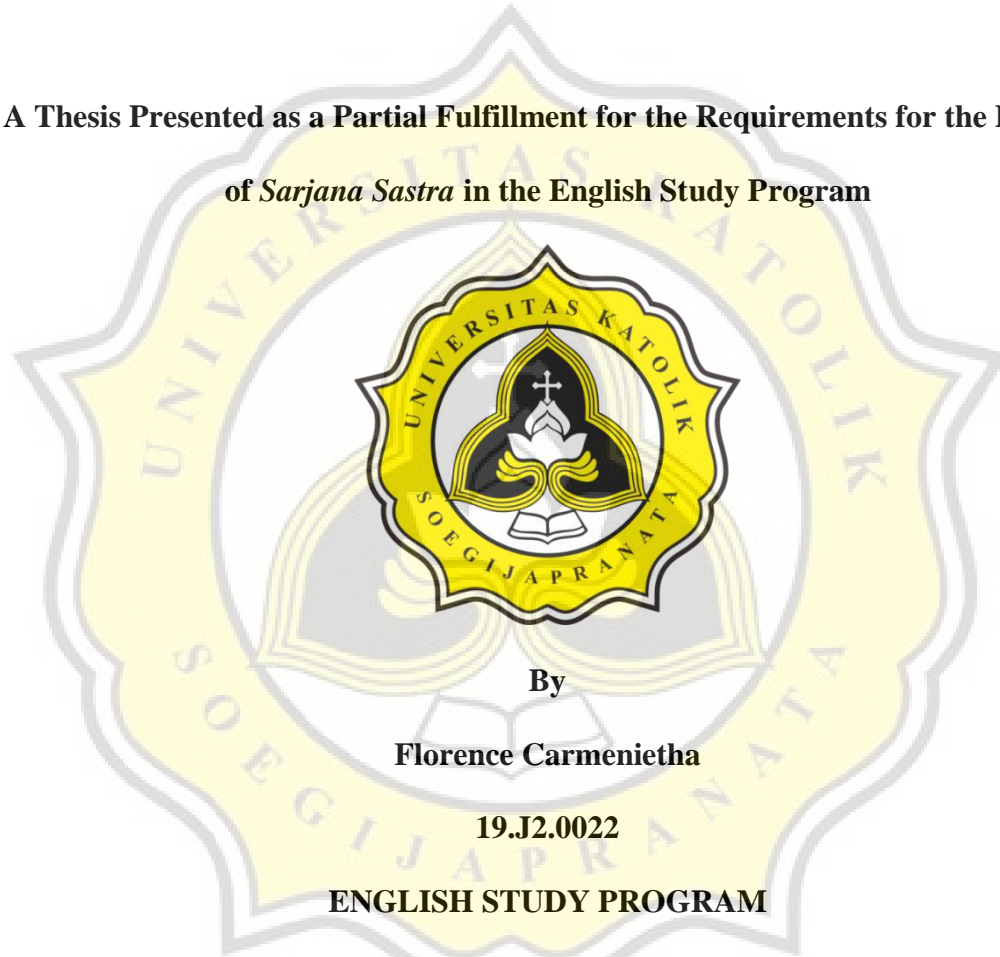


**AN ANALYSIS OF MAKEUP ARTISTS' MARKETING
STRATEGY IN SEMARANG TO INCREASE SALES DURING
THE COVID-19 PANDEMIC**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



By

Florence Carmenietha

19.J2.0022

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

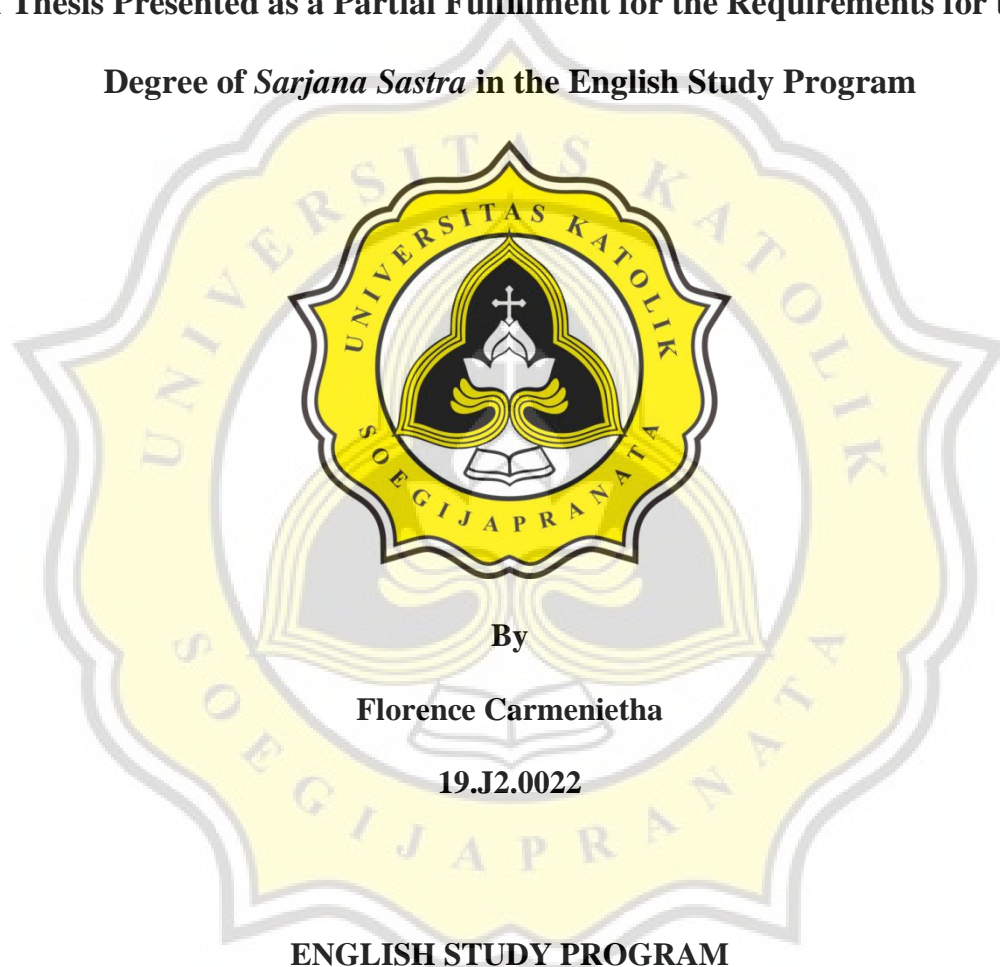
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IN SEMARANG TO INCREASE SALES DURING THE COVID-19
PANDEMIC

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An Analysis of Makeup Artist's Marketing Strategy in Semarang to Increase Sales

During the COVID-19 Pandemic

By

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ACKNOWLEDGEMENT

First and foremost, I would like to thank God for his mercy and participation in finishing this final project. I would not have completed this final project on time without His help.

I'd also like to thank my family, especially my mother, who always makes me a cup of coffee. Thank you so much. I adore you all to the moon and back.

I want to express my heartfelt gratitude to all of the lecturers at the Faculty of Language and Art Soegijapranata, especially Sir Yimmy and Ma'am Cecil as my sponsors, who guided me steadfastly. My writing skills are severely lacking, but they always support me.

Finally, I'd like to express my heartfelt gratitude to myself for persevering in finishing my studies at SCU's Faculty of Language and Arts. Oh, I nearly forgot. I'd also like to thank Aurelius Brandon, my boyfriend, for keeping me up all night, even though he only annoys me. Of course, I received encouragement and prayers from my closest friends. Thank you so much, Liana, Odre, Cindoy, and Nigapopo, for your support when I'm tired.

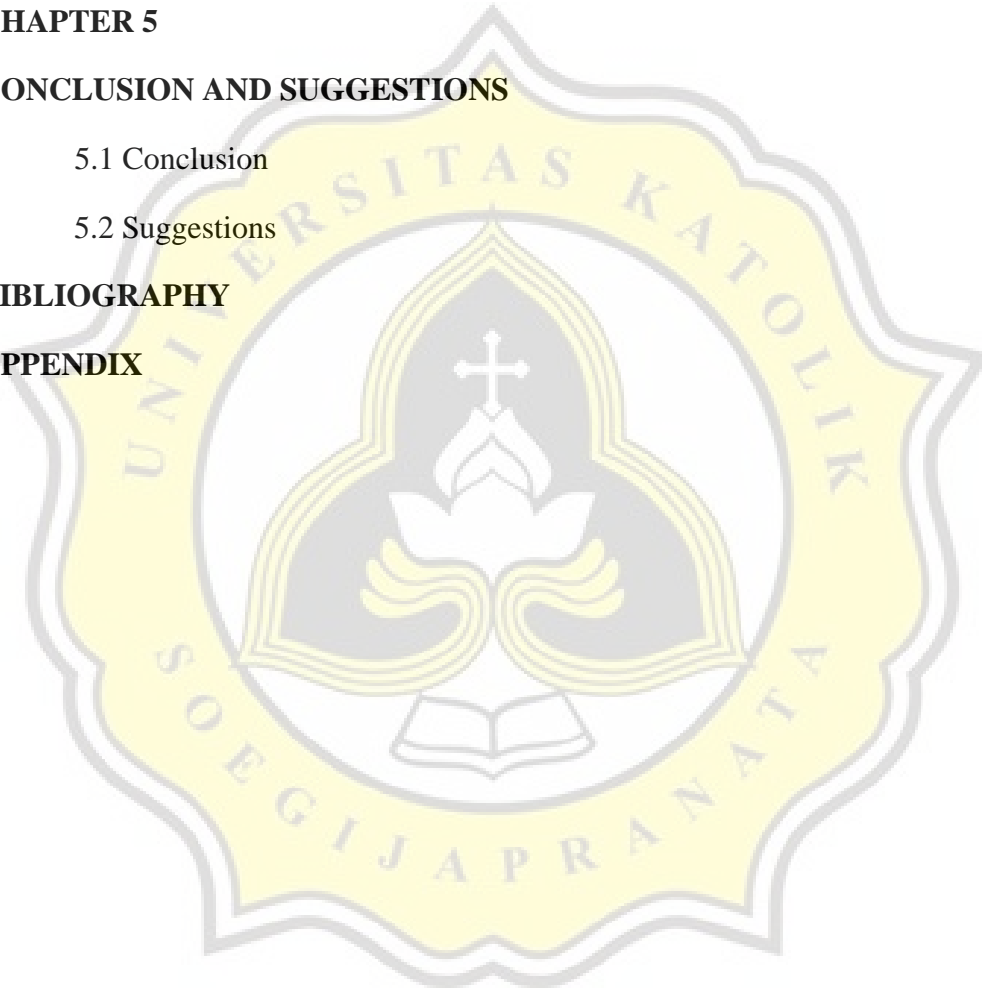
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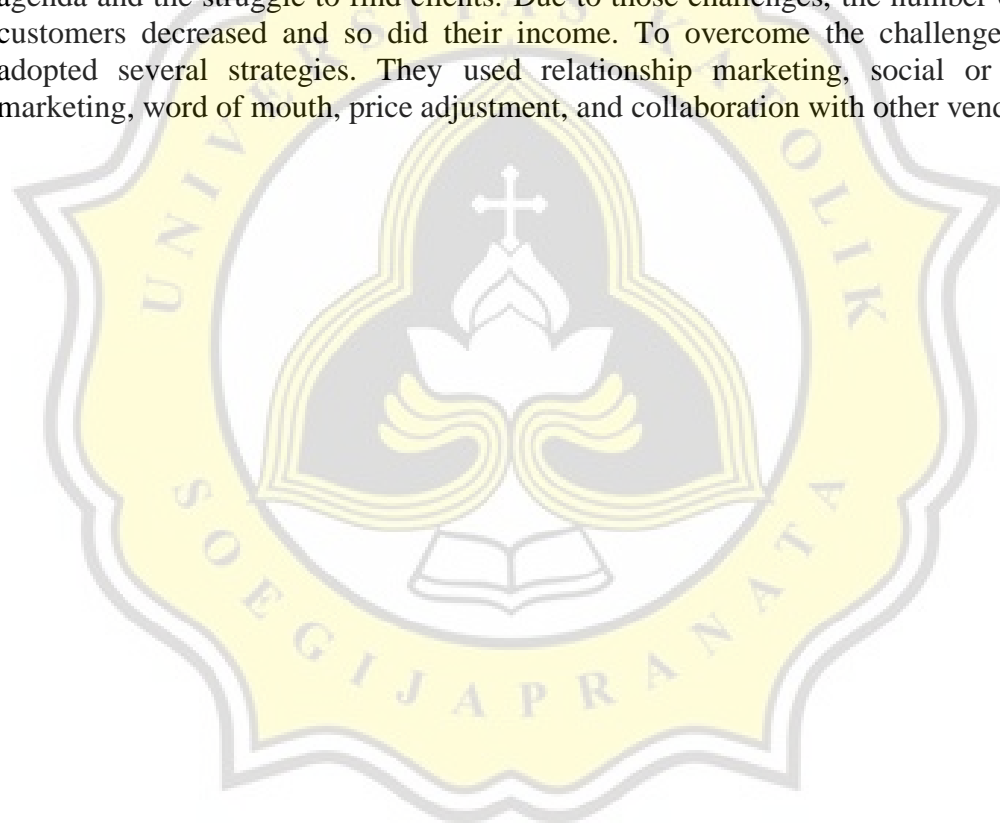
Table 1 Description of Respondents

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ABSTRACT

The makeup artist industry in Indonesia is growing faster. A makeup artist must have a marketing strategy to compete with other artists, including during the COVID-19 pandemic. Every makeup artist faced different obstacles and used different marketing strategies during the COVID-19 pandemic. This study is to find out the obstacles and impacts that makeup artists faced during COVID-19. Furthermore, this study aimed to find the marketing strategy makeup artists used during the COVID-19 pandemic. This study was qualitative research conducted by doing interviews with six makeup artists in Semarang. The obstacles that makeup artists faced are the postponed/canceled agenda and the struggle to find clients. Due to those challenges, the number of their customers decreased and so did their income. To overcome the challenges, they adopted several strategies. They used relationship marketing, social or digital marketing, word of mouth, price adjustment, and collaboration with other vendors.



ABSTRAK

Industri penata rias di Indonesia tumbuh sangat cepat. Seorang penata rias harus memiliki strategi pemasaran untuk bersaing dengan perias lain, termasuk di masa pandemi COVID-19. Setiap penata rias menghadapi kendala yang berbeda dan menggunakan strategi pemasaran yang berbeda selama pandemi COVID-19. Penelitian ini untuk mengetahui kendala dan dampak yang dihadapi penata rias selama masa COVID-19. Selanjutnya, penelitian kali ini untuk menemukan strategi pemasaran makeup artist yang digunakan selama pandemi COVID-19. Penelitian ini merupakan penelitian kualitatif yang dilakukan dengan melakukan wawancara dengan enam makeup artist di Semarang. Kendala yang dihadapi makeup artist adalah agenda yang ditunda/dibatalkan dan perjuangan mencari klien. Karena tantangan tersebut, jumlah pelanggan mereka menurun dan begitu pula pendapatan mereka. Untuk mengatasi tantangan tersebut, mereka mengadopsi beberapa strategi. Mereka menggunakan pemasaran relasional, pemasaran sosial atau digital, dari mulut ke mulut, penyesuaian harga, dan kolaborasi dengan vendor lain.

