

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the analysis, data collection from the previous chapter, supporting theories, interviews, and observations, all respondents experienced a decrease in profit and turnover. The thing that triggered the decline was the existence of PPKM in the Java and Bali areas, and the fear of getting infected with the COVID-19 virus. Another impact is price adjustments, a decrease in the number of clients and lack of income. The impacts were significant because all respondents's primary income came from makeup services.

The makeup artists carried out several promotions to stabilize the declining economic situation. The first one is the use of digital or social media marketing to support their services. Many features in the social media can be used to promote their services. Secondly, Word of Mouth (WOM) was used to disseminate positive client testimonials as a marketing tool. Third, the makeup artists stated that building client relationships could increase the number of sales and client confidence in the makeup artists. Besides, makeup artists collaborated with other vendors to gain customers. They also adjusted their pricelist to attract customers to reach what customer want and to overcome the turnover decline. The increasing profits indicated the public increasingly recognizes the increase and their services.

5.2 Suggestions

This study talks about makeup artists' marketing strategy to increase sales and attract customers during the COVID-19 pandemic. The writer suggests that further research should be designed to analyze the role of social media as a marketing strategy for makeup artists. This study is a qualitative study with six participants. Future research can adopt the quantitative method to examine the impact of makeup artists' personal branding on customer interests.

