

## CHAPTER 4

### DATA ANALYSIS

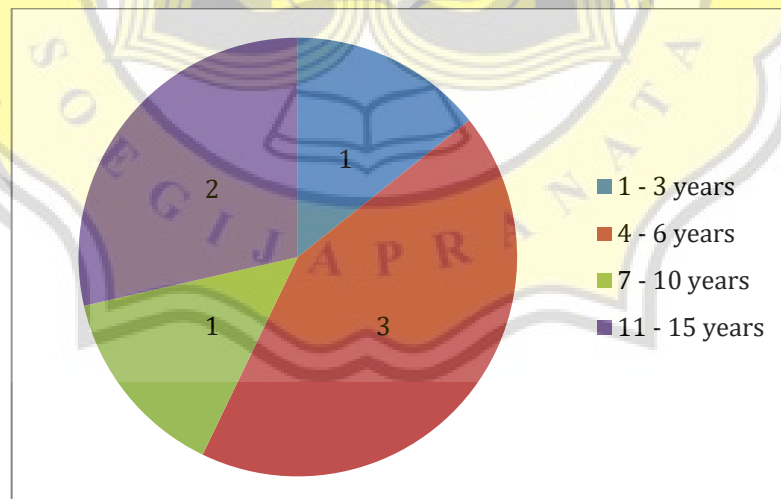
This study aims to find out the marketing communications mix used by tarot readers, the most-frequently employed marketing communications mix, and which of them is more likely to attract clients. To achieve the objectives of this study, the writer interviewed seven tarot readers in Semarang.

#### 4.1 The Length of Time Tarot Readers Have Their Tarot Business

The result of question about the length of time tarot readers have had their tarot business can be seen in figure 4.1.

**Figure 4.1**

*The Length of Time Tarot Readers Have Had Their Tarot Business*



Based on the question of how long the interviewed tarot readers have had their business, there are several variations of answers. The results show one tarot reader

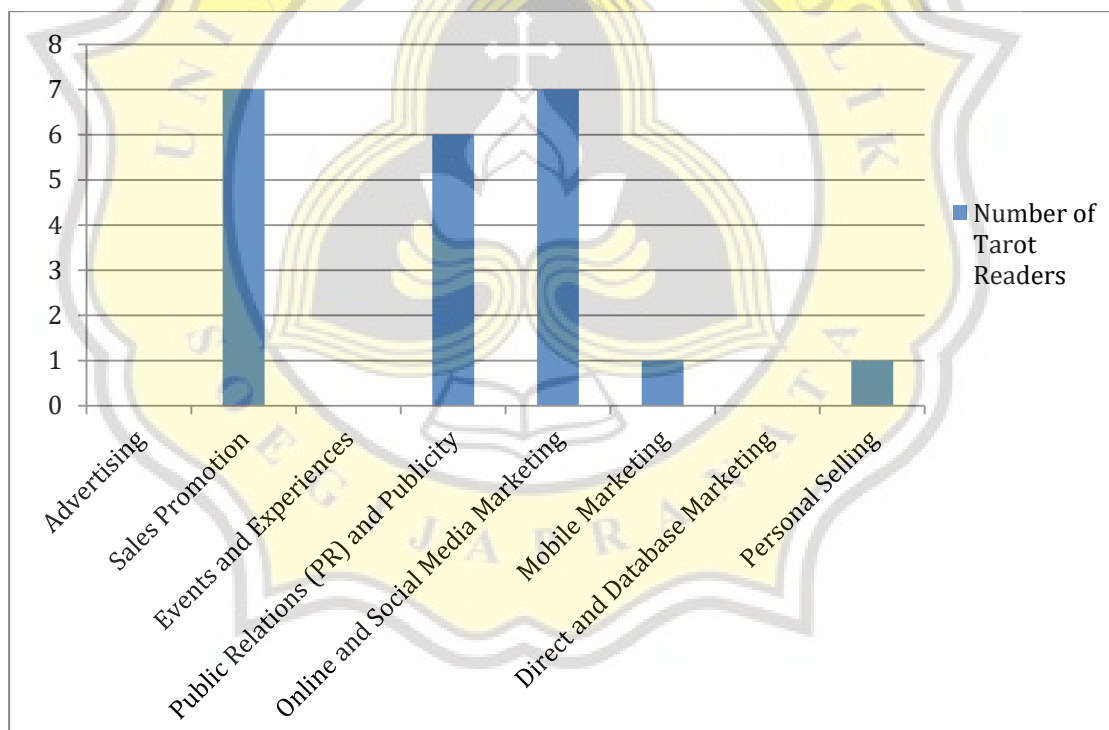
has had a tarot business between 1 to 3 years, three tarot readers have had their tarot business between 4 to 6 years, one tarot reader has had a tarot business between 7 to 10 years, and two tarot readers have had their tarot business between 11 to 15 years.

#### 4.2 The Marketing Communications Mix Tarot Readers Use

The results of the marketing communications mix used by tarot readers who have been interviewed can be seen in figure 4.2.

**Figure 4.2**

*The Marketing Communications Mix Tarot Readers Use*



Based on the data obtained, it can be found that no one uses advertising, seven tarot readers use sales promotion, no one uses events and experiences, six tarot readers use PR and publicity, seven tarot readers use online and social media

marketing, one tarot reader uses mobile marketing, no one uses direct and database marketing, and one tarot reader uses personal selling.

#### **4.2.1 Advertising**

Of the seven tarot readers interviewed, none uses advertising.

#### **4.2.2 Sales Promotion**

From the data, all tarot readers interviewed use sales promotions. Sales promotions carried out by tarot readers are free tarot readings, price reductions or discounts, and promos for how many questions with a certain price. These promos are not carried out all the time, some do in the midst of the pandemic in 2020 and 2021, beautiful dates such as the 9th of the 9th month; the 7th of the 7th month, and certain moments such as Independence Day; Chinese New Year; and Christmas. Some tarot readers have carried out the sales promotion on radio, social media, Instagram live features, TikTok live features, and events invited by EO.

There are several reasons for doing the sales promotions. Tarot reader A said the reason for holding promos is to appreciate clients and followers and keep them stay. Tarot reader D said the reason is to remind people that if one day they have a problem and want to use a tarot reading service, they can look for her. Tarot Reader F said the reason is that she has time and wants to make people cheerful and happy.

Other reasons have something to do with not everyone having a lot of money, as tarot reader C and E have said. Tarot reader C said “Selain biar mencakup orang yang lebih luas, jadi tarot itu gak hanya punya orang yang berduit aja gitu, jadi orang-orang ya lebih luas aja jadi mahasiswa pun juga ayo gitu. Karena kan kantong

mahasiswa kan gak bisa disamain dong sama pengusaha. Kalau kita gak promoin mereka mungkin akan berat bayar apalah minimal 100 ribu per 3 pertanyaan akan mungkin berat buat mahasiswa. Gitu, jadi paling ya kita ini sih lihat segmen juga, kalau promonya pas buat kalangan mahasiswa ya kita kasih murah gitu. Biar lebih menjangkau semua kalangan.” [“Besides covering a wider range of people, tarot is not only for people with money. So the scope of people is wider, including students. Students’ pocket money cannot be equated with businessmen's pocket money. If I don't give promo, they may be hard to pay. For example, a minimum of 100 thousand rupiah per 3 questions will be difficult for students. So yeah, I'm still looking at the segment, if the promo is for students, I'll give it cheap. Let it reach more people.”] (Tarot reader C, interviewed on September 26<sup>th</sup>, 2022) Meanwhile, tarot reader E said “Karena tidak semua orang apa ya punya budget untuk bisa mengeluarkan ya, apalagi kalau misalnya orang punya masalah yang berhubungan dengan mental kan dia kalau mau untuk konsul, konseling aja kan mahal banget kan, jadi mungkin tujuannya sih biar yang budgetnya minim bisa untuk konsul gitu sih.” [“Because not everyone has a budget to spend, especially for example, people who have mental problems, if they want to consult, it's really expensive, so maybe the goal is to let those with a minimal budget can consult.”] (Tarot reader E, interviewed on October 15<sup>th</sup>, 2022)

In addition to the reasons, there are also effects of doing sales promotions. Tarot reader B said that people are getting interested in using her tarot reading services and learning tarot reading. Tarot reader C said the effect is that she is known to people and they trust her more. Tarot reader F said the effect is the increase in

followers on her social media. Tarot reader G said that many people order her tarot reading services.

Sales promotion in the form of lower prices carried out at events is done to attract people, but according to one tarot reader, the difference in prices for consultations or tarot readings at events and personally causes the effectiveness of attracting customers personally to be 50%. This is because people may choose to wait for the next event for tarot reading rather than directly contacting her personally.

#### **4.2.3 Events and Experiences**

Of the seven tarot readers interviewed, none uses events and experiences.

#### **4.2.4 Public Relations and Publicity**

A total of six tarot readers use Public Relations (PR) and publicity. PR and publicity carried out are collaboration with Event Organizers (EO), collaboration with radio, coverage of free tarot readings on World Tarot Day, invitation to a community, coverage in a newspaper, and invitations to TV shows.

First, collaboration with EOs. From the data obtained, as many as five tarot readers have collaborated with EOs to promote or introduce their tarot business to the public. These events can be in the form of bazaars or events at malls that celebrate New Year, Chinese New Year, Halloween, and Christmas.

Several reasons are given by tarot readers. Tarot reader D said the reason is that she accepted the job. Tarot reader A also has the same reason, but other than that she also wants people to know her better. She said that with many who know her, there are also many opportunities for people to use her tarot reading services so that it

will automatically bring in fortune. Tarot reader E said the reasons for collaborating are working with other tarot readers, having time to attend events, and having an agreement with the EOs that felt right.

The effects of collaborating with EOs also vary. Tarot reader B said that the effects of collaborating with EOs are offers to participate in other events, people want to consult or use her tarot reading services, and want to learn to read tarot. Tarot reader C said the effect of collaborating with EOs to participate in events is educating the public about tarot. People generally view the tarot as mystical, sinful, and other negative views. With the emergence of tarot reading in public places such as malls, people will be interested in knowing tarot. They will be educated that tarot is a medium of psychology or counseling, not a mystical thing. Tarot reader C also said with many curious people, they will try to use her tarot reading services and make repeat orders. This will increase the number of her clients. Further, tarot reader E said that the effect of collaborating with EOs is that people will know that she is experienced. The tarot reader also said that if there is fortune, there will be an increase in new clients from these events.

Second, collaboration with radio. From the data obtained, four tarot readers have collaborated with a radio station in Semarang. The tarot readers provide free tarot readings for the radio listeners, but the radio schedule is not every time but once a week. One tarot reader said the effect of collaborating with the radio is that many people contact her. Another tarot reader said radio can educate listeners about tarot.

Third, coverage of free tarot readings on World Tarot Day. The Semarang Tarot Community (KTS) held a free tarot reading event for the people of Semarang for three days in 2021. The community gathered tarot readers for the event. Of the several tarot readers who were interviewed, there were those who had attended the event. One tarot reader said that the event was covered by local news TV and online newspapers.

Fourth, invitation to a community. One tarot reader was invited to a community for Semarang women. The tarot reader said the reason she accepted the invitation was to be able to help the people present. Furthermore, the tarot reader said the effects of accepting the invitation were to earn income and educate the people there. People who have no idea and misunderstand about tarot will know and understand what tarot is like.

Fifth, coverage in a newspaper. One of the tarot readers said that newspaper can educate their readers about tarot. The tarot reader said maybe the effect for potential clients is that they don't hesitate to take tarot readings. Tarot views that were previously mystical, spooky, or sinful can change by publishing in the media. They can be more understanding and open-minded about tarot. The tarot reader also said the effect on her business was that the number of her clients increased.

Last, invitations to TV shows. One of the tarot readers was invited to join TV shows. The tarot reader said the effect was felt quickly after being covered. The point is that after she was covered and people saw the shows on TV, many of them were looking for her. The immediate effect can be felt in the first to second week after the

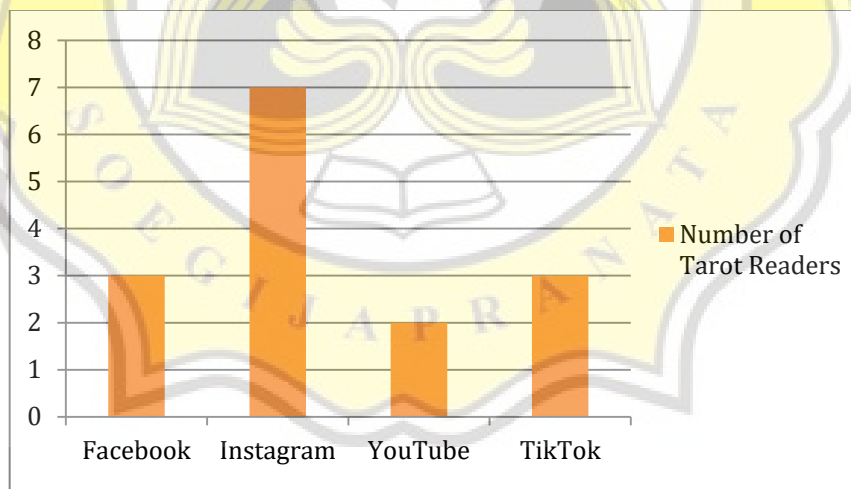
shows are on TV, but after the second week, the effect will not be as strong as before and return to normal again. The tarot reader said the effect was quick because of the possibility of people who had just seen the shows on TV. On these TV shows, the tarot reader's phone number will be listed. If the TV shows don't include her phone number, people will search or google her name and go to her social media. People who are looking for the tarot reader will contact and ask questions to her.

#### 4.2.5 Online and Social Media Marketing

Of the seven tarot readers, there is no one who does not use online and social media marketing. The social media used by them can be seen in figure 4.3.

**Figure 4.3**

*Social Media Tarot Readers Use to Introduce or Promote Their Tarot Business*



Based on the results of interviews about social media used to introduce or promote tarot businesses, there are four social media used. The social media are Facebook, Instagram, YouTube, and TikTok. From the data, three tarot readers use



Facebook, seven tarot readers use Instagram, two tarot readers use YouTube, and three tarot readers use TikTok.

**a. Facebook**

One tarot reader who used Facebook said that the social media users are people who like to read. Because of that, she created content such as long paragraphs or stories. These stories were stories about horror that will later be associated with tarot cards. She did this because many people are still interested in mystical things and predictions.

**b. Instagram**

The seven tarot readers interviewed use Instagram. They use existing features such as Instagram ads, hashtags, stories, posts, live, and reels.

One tarot reader once tried the paid advertising feature on the social media. She said that at that time the result of the advertising was not worth it. Then three of the seven tarot readers talked about the hashtags feature on Instagram. They say hashtags can make them appear and easy to find on search pages. Examples of the hashtags are *#bacatarot*, *#konsultasi*, *#tarotreadersemarang*, *#tarotsemarang*, and others that have a relationship with tarot and their tarot business. As a result, when people search for tarot reader Semarang, they will appear on the search page.

Next are Instagram stories and posts. Some tarot readers say they use the story and post features to spread information about ongoing promotions. In addition, they also use it to tell people that they are somewhere and will be there until that hour.

They say people who see their posts and stories and are interested in tarot reading can come to the places and times mentioned. On the other hand, Instagram posts are also used to share testimonials from existing tarot reading businesses. One tarot reader said the testimonials are posted on Instagram so people can see them.

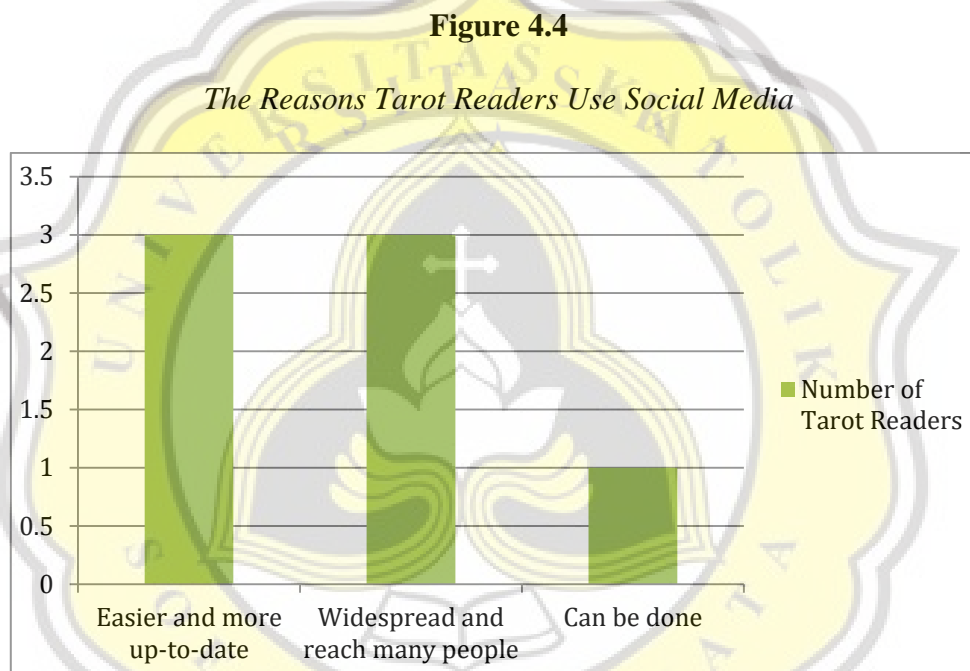
After that, there is the Instagram live feature. One tarot reader uses this feature to provide free tarot reading. She said for those who get the free tarot reading to capture and tag her account name to share on their Instagram stories. This is done so that friends from those who get free tarot readings can see and know about her. Lastly is the Instagram reels feature. One of the tarot readers makes videos about tarot to spread on her reels. The tarot reader said the videos are to make people who saw them, interested in using her tarot reading services.

**c. YouTube**

One of the two tarot readers who use YouTube said that YouTube is less complicated to use than other social media that she has tried to use. She said that on YouTube she has to edit videos, edit thumbnails, and everything needed before videos can be uploaded. She also says on YouTube she can see analytical reports from YouTube Studio. From YouTube Studio, she can see who viewed her videos. The tarot reader said that most of the viewers on her YouTube channel are 35 years and over.

#### d. TikTok

One of the three tarot readers said she influences people with her videos. These videos can be about tarot and other than tarot such as graphology and face reading. The tarot reader said that this method is enough to get people interested and click on her WhatsApp link.



Based on the question of the reasons for using social media, there are various answers from tarot readers as shown in figure 4.4. The reasons for using social media given can be grouped into three, easier and more up-to-date, widespread and reach many people, and can be done.

First, social media is easier and more up-to-date for this era. Tarot readers said that it is now easier with social media. Then social media is more up-to-date and can directly interact with people.

Second, social media can reach widely and connect many people. Tarot readers said that with social media, they can reach and be seen by many people. Many people from teenagers to adults and many strangers who are everywhere can view their social media accounts and see their tarot business.

Third, social media is a tool that can be used. One tarot reader said she uses social media because she starts from what she can do.

Tarot readers interviewed also mentioned the effects of using social media. These effects range from reaching and connecting many people, word of mouth, to being ignored by people who contact them.

Tarot readers who use social media say that in this way they can reach everyone from within the country to abroad. Strangers can also be reached so that the clients of their business can grow. People can also see and know what activities or promotions are currently or will be going on. In this way, social media can be an easy and effective way for tarot readers.

Furthermore, tarot readers said that from social media, their clients can spread their tarot business through word of mouth. When clients have consulted or used their tarot reading services, some of them will share about their tarot business through their social media. In addition, there are also clients, who for example see their friends have a problem, immediately recommend the tarot business they just used. This is very helpful for tarot readers because the number of people who know them increases quickly.

Another effect of using social media is being ignored by people who contact the tarot readers. One tarot reader said just like other online businesses, there will be times when she is ignored. When someone asks a question and has been given a price list, she can suddenly be ignored or left behind.

#### **4.2.6 Mobile Marketing**

From the data obtained, there is one tarot reader who used mobile marketing. The tarot reader used mobile marketing in the form of Short Message System (SMS) several years ago which can be considered a long time ago. The use of SMS is no longer used by the tarot reader because it has been replaced by the use of social media. At that time SMS was used to broadcast or notify about tarot readings. She said SMS was only to people who had consulted with her. She also said the effect of using SMS was that clients who came would bring or invite their friends.

#### **4.2.7 Direct and Database Marketing**

Of the seven tarot readers interviewed, none uses direct and database marketing.

#### **4.2.8 Personal Selling**

From the results obtained, there is one tarot reader who used personal selling. The tarot reader used personal selling before there were social media. She used the door-to-door method while handing out flyers or pamphlets to people. She gave an example of personal selling that she did in a boarding house. She will go from one boarding house to another and give flyers or pamphlets to the people there. The tarot reader said, “Otomatis apapun dilakukan untuk memperkenalkan tarot lah.”

[“Automatically, anything will be done to introduce tarot reading services.”] to describe that moment. Even so, the tarot reader said that at that time she didn't do this often. In addition, the tarot reader also collaborated with a temporary tattoo artist when doing door-to-door. The tarot reader said an example of the offer at that time was like ‘Ada yang mau di ini gak, tato temporary sama tarot?’ [‘Does anyone want this, temporary tattoo and tarot?’] (Tarot reader B, interviewed on September 24<sup>th</sup>, 2022) She said if for example people are not interested in tarot, they will choose the tattoo.

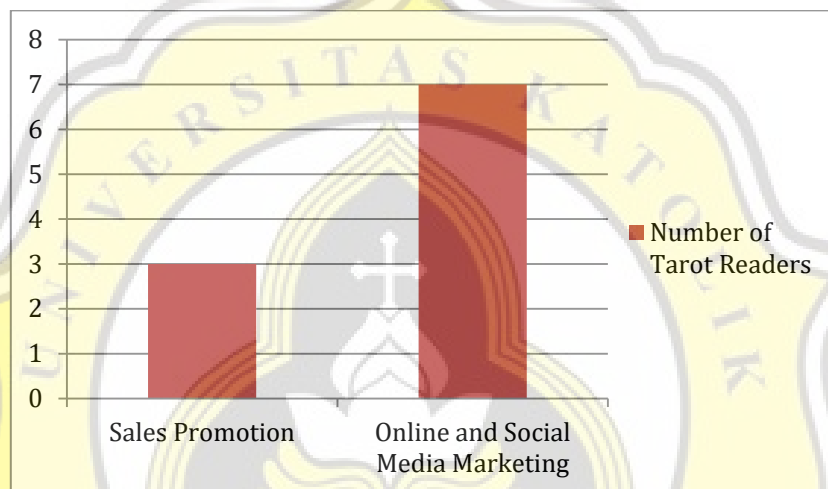
#### **4.3 The Most-Frequently Employed Marketing Communications Mix That Tarot Readers Use**

Seven out of seven tarot readers choose online and social media marketing as the method they often use. According to tarot reader B, not activating social media is a loss. She said now it's easier for people to find her by typing hashtags. The tarot reader also makes videos by following what is going viral on TikTok. Tarot reader C chooses social media as the method that is often used because it adapts to today's times. She said that nowadays there is no one who does not use social media. She also makes use of the hashtag feature to make her easy to find. Then tarot reader E often uses social media to share testimonies. She did it so that many people could see it.

#### 4.4 The Marketing Communications Mix Tarot Readers Use That Is More Likely to Attract Clients

**Figure 4.5**

*The Marketing Communications Mix Tarot Readers Use  
That Is More Likely to Attract Clients*



Among the five marketing communications mix the tarot readers use, there are two that can or usually attract clients. The two marketing communications mix are sales promotion and online and social media marketing as shown in figure 4.5.

##### 4.4.1 Sales Promotion

For sales promotion, three out of three tarot readers relate it to the use of social media. They use sales promotion on their social media. Tarot reader A said she uses live reading and stories for promos on her Instagram. She said there must be people who are interested and immediately contacted her. Tarot reader B said her two social media can or usually attract clients. Then she said that on one of her social

media, she still has to live and in the end give a promo in the form of free tarot reading. For the remaining tarot reader, tarot reader D, said many people contact her after she posts a promo on her Instagram story.

#### **4.4.2 Online and Social Media Marketing**

Seven tarot readers interviewed said that social media can or usually attracts clients. The way to measure the success of attracting clients through online and social media marketing is by having clients who contact tarot readers.

Three out of seven tarot readers said that what attracts clients is the use of social media and using its features to provide promotions. Tarot reader A said that after posting promo on her social media, prospective clients will be interested and chat with her via WhatsApp. Tarot reader D said that after using social media, many people suddenly chatted or contacted her asking for tarot reading.

One tarot reader, tarot reader E, said that what attract her clients are the testimonials she posts on her social media. These testimonials show the results of her work and show people what if they used her tarot reading services.

Two out of seven tarot readers ask how their prospective clients know about them. The two tarot readers got the answer that social media is what makes prospective clients know them. These prospective clients showed interest and contacted them. Tarot reader B said “Itu sebenarnya aku sendiri terbiasa kayak kasih, mengajukan pertanyaan dulu, jika dianya masuk ke aku, aku tanya dulu, ‘Ini masuknya darimana ni? Instagram? Dari teman atau apa?’ dan kebanyakan memang dari Instagram.” [“Actually I’m used to asking the question first. If he or she chats



with me, I ask first, 'Where do you know me from? Instagram? From friends or what?' and most of them are from Instagram.”] (Tarot reader B, interviewed on September 24<sup>th</sup>, 2022) Furthermore, tarot reader C said “Kalau yang paling berhasil sih so far sosmed. Cara mengukurnya karena saya akan selalu bertanya di awal ‘Tau saya dari mana?’ ya gitu. Jadi kan mesti akan nyebar nomor telpon ya, nomor WA itu akan tersebar kemana-mana. Misal ada yang ngejapri gitu ‘Siang Kak, mau tarot reading’ mesti akan ada pertanyaan ‘Tau saya dari mana?’ Kebanyakan dari sosmed.” [“So far, social media has been the most successful. How to measure it, I will always ask at the beginning, ‘Where do you know me from?’ So telephone number will certainly be spread, yes, my WA number will be spread everywhere. For example, someone chats like ‘Afternoon Sis, I want to order a tarot reading’, then there will be a question, ‘Where do you know me from?’ Mostly from social media.”] (Tarot reader C, interviewed on September 26<sup>th</sup>, 2022). Based on tarot reader B and C, it can be said that social media makes prospective clients know about them.