

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

As a small enterprise, Delila has faced ups and downs in its second-year operation due to the pandemic that hit most enterprises in Indonesia for about two years. Many of the enterprises are forced to shut down their business voluntarily due to operation costs, employee costs, and maintenance costs that are difficult to handle. During this pandemic, Delila tried hard to survive by applying many strategies.

The regulation of social restrictions by the government was a reason that made people reluctant to do outdoor activities either individually or communally. Delila as a rental business for outdoor equipment, of course, found it hard to survive. If Delila kept promoting their products during the social restriction, it would give the impression that Delila neglected the government regulation. On the other hand, if Delila did not promote the business, it would have to close down the business. As a result, several months during the pandemic, Delila stopped promoting and had no income.

After the government lifted the regulation of social restrictions, Delila started to be active on its social media and welcomed customers. From this investigation of its marketing strategies using 7P analysis here are the main points. The first point is the product. Before the pandemic, the product offered by Delila consisted of a few different brands, but during the pandemic, Delila upgraded their products in quality

and quantity and did maintenance to the previous products as well. The second is price. Variations in prices set by Delila depend on the type of product being rented and the duration of the rent. Price changes occurred in 2019 before the pandemic due to product maintenance, but during the pandemic, there was no price change until now. The third is the place. Both before the pandemic and during the pandemic, there was no change at all. Fourth is promotion. Before the pandemic, Delila actively promoted its products both in the online and offline platform. But during the pandemic, all promotional activities from Delila were stopped due to regulation of social restrictions from the government. The fifth is the people. Both before the pandemic and during the pandemic, the number of workers and working hours at Delila remained the same and there was no change at all. Sixth is the process. Before the pandemic, the customers who wanted to rent could come right away or by appointment. However, during the pandemic, all rental processes and services at Delila were stopped. The last one is the physical evidence, which both before the pandemic and during the pandemic were still the same.

From elaboration above, Pandemic had changed some parts of Delila outdoor seen from 7P analysis. Those are Product, Price and promotion. These three kept changed due to the demand of customers, the cost of initial brand new- item price and maintenance, as well as the competitiveness among the same business. The demand of customers triggered Delila Outdoor to add new and varied products in order to meet the customers' need. Besides that, the variation of product that increased during the pandemic made customers decide more preferable item to them and their tastes.

Furthermore, the cost of both new products purchased and old ones maintained by Delila during the pandemic is same case in which it differ the rental price from before the pandemic hit. Those two costs of products made Delila outdoor adjusted the pricelist during the pandemic. The last, the consequences of divergent promotion approach done by Delila Outdoor was to attract customers since many other enterprises are in the same rental business sector as Delila Outdoor.

5.2 Suggestions

After conducting research on Delila, the researcher can provide suggestions in several ways to attract customers and increase the sale of Delila outdoor business later on, first is product promotion. Delila only focuses on promotion and uploading content on Instagram, not on the website. In this case, promotion on the website is as important as promotion on Instagram, so in the future, Delila is expected to be more active in promoting its products through the website. The second is the lack of labels on any Delila products that will be rented out. Labeling each product that will be rented is very important considering that the label is one of the important identities in a business. The third is the feedback that customers usually give after they finish renting a product. Delila usually directly asks for feedback orally. If the customers were in a hurry or in certain situations, they would be unable to talk or provide feedback. So, Delila should wisely provide a system or place to receive written feedback via google form or website.

In addition to other aspect of study, in this case for further reseachers, the suggestion concerns on other analysis theory such as SWOT. During the researcher's investigation, the study found some aspects 7Ps that can be analyzed by SWOT in order to help Delila outdoor especially as a small enterprise in competing and surviving among other enterprises. 7Ps and SWOT can be a choice to oversee and comprehend one's situation and find an alternative to its problem.

