

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The purpose of this study is to find the marketing communications mix tarot readers use. In addition, this study also looks for the marketing communications mix that is frequently employed and more likely to attract clients. Based on the interview results, it can be concluded that the marketing communications mix the tarot readers use are sales promotion, Public Relations (PR) and publicity, online and social media marketing, mobile marketing, and personal selling. Sales promotion can be in the form of free tarot readings, price reductions or discounts, and promotions for how many questions with a certain price. PR and publicity carried out by tarot readers such as collaboration with Event Organizers (EO), collaboration with radio, coverage of free tarot readings on World Tarot Day, invitations to a community, coverage in a newspaper, and invitations to TV shows. Online and social marketing that is used to introduce or promote tarot reading businesses is social media such as Facebook, Instagram, YouTube, and TikTok. Then, mobile marketing and personal selling were carried out before social media were widely used in Indonesia.

Of the five marketing communications mix used by tarot readers, the most-frequently employed is online and social media marketing. The reasons tarot readers use this method are easy and up-to-date, widespread and can reach many people, and is a tool that can be used. Further data shows the marketing communications mix that

is more likely to attract clients are sales promotion and online and social media marketing. Sales promotion to attract clients is used with social media. Tarot readers attract clients by holding sales promotions and posting testimonials on their social media. The way to measure how sales promotion and online and social media marketing are more likely to attract clients is the contact from prospective clients to tarot readers. After tarot readers post information or promos on their social media, there will be people who directly contact or chat with them. In addition, some of the tarot readers will ask how they know about them, and most of the answers are social media.

5.2 Suggestions

This study focuses on tarot readers and how they introduce or promote their tarot business. The writer suggests that further research can focus on people who use tarot reading services. Future research can look for reasons and how people use tarot reading services. The research is also expected to involve more interviewees or participants so that the research becomes more detailed than this study.