

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

Human beings are always curious about their future challenges, pitfalls, and fortunes. One of the many ways to find out about those things is by tarot reading. Tarot is a deck of 78 cards consisting of major and minor arcana. To know the meaning of the tarot cards, people need tarot readers. Readers usually interpret the results of the tarot card so that the client can understand them (Semetsky, 2005). Tarot reading has benefits, such as training intuition and helping find alternative ways of dealing with a problem (Wen, 2015).

A tarot reading can be turned into a business. Some sell this service offline and also online. In an offline event, readers can do readings at designated places. This way, readers and clients can meet and communicate face-to-face. Tarot reading can be done at street festivals, quiet restaurants, public places, clients' houses, and tarot readers' houses (Jette, 2003). For online reading, readers use media to communicate with clients. Psychic reading (tarot reading) is widely offered in media such as the internet, newspapers, and magazines (Goswami, 2016).

People who own a business, including tarot reading business, need marketing communications to promote their business. Tarot business must be supported with the necessary elements in business such as planning and marketing (Jette, 2003). Marketing is a process that involves social actors to exchange products or services with each other freely. Marketing communications, which is a part of marketing, is a way for a business and its brand to build relationships with consumers (Kotler & Keller, 2016).

Marketing communications mix is a very useful method for promoting a business. There are eight modes of marketing communications mix; advertising, sales

promotion, events and experiences, public relations and publicity, online and social media marketing, mobile marketing, direct and database marketing, and personal selling (Kotler & Keller, 2016).

In previous studies, Tiananda et al. (2022) talk about the practice of commercializing tarot divination and the background of it and how social media and word-of-mouth are as promotional tools, and Gregory (2019) talks about how tarot readers become entrepreneurs and build brands through social media, blogs, and websites. This study differs from the other two studies because the writer will focus on the marketing communications mix that tarot readers use and which is the most-frequently employed and more likely to attract clients.

Indonesian people, especially Javanese people, love to find out about their future. They will go to fortune tellers to predict their future. One form of fortune telling is tarot reading. The writer sees many people who offer tarot reading services and is interested in investigating the marketing communications mix the tarot readers use. Other reasons why the writer is interested and chose this topic are there is no study that specifically focuses on the marketing communications mix of tarot readers and this study can help tarot readers in developing their business. In this study, the writer focuses on the eight modes of marketing communications mix that Kotler and Keller (2016) proposed.

## **1.2 Field of the Study**

The field of this study is tarot in creative industry.

## **1.3 Scope of the Study**

This study focuses on the marketing communications mix used by tarot readers in Semarang.

#### **1.4 Research Questions**

The research questions are

1. What is the marketing communications mix tarot readers use?
2. What is the most-frequently employed marketing communications mix that tarot readers use?
3. What is the marketing communications mix tarot readers use that is more likely to attract clients?

#### **1.5 Objectives of the Study**

The objectives of the study are

1. To find out the marketing communications mix tarot readers use.
2. To find out the most-frequently employed marketing communications mix that tarot readers use.
3. To find out the marketing communications mix tarot readers use that is more likely to attract clients.

#### **1.6 Significance of the Study**

This study aims to find out the marketing communications mix tarot readers use and which is the most-frequently employed and more likely to attract clients. This study is expected to help tarot readers in developing their business. The writer hopes that the data obtained can add to the reader's insight into marketing in the tarot reading business and contribute to the development of people who are and want to be in the creative industries.

## **1.7 Definition of Terms**

### **1. Tarot**

Tarot is a deck of 78 cards consisting of major and minor arcana. Each card in a tarot deck has a different image and meaning. Major arcana represent general life events, while minor arcana represent events in daily life that are more detailed or specific (Dean, 2015). Major arcana have 22 cards starting from 0 and ending with 21. Minor arcana have 56 cards. Each of the 13 cards of minor arcana has a different suit. They are cups, swords, wands, and pentacles (Bunning, 1998).

### **2. Tarot reading**

In a tarot reading, it is the tarot reader who will help answer the client's questions. The reader will shuffle the cards and spread them out with a certain spread for the client (Semetsky, 2005). The reader then interprets the results of the cards that are exposed to the client. Topics in tarot reading questions are usually general matters such as career, romantic relationship, and marriage (Goswami, 2016).

### **3. Marketing communications**

Marketing communications are a direct and indirect way of informing consumers of the products a company sells (Kotler & Keller, 2016). It introduces the brand to people. It also makes people aware of and interested in existing products or services.

#### 4. Marketing communications mix

Marketing communications mix is important in every business to introduce products and services that are sold. Kotler and Keller (2016) indicate that marketing communications mix is useful in sales and brand equity.

