

CHAPTER 4

DATA ANALYSIS

This study intends to determine MUA's marketing strategy to answer the research question; the researcher asks additional questions on the pandemic's challenges and impact. This chapter explored four data areas: the challenges and impacts, and marketing strategies.

4.1 The Obstacles that Makeup Artists in Semarang Faced

All respondents in this study frequently mentioned three main obstacles they encountered during the pandemic and the PPKM of Semarang.

4.1.1 Cancellation and Postponement of Events

During pandemic, all respondents encountered the most common obstacles: event postponement and cancellation. Respondents stated that their jobs were canceled or postponed indefinitely, even though the client had booked even one year before the event occurred. They also stated that the customer wanted to postpone the celebration rather than have a small wedding. Meira, a 7-year makeup artist, indicated that most of her clients delayed their wedding reception. *“Kayak jadwal yang sudah masuk itu pasti langsung ter-cancel semua gitu. Ter-cancel-nya itu ada yang benar-benar cancel, ada juga yang pending sampai batas waktu yang tidak bisa ditentukan.”* [The scheduled events were promptly canceled. Some of those have been canceled, while others remain pending indefinitely.] (Meira, interviewed on June 1, 2022 at 20.11)

Cheri further said, *“Lebih banyak ke reschedule. Ga semua client itu mau nikah sederhana jadi di postpone dari pada nikah sederhana.”* [The events are mostly

rescheduled. Not all clients prefer a simple wedding party, thus they prefer to postpone it instead.”] (Cheri, interviewed on June 3, 2022 at 16.12)

From the interviews, respondents agreed that most of their clients opted for cancellation or postponement. If they still want to do it, they should fulfill the health protocol requirements. They held the events, but they invited much fewer guests. However, they wanted to celebrate the big events rather than intimate weddings.

4.1.2 The Struggle to Find Clients

Public activity restriction (PPKM) during the pandemic in 2020 and 2021 prohibited and limited large events such as wedding receptions, parties, and any kind of celebrations. Most of the respondents stated that weddings, engagements, and graduations were events that required the services of makeup artists the most. PPKM causes makeup artists to struggle to find clients because several clients were hesitant to celebrate an event. This was due to their clients' concern about being infected with the Corona virus. Four out of six respondents mentioned that clients are afraid to attend or celebrate an occasion. Rucika states that “*Orang juga takut ya waktu itu gitu loh, untuk merayakan sebuah acara gitu.*” [“At that time, people were also hesitant to celebrate an event.”] While Alin said “Client tu kadang kayak parno gitu dateng ke acara rame-rame. Terus ketemu banyak orang.” [Sometimes, the client appears paranoid when attending large events and meeting new people] (Alin, Interviewed 4th June 2022 at 15.41) (WHO IS THIS?)

“*Aku paling sering tu handle wedding kadang engagement. Tapi sekarang, client biasanya akad kecil-kecilan aja di KUA atau emang hanya ngundang keluarga dekat*

gitu kak. Soalnya kan nggak boleh rame-rame.” [I often handle weddings, sometimes engagements. But now, clients frequently have small engagements at KUA, or they only invite close family, Sis. Because the events should not be too big and crowded. (Seila, Interviewed on June 1, 2022 at 18.32)

Meira added “*Maksudnya selama pandemi kemarin itu kan sama sekali enggak ada tambahan-tambahan yang dandan. Bahkan wisuda pun online jadi orang males makeup buat acara online tok.*” [It means there was no more makeup job during the pandemic. Even though graduation takes place online; some people are too lazy to wear makeup for online events] (Meira, Interviewed on June,1 2022 at 20.11)

From their statements, it is implied that PPKM, which restricts crowds and wedding receptions, had a massive impact on makeup artists during the pandemic because many events were carried out on a small scale or online. This causes makeup artists difficult to find clients. Women are less likely to put effort on makeup for online events..

4.2 The Impacts of Pandemic on Makeup Artists

At this point, the researcher also asked makeup artists about the impact of the pandemic on their businesses. Respondents indicated that makeup artists were primarily affected in three aspects. The first is that MUAs were forced to decrease their service prices. Second, they lacked income, and third, the number of clients went down, leading to a decrease in makeup artists' turnover.

4.2.1 The Decrease of the Number of Clients

Based on the above-mentioned issues, five of six makeup artists reported a decrease in the number of clients and turnover during the pandemic. Eli reported “*Pas pandemic itu mungkin 1 bride. Mungkin juga sempat enggak ada sama sekali dalam sebulan. tapi lebih ke intimate wedding yaa, mereka cuma akad saja.*” [During the pandemic, I only handled one bride. There were no jobs in a month. The wedding is more like an intimate event, or only akad nikah.] (Eli, Interviewed on June 6, 2022 at 16.25). Rucika agreed with this statement and said “*Jadi kalau berkurangnya, berkurang banget sih volumenya. Biasanya 10 gitu, ini cuma jadi 5-4 orang doang, gitu. Jadi tu pendapatanku hilang hampir 80% sendiri pas awal-awal PPKM level 3.*” [The number of clients has gone down greatly. Normally, there are ten or more individuals, but this time there are only 5-4. So, at the start of PPKM level 3, I lost over half of my own money.] Meira reveals “*enggak mesti seminggu sekali aku dapat manten, misalnya sebulan—waktu pandemi—aku dapat 2 saja, satunya 2,5 jutaan deh, cuma dapat 5 juta. Lima puluh persen ya menurutku ada sih, 50%.*” [Not every week do I get to handle bridal makeup. For example, during a pandemic, I only earned 2.5 million per person, my maximum income was only 5 million. I think there is a 50 percent decrease.] (Meira, Interviewed on June 1, 2022 at 20.11)

Not much different from the other statements, Cheri stated “*Bah, turun 100% tu omzetku karena bener-bener main income ya.*” [My turnover decreased 100% because being a makeup artist is my main income.] (Cheri, Interviewed on June 3, 2022 at 16.12).

4.2.2 Lack of Income

In this research, all the respondents said makeup artist job as their primary income. Due to the decrease in the number of clients, makeup artists also have no income. Especially in the early of the pandemic. Respondents had no revenue for the first six months of the pandemic. Respondents claimed they couldn't meet their daily necessities and relied on their clients' down payments. Cheri stated “*Sampe aku rasanya mau nangis si waktu pandemi kemarin itu. soalnya benar-bener ga ada pemasukan sama sekali. Kita ga punya pendapatan tetap ya. kita tuh hidup dari DP DP.* [I want to cry during the last COVID-19. I don't have any income at all. We don't have a fixed income; we live only from a down payment.] (Cheri, Interviewed on 3rd June 2022 at 16.12). Following the statement above, Meira said “*Biasa kita kerja setiap weekend, dapat pemasukkan. Ini sama sekali enggak ada. Mungkin sampai 6 bulan awal itu benar-benar enggak ada sih.*” [Usually, we work every weekend, and we get some income. Meanwhile, during the pandemic, maybe until the first six months, I did not have any income at all.] Alin, like the other two respondents, claimed, “*Makeup itu kan sangat amat mata pencaharian saya ya. Hampir setengah tahun kak, awal-awal kan Maret itu ya, mungkin sekitar sampai Agustus atau Oktober nggak ada job sama sekali. Masang iklan tapi gada yang tergait.*” [Makeup is my primary income, but I didn't have any jobs for about half a year, around the beginning of March, maybe around August or October. I put an advertisement, but I got nothing.] (Alin, Interviewed 4th June 2022 at 15.41)

The pandemic has significantly impacted the lives of makeup artists, especially those who make makeup artists their primary income source.

4.3 Marketing Strategies in Attracting Customers

In this section, researcher discussed about makeup artists' marketing strategies during the pandemic based on data obtained through interviews. The researcher used the theories of Kotler & Armstrong (2018) and Kotler et al. (2005). From the interviews, three important themes emerged. The first strategy that makeup artists used is to use testimonials and digital advertising to build client relationships, create portfolios, and share daily makeup artists on social media.

4.3.1 Relationship Marketing

Five of six respondents agreed that establishing a great relationship with the customers helps their professional path. The respondents stated that they were pleased when the clients were satisfied with services they provided. Meira said “*Nah. Aku emang suka makeup kan memang kita ngajakin ngobrol ya. Mungkin dari ngobrol-ngobrol itu akhirnya cocok. Nah akhirnya mereka malah jadi nyaman juga sama kita. Kebetulan banyak banget klienku yang terus jadi teman. Ada tuh satu klien, Ibu Bhayangkari, itu dia pakai aku sekali. Wah udah dari zaman aku kuliah itu dia pakai aku terus.*”

[When I do makeup, I like to have a conversation with the client. Maybe, from that conversation, they feel connected. Luckily, many of my clients become my friends. One client was Ibu Bhayangkari, and she used my service once. Wow, she's been using my service since I was in college.] (Meira, Interviewed on June 1, 2022 at 20.11)

Alin also confirmed the above statement by saying “*Aku biasane tu treat client kayak queen si jadi kita pas kerjanya itu sama-sama enak ya. Kalo di kita enak di dia nya*

enak.” [I usually treat clients as a queen, so we both can feel happy. If a client is contented, I feel happy.] (Alin, Interviewed on June 4, 2022, at 15.41). The chats between the respondents and the clients, shown in the figure below, confirmed the statements about the importance of communication between the clients and the makeup artists. In the following figure, Meira posted the clients’ testimonies regarding her services. This is in line with Kotler & Armstrong’s statement that communication can occur to seek a customer’s expectation of certain services or products (Kotler & Armstrong, 2018).

Building a relationship with a client increases clients’ happiness and trust. Relationship marketing is about making a client happy to establish client loyalty and, most likely, a repeat order. Therefore, this marketing strategy can increase sales.

4.3.2 Word of Mouth

According to five of six respondents, customer testimonials are also a strategy to increase the number of clients. Researcher described testimonials as a marketing strategy known as Word of Mouth (WOM). Rucika states that “*Klien-klien aku tuh justru nge-link gitu. Misalnya dari ini, temannya ini, terus pakai (jasa) aku , gitu. Jadinya kayak ‘Oh ini loh orang ini bagus gitu. Terus orang yang mendengar itu jadi trustnya tinggi.*” [My clients are usually based on connections. For example, this client, friends of my client, or their family use my service. It’s like, “Oh this MUA has nice makeup results.” And then people who listen to them trust my services.] (Rucika, interviewed on June 7, 2022, at 20.19). Seila said “*Saya sering banget dapet client dari mulut ke mulut juga kak, jadi itu cepet banget si kak dapet client nya.*” [Frequently, I

have many clients because of word of mouth. I can get clients quickly.] (Seila, interviewed on June, 1 2022 at 20.19)

Client testimonies are essential in attracting more customers since clients frequently share their experiences with colleagues. In addition to enhancing client interest, the inclusion of testimonials has been shown to increase client confidence in the services of makeup artists. Testimonials are Word of Mouth (Kotler & Armstrong, 2018).

4.3.3 The Use of Social Media as Digital Marketing

To attract customers, makeup artists adopted digital marketing strategies. They mainly used social media to promote their services six out of six respondents answered that they actively use social media to promote their services. Makeup artists said that the current use of social media is effective in attracting clients. The first statement was delivered by Rucika “*Sosial media itu lebih trusted. Kalau Instagram atau sosial media itu aktif itu enggak Cuma nambah insight aja. Bisa nambah followers. Karena kebanyakan klienku pun juga banyaknya tahunya dari sosial media, gitu.*” [Social media are more trusted for selling services or products. When Instagram or other social media are active, it not only increases insight. But also increase the number of followers. Because my client usually knows my services from social media.] (Rucika, Interviewed on June, 7 2022 at 20.19).

Eli states “*Kalau Instagram kan cepat. Cepatnya karena kita cukup pakai hashtag aja udah orang bisa nge-link-nge-link di situ.*” [Instagram is faster. It is fast because we

only provide hashtags, and people can connect easily.] (Eli, Interviewed on June, 6 2022 at 16.25).

Social media as a platform can reach more clients and increase the respondents' audience. Hashtags are common in social media. Many people use hashtags to increase interaction between followers and content posted on social media accounts. This interaction can increase due to the use of hashtags which serve as a keyword search or keyword (Eko et al., 2019). In addition, social media can increase people's awareness of makeup artists' services.

4.3.4 Integrated Marketing among the Makeup Artists

The researcher asked about their activities to promote their services on social media. Four of six respondents stated that they used social media to post their portfolio or event updates on their pages. This is consistent with their previous statements in which they were eager to communicate with their customers and provide information on their services. Eli said *“Kadang share keseharianku atau mungkin aktivitas kita kalo pas upgrade ilmu tuh, seperti kita tuh mesti kayak mem-publish sedikit privasi kita, gitu loh.”* [Sometimes, I shared my daily activities or when I upgraded my makeup skill, so it's like we publish a little bit of our privacy.] (Eli, Interviewed on June 6 ,2022 at 16.25)

Based on observation, the researcher found that Eli posted her achievement or skill development on her Instagram to inform their client and attract the client. Her posts or feeds showed her ability to do makeup. Integration marketing involves various aspects of marketing to attract clients' attention (Kotler et al., 2005). Alin states that

“Aku post di Instagram gitu kalo pas cuci-cuci brush gitu. Biar client tu tau kalo aku jaga kebersihan.” (Alin, Interviewed 4 th June 2022 at 15.41)

Many respondents voiced similar answers. On Instagram, they posted their activities, life stories, habits, or their interests by using feed or story functions on Instagram. All respondents used Instagram as their primary social media to promote their services and attract customers. One of the benefits of Instagram is that it is free to use. Respondents could create content, and post updates without charge. All of them used Instagram as their primary supporting component for their services. Seila said *“Sosial media sangat useful si buat saya karena menghemat biaya promosi, tapi saya rasa yang paling berpengaruh untuk bisnis saya itu promosi di Instagram. Saya biasanya pakai promosi yang iklan-iklan itu.* [Social media is essential for me because it reduces promotion expenses, I believe that promotion on Instagram is the most influential for my business. I usually use the Instagram Ads feature.] (Seila, Interviewed on June 6, 2022 at 16.25). Similarly, Cheri states that *“Instagram tu kayak etalase buat aku, jadi biasanya aku buat portofolio. Kalo udah ada portofolio aku mulai promosi ke medsos, jadi ehh promosi iklan berbayar di IG.”* [Instagram serves as a service counter for me. Thus, I generally create a portfolio. If I already have a portfolio, I'll start promoting it on social media, so it'll be a paid advertisement on Instagram.] (Cheri, Interviewed on June 3, 2022 at 16.12)

4.3.5 Price Adjustment

During the interview, four of six respondents agreed on the client's requested price change. Makeup artists had to offer the best deal to the client to satisfy them because they needed each other. Clients needed the services, and makeup artists required income. Meira stated "*Paling ngaruh juga otomatis pricelist kita, dari yang full akad-resepsi, jadi terpangkas cuma akad doang. Nah terus selama pandemi itu paketku tuh yang paling murah 4 juta, "bahkan yang di KUA itu pernah tak kasih harga itu cuma 2 juta."* [The most significant impact is our service prices, usually generated from the entire ceremony and are now simply reduced to *ijab*. So, during the pandemic, my lowest package price was at 4 million; meanwhile for ceremonies at KUA (Religious Affairs Office), I received only 2 million.] (Meira, Interviewed on June, 1 2022 at 20.11). Supporting the statement above, Cheri said that "*Emang harganya kita press kira-kira masih masuk ke kita dan masuk ke client juga, bener-bener gak ada yang di beratkan lah setidaknya ada uang yang masuk ke aku."* [We lowered the price, until the lowest, so that the client and I agreed with the price. At least, I still received any income.]

Rucika, a makeup artist with four years of expertise, stated "*Pas pandemi aku tarifnya juga sengaja enggak terlalu matok ya, soalnya kan pas itu mikirnya yang penting dapet client."* [During the pandemic, the rate was also not too high because I thought the most important thing at the time was attracting clients.] (Rucika, Interviewed on June 7, 2022 at 20.19)

The primary motivation for makeup artists to lower their costs was to gain some income even though it was not as high as they had expected and to attract clients. The economic

slowdown caused by COVID-19 is a factor that makeup artists had to consider when setting the price of their services.

4.3.6 Collaboration with Other Vendors

Based on the interview, the researcher found another marketing strategy expressed by respondents: makeup artists collaborate with vendors to increase the number of clients.

Meira said *“Nah itu, caranya ningkatin sih pasti ini ya kalau aku lebih ke gandeng teman-teman vendor yang lain. Jadi kayak ada vendor WO, ada vendor foto, ada vendor dekor, yang kita bareng-bareng kayak bikin paketan murah meriah.”* [The way to increase it, of course, I cooperate with other vendor, such as wedding organizer, photographer, and decoration vendor, and we made wedding packages with lower price.] (Meira, Interviewed on June,1 2022 at 20.11)

Following the statement above, Cheri stated *“Aku kan punya partner gaun, jadi kami bikin paket khusus pandemi dan memang harganya kita press.”* [I have a gown rental partner, so we made a special package for the pandemic and pressed the price.] (Cheri, interviewed on June 3, 2022 at 16.12)