



Digital Marketing In Barbershop Business Growth Analisis

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Abstract: To be handsome is a needed that all the man want to be, because of that, all the man try a lot off think to be perfect looking. Hairstylist is the one of way to be a perfect looking that all the man wanted. Barbershop is a kind of bussiness that focuss to make a person more handsome and neat looking than before. Today alot of barbershop already exist in JABODETABEK, because of that, we need to make new business model for avoid the high competition. Kang cukur barbershop are the barbershop with new business model, that using a digital marketing to connected the customer with the barbershop. The purpose of this research is to know how digital marketing can be effect to the growth of barbershop business specially in Kang cukur Barbershop, beside of that this research have purpose to know what kind of digital marketing can be effectif using in this business. Main result that we have in this research is type of digital marketing that powerfull increase the barbershop omset and how can the digital marketing connected the customer with kang cukur Barbershop. After that we know how big is the effect of digital marketing to the business. Conclusion is : Barbershop is a business that already have a lot off competition in JABODETABEK. Kang cukur barbershop have a new model of a barbershop business with using digital marketing to connecting the customer with the barbershop. Whatsapp, facebook and Instagram is an effectif digital marketing system that using in this business to increase the omset.

Keywords: Digital marketing in Barbershop business

INTRODUCTION

Every person need to be handsome and good looking to increase they personal believe, because of that a lot of way that person already to do to increase they appearance. Barbershop is the one of business that focus to increase personal appereance. Today a lot of barbershop already exist in JABODETABEK, its make a hard competition in this business.

Kang cukur barbershop is a kind of barbershop business that have new business model with using digital marketing to connecting customer with the business. JABODETABEK is an are that have a lot of male population its need barbershop to cut they hair, but some of male have very busy activity that make them can go to the bareshop workshop. Kang cukur barbershop reliase that problem and give the solution to the customer and using digital marketing to fine a lot of busy male customer that have problem like that.

Kang cukur barbershop focus in JABODETABEK area as a target market, because off that amount of male in JABODETABEK is necessary to know to make sure how much potensial customer that can be kang cukur barbershop customer. According to dwi hadya

Jayani (2022) Badan Pusat Statistik (BPS) reporting that amount of Jakarta citizen is 10,61 million in 2021. Male is more domination with 5,35 million people and female with 5,26 million people. From that we know amount of potential barbershop customer in Jakarta, and the amount will be increase if we add male from Depok, Bekasi, Tangerang and Bogor.

Today, digital marketing is already use by kind of business, but in barbershop business there less barbershop using this way, its very potential way to increase business omset by using digital marketing. Digital marketing is connecting male customer need to cut they hair with Kang cukur barbershop that give the hair cutting service.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Management is a system that very usefull in the business, with this we can control and increase our business growth. Management according to the expert. George R. Terry: management is a process or work frame that involve guidance, direction some of people to achive their organisation goal to be real. Marry Parker Follet: Management is an art of work that can be done by the other person. Marketing management is a analitical process, implementastion, and controlling program that already desain to create, building and protected benefit exchange with the customer to achieve the organisation and company goal (ahmad, 2021).

Barbershop is one of cutting hair business focus in male service that main business is cutting hair service to the people. (Ramadhan, J., & Susianto, D. (2019). Digital marketing is a product or service marketing method that using digital media and electronic to be marketed (tyas, 2021). There some hypotesis in research

1. How much business growth of barbershop in JABODETABEK today?
2. How growth Kang cukur Barbershop today?
3. How kang cukur barbershop use digital marketing to connect the customer with the barbershop business?
4. What is the suitable digital marketing system to increase the barbershop omset?

METHODS

Place and time research

These Research done in Kang cukur barbershop offline in Citayam Depok which there is a offline workshop, kang cukur barbershop office in Cibinong and customer in JABODETABEK. Qualitative method are using in this research to analyze business growth in Kang cukur barbershop. Qualitative method is an research activity that not using statistical procedural and other counting method and try to understand some people interaction in some situation with author perspective self (syafnidawaty, 2020)

This research using descriptive qualitative, all of data we analyze in descriptive way. Descriptive research is one type of research method that have a goal to present full description about social setting or exploration and clarification about some of social phenomena (sendari, AA, 2019)

In this research, author arrange research desain stages that very helpfull to achive research goal, the stages is

1. Fist diagnosis
2. Identify important factor
3. Identify and strategy analisis : target market, market penetration, market communication

RESULT AND DISCUSSION

From the research we find that barbershop business in JABODETABEK is a red ocean competition that have very high competition between the person who involve in this business, because of that kang cukur barbershop make a new model to find blue ocean competition. Kang cukur barbershop as a part of barbershop in JABODETABEK have a same problem with the other, high competition between barbershop make kang cukur barbershop slow growth business. Today, a lot of male customer that very busy to go to barbershop workshop and they not have much time to go to the workshop, because in JABODETABEK there is a

lot of traffic jam, because of that kang cukur barbershop give solution to the customer by giving home service of cutting hair and using digital marketing to connecting the potential market with the business. Facebook, whatsapp and intagram are using by the kang cukur barbershop to be marketing way that can connecting between customer and barbershop

Its need more observation to know how effected digital marketing to increase omset in other barbershop to compare the result betwen Kang cukur barbershop with other barbershop. Type of digital marketing is nice to discussion in next observation to spesify efective digital marketing method .

CONCLUSIONS

These research result some of conclusions that related to the observation, some of the conclusion is;

1. Barbershop business is red ocean business with high competion.
2. Combination beetwen offline and online marketing make new model of barbershop business.
3. Sosial media (facebook, Instagram and whatsapp) become effected digital marketing type increase kang cukur barbershop omset

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