical evidence. From the investigation, there are some focuses namely office uniforms, label stickers, and sign boards. The table below shows the summary of the interview with three people from Delila.

**Table 4.7**

*Physical evidence*

Owner	- Use banners or sign board for business
Employee 1	- Use banners or sign board for business
Employee 2	- Use banners or sign board for business

From the investigation, neither the owner nor the employees of Delila have an office uniform. They may use any casual, convenient and comfortable clothes they have in daily work. Each of them may wear a t-shirt, sweater, jacket, coat, shirt, trousers, skirt, and so on. They have the freedom to choose their outfit based on their preference.

In addition, Delila also does not have a label on each product that will be rented out. In other words, customers will not see any kind of Delila identity in the item rented. Delila also has a sticker of the business but it is not attached to the item. Delila gives it freely to customers as a token of gratitude for renting their product.

Unlike those cases above, banners or sign boards are installed in front of the location to show the existence of the rental and also as one of the promotional media. Since the signboard is quite big, it can be clearly seen from the alley and easily found by the customer. The sign board is placed on the wall in front of the building as mentioned by one of the Delila employee.

*Iya ada, tapi didepan toko saja sih* [Yes, there is one (sign board) only in front of the building] (Delila first employee, interviewed on the 3rd of July, 2022).

**Figure 4.16**

*Sign Board of Delila*



#### 4.8 General Discussion

Based on the results of research that has been carried out using qualitative methods which refer to the marketing strategy using the marketing mix on Delila Rental Equipment, it was found that three of the seven aspects of the marketing mix



changes during the pandemic at Delila, namely product, price, and promotion. These changes can be seen as follows:

**Table 4.8**

*The marketing used before and during the pandemic*

Marketing Strategy	Before The Pandemic	During The Pandemic	Remarks
Product	Limited products	More products	The quality, brand and the number of product has been increased
Price	Quite competitive	Price increase	Price increases because of product renewal and maintenance during the first year of operation.
Place	Location is quite strategic by having an equipment warehouse and waiting room in the same location.	Delila's location is still the same with the equipment warehouse and waiting room.	Delila's place remains the same because Delila's office is not a rental place.
Promotion	Actively promoted its products both online and offline.	Stop promoting its products online and offline.	Promotion changes occurred at Delila before the pandemic and during the pandemic.
People	There is a difference in working hours between the owner and the employee.	Employees of Delila continue working until now with the same working hour.	There is no change in the number of employees and working hours at Delila, everything is still the same as before the pandemic hit.

Process	The rental process before the pandemic started from appointments, product selection, product checking, and also paying rent by leaving a guaranteed ID card.	In several months, Delila discontinued the process and the rental equipment service due to the pandemic and government regulation but the process flow is not different.	The process of rental service in Delila during the pandemic is as same as before the pandemic
Physical Evidence	Delila does not have office uniforms for owners and employees, does not have labels on each product, only has business stickers, banner, and nameplates.	Everything related to banner, nameplate and label is unchanged.	Changes are not found even during the pandemic.