

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Makeup artistry is the ability to apply makeup on someone's face while paying attention to the structure of the face to enhance the strengths of one's facial features, such as shaping cheekbones, selecting a color palette to accent the eyes, and adjusting brows to balance the look (Rozell, 2009). Makeup artists, often known as MUA, is a person whose job serves beauty services to clients. This type of service is rapidly developing, resulting in a large number of competitors. Since clients tend to be very careful when selecting makeup artists, they must pay close attention to service quality. After all, this service is typically performed in a short period.

Based on the Minister of State Law Number 43, 2021, the government enforced public activity restriction (PPKM) at levels 4, 3, and 2 of the 2019 coronavirus diseases in the Java and Bali regions. The law posits that regions with levels 2 and 3 can hold a wedding reception with a maximum of 20 invitees (level 3) and 50 invitees (level 2). Meanwhile, wedding receptions are not permitted in the region with a PPKM level of 4. Of course, it affects makeup artists' income because the number of guests is reduced, and events are cancelled.

Existing research on makeup artists' marketing strategies reveals that social media is the most frequently used media to promote their services. Makeup artists can upload photos or videos to attract an audience (Ali & Destaia, 2018; Mujiati et al., 2020).

Integrated Marketing Communication can also be an effective strategy to promote their services because they establish communication between brands and customers through Instagram by updating their lives and progress, like upgrading makeup skills and products. Wardani et al., (2021) state that Word of Mouth marketing strategy is very important because customers give positive testimonials and reviews to increase sales. Although it used nearly the same object, mainly the makeup artists, this study differs from prior investigations. The author focused on the marketing strategies used by makeup artists in Semarang during the pandemic to increase sales over the past two years.

The researcher implemented the qualitative method to address the research questions. The researcher chose makeup artists in Semarang to be prospective respondents because the respondents are reachable and close to the researcher. The study's respondents are makeup artists who have been in the industry for about four years.

1.2 Field of the Study

The field of this is the creative industry because it is related to entrepreneurship.

1.3 Scope of the Study

Marketing strategy did MUAs use to increase sales and attract customers during the COVID-19 Pandemic.

1.4 Research Questions

The research questions are

1. What obstacles did makeup artists in Semarang face during the pandemic?
2. What are the impacts of COVID-19 during the pandemic on makeup artists?
3. What marketing strategy did MUAs use to increase sales and attract customers during the COVID-19 Pandemic?

1.5 Objectives of the Study

The study's objectives are

1. To discover the obstacles makeup artists in Semarang faced during the pandemic.
2. To find out the impacts of COVID-19 on makeup artists.
3. To determine the best marketing strategy that MUAs used by makeup artists in Semarang to increase sales and attract customers during the COVID-19 pandemic.

1.6 Significance of the Study

The researcher hopes this research can provide a solution to find a marketing strategy that makeup artists can apply in Semarang to increase sales. Additionally, this research is expected to be used to improve makeup artists' ability to understand the basics of marketing for performance improvement and provide additional information for other researchers who wish to conduct further research in related fields.

1.7 Definition of Term

1. Marketing

Marketing identifies and meets human and social needs; marketing success depends on customer acceptance (Fifield, 1998; Kotler & Keller, 2012).

2. Marketing Strategy

A marketing strategy refers to translating its business objective and strategy into market activity (Fifield, 1998). A marketing strategy is a collection of goals and objectives, policies, and regulations. Marketing strategy offers direction to a company's marketing activities from time to time, on each level and reference, and their allocation, particularly as its response to changing environmental and competitive conditions, and consists of analysis, strategy development, and implementation activities (Rahmawati, 2016).

3. Makeup Artists

A makeup artist works as an artist and uses the face as a canvas. Makeup artists can transform the appearance of a person's face by applying cosmetics. Kehoe (1995) said, "Great makeup artist keep their positions of superiority via continuous and everlasting study and accomplishments in their work." (p. 3)