

The Marketing Mix Concept on Business Barbershop - A Case Study of Nuslem Barbershop Yogyakarta, Indonesia

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Abstract—In the marketing concept, the marketing mix has a very important role in influencing consumers to purchase a product or service offered. The marketing mix is a set of marketing tools that companies integrate to generate the desired response in their target market. This study aims to analyze the implementation of the Marketing Mix concept at the “NUSLEM Barbershop” Barbershop in Yogyakarta. The research used is observation to see the development of NUSLEM Barbershop Yogyakarta as a new barbershop in implementing the Marketing Mix concept in marketing its business. The results of this study indicate that the number of promotional activities alone does not guarantee the excellence of a company. However, it is the use of the Marketing Mix that makes the company's marketing superior. Therefore, companies are required to make the right Marketing Mix plan to achieve maximum company goals.

Index Terms—Marketing Mix, Business Barbershop.

I. INTRODUCTION

How that person looks becomes a mirror of one's personality, appearance is an important factor in this modern era. To increase self-confidence, attract the attention of other people or the opposite sex and increase the trust of others, one of which can be through appearance. It is not only women who are used to paying attention to appearance, the importance of appearance is now also felt by men. Everyone certainly craves neatness. Abraham Maslow (1908-1970), a psychologist in his theory called the hierarchy of needs, classified the need for neatness into aesthetic needs. That neatness includes neatness in dress and neatness in appearance. If we look neat, of course other people will respect us more. The neatness of the hair is one of the things that needs to be considered in appearance. Therefore, maintaining the neatness of hair is very important for most people, including men. The barbershop business is one of the most busy and fast growing businesses lately. This one business turns out to have good prospects to do because even though it looks normal, it can turn out to be a satisfactory profit. The development of the barbershop business is directly proportional to the increase in the taste for appearance of men. Therefore, this one business can be a driving force for starting a business. In the marketing concept, the marketing mix has a very important role in influencing consumers to purchase a product or service

offered. The marketing mix is a set of marketing tools that companies integrate to generate the desired response in their target market. Companies that apply an effective marketing mix will be able to influence a consumer's purchasing decision. Marketing Mix has several components and each of these components are interrelated with each other to achieve goals in the target market which is the strategy implemented by the company. It can be understood that the marketing mix is a marketing strategy tool to achieve maximum company goals. Meanwhile this set of marketing tools is grouped into four (4) broad groups called the 4Ps of marketing. In addition to the 4Ps, the marketing of service products has three additional marketing tools, namely: people, physical evidence and process. So the marketing of service products is known as 7P marketing. 7P marketing mix of service products consists of product, price, place, promotion, people, physical evidence, and process.

II. LITERATUR REVIEW

According to Kotler & Keller (2016: 27). Marketing is concerned with the process of recognizing and meeting the diverse needs of people and society. In short, marketing is meeting needs profitably, meaning that marketing is meeting needs profitably. Kotler & Keller (2016: 580) states that marketing communication is a means used by companies to inform, persuade, and remind consumers regarding the products offered. The marketing mix has a very important role in influencing consumers to purchase a product or service offered. The marketing mix is a set of marketing tools that companies integrate to generate the desired response in their target market. Kotler and Armstrong (2014: 76) define the marketing mix as follows, Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. There are four variables in the Marketing Mix activity with several components (Kotler & Keller, 2016: 47), namely product, price, place, promotion. In addition to the 4Ps, the marketing of service products has three additional marketing tools, namely: people, physical evidence and process. So the marketing of service products is known as 7P marketing. 7P marketing mix of service products consists of product, price, place, promotion, people, physical evidence, and process. The 7P explanation according to Kotler & Armstrong (2014: 76) is as follows:

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Marketing Mix



1. **Product**
Is planning and developing the right product or service to offer by changing existing products or services by adding and taking other actions that can affect the value of various products or services.
2. **Price**
A company management system in determining the appropriate base price for products or services and for determining strategies involving price discounts, freight payments and various price variables related.
3. **Place**
Planning and development of a distribution system for physical product delivery and trading. Selection and management of sales channels used to deliver products or services and to serve target markets.
4. **Promotion**
Planning and development activities to inform and persuade the market about the company's products or services through personal selling, advertising, sales promotions, publications, and others.
5. **People**
People are company employees, management, and other consumers. All employee attitudes and actions, appearance, and the way employees dress have an influence on the successful delivery of service products. All parties have an important role in the presentation of services so that they can influence buyers' perceptions.
6. **Physical Evidence**
The elements included in physical facilities include, among others, the environment or physical buildings, tools, equipment, logos, colors and other items. Physical facilities are visible things that influence consumer decisions to make purchases and use the products or services offered.
7. **Process**
The process in service products is a major factor in the service marketing mix. This process element means a series of activities to deliver services. Processes are all procedures, mechanisms and activity flows used to deliver service products.

The 7Ps of the marketing tools above show a company's readiness for available marketer tools to influence buyers. So, a winning company is a company that can meet customer needs economically, easily and with effective communication. From a company point of view, each of these marketing tools is designed to benefit the customer.

III. RESEARCH METHODS

The data used are primary data. The data collection method used was observation by making observations and recording the object's behavior. This is done directly at the location of the object of research. The object of research is the new barbershop which was established in 2019 in Yogyakarta, Indonesia. The research is focused on knowing the extent to which the Marketing Mix concept has been implemented in Nuslem Barbershop Yogyakarta..



IV. RESULT

From the meaning of 7P according to Kotler and Armstrong (2014: 76) realized as follows:

1. Product

NUSLEM barbershop manages product elements including planning and developing the right product or service to be marketed by changing existing products or services in the market by adding and taking other actions such as adding services that can affect various products or services.



PRODUCT	SERVICE
<i>Express CUT</i>	Haircut service according to customer's taste, complete with hair wash, hair dryer, and hair oil application, hair tonic to add confidence for customers.
<i>Creambath</i>	A special creambath offered by NUSLEM Barbershop, complete with head massage, relaxation, and cream.
<i>Coloring</i>	Color Hair Dye
<i>Vitamin</i>	Hair Nutrition

2. Price

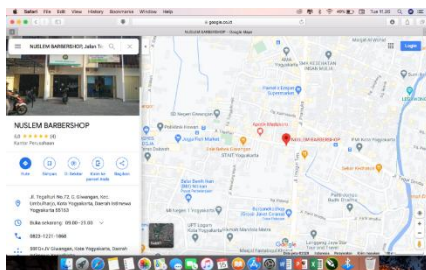
Price is different for each outlet and service. This is because the types and facilities of services provided to consumers are also different. Several facilities and services for consumers that cause price differences at

each hotel include: a. Comfort place and completeness
b. Cleanliness and comfort of the place are maintained
c. Comfortable environment d. Gated security e. Luxurious amenities f. Internet access g. Ease of service
The more expensive the price paid by consumers will be equivalent to the facilities that can be obtained, so that expenses are proportional to what is obtained. Price is the value of a product or service in the form of money that consumers must pay to get that product or service, and NUSLEM barbershop determines an affordable price with maximum service quality. And the NUSLEM barbershop continues to generate income.

Product	Price			
	NUSLEM Barbershop	Rozaq Barber	Madura	3in1
ExpressCUT	Rp. 20.000	Rp. 13.000	Rp. 10.000	Rp. 18.000
Creambath	Rp. 30.000	-	-	-
Coloring	Rp. 45.000	Rp. 40.000	Rp. 25.000	Rp. 50.000
Vitamin	Rp. 5.000	Rp. 3.000	-	Rp. 4.000

3. Place

Place channels on service products are an easy access to product services. At Nuslem Barbershop, it offers several conveniences in reaching locations in several ways: a. The location of the outlet is easily accessible to consumers. b. Directions are always detected on the Google Map, so that consumers using Android phones can access them. c. On the website there is a Map menu, which can be accessed by consumers who will come to the outlet.



Google Map Nuslem Barbershop
Jl. Tegalturi No.72, C. Giwangan, Kec. Umbulharjo, Kota Yogyakarta, Daerah Istimewa Yogyakarta 55163

4. Promotion

Promotion is something that is used to inform and persuade the market about new products or services to the company through advertisements, personal sales, sales promotions, or publications.

The Nuslem Barbershop Promotion Process

- Flayering and Poster Installation, Leaving



b. Social Media and Websites



c. Sponsors and Events (Liga Santri Nusantara 2019)



d. Discount Promo



e. Community Routine Study



V. CONCLUSION

Marketing is one of the activities carried out to maintain the continuity of the course of the company to get company growth and to achieve company goals in generating profits. Marketing plays a very important role in a company, because marketing seeks to identify the wants and needs of target market consumers and how to provide satisfaction to consumers through the exchange process while still paying attention to the interests of all parties with the interests of the company.

From the 7P Marketing mix that has been implemented, NUSLEM Barbershop has succeeded in influencing buyers and increasing the number of customers. So, not only by doing as many promotions as possible, but every element of the NUSLEM barbershop marketing mix is designed to

provide benefits to customers. NUSLEM barbershop is able to be a winner, a company that can meet the needs of consumers or customers economically, easily and by means of effective communication.

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