

Promotion Strategy Through Instagram Social Media In Increasing The Number Of Wolio Barbershop Consumers In Toraja

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Abstract. *The promotion strategy is very important to implement. Especially in businesses that prioritize services because consumers must feel the benefits of services in order to carry out purchasing activities. So this study aims to determine the promotion strategy via Instagram in an effort to increase the number of Wolio Barbershop services in Makale District. This research is a qualitative research conducted at one of the SMEs in Makale District which is a barbershop named Wolio. This study used an interview instrument conducted with 7 people with details of 1 Barbershop owner, 1 Admin, and 5 Wolio Barbershop customers. The conclusion of this study states that the promotion strategy via Instagram in an effort to increase the number of Wolio Barbershop services in Makale District is due to its suitability with the Wolio Barbershop segmentation which focuses on young people who are concerned with their appearance. Especially nowadays there are so many new hairstyles that encourage the younger generation to look their best. The most dominant strategy implemented is sales promotion through special discounts such as Ramadhan Kece which provides price discounts for consumers of up to 60%. Apart from that, from Direct Marketing by making posts containing Price Lists. This means that the posts made by Wolio Barbershop contain the prices available for services at Wolio Barbershop. Constraints in efforts to increase the number of Barbershop Wolio services in Makale District include less creative Instagram content, lack of promotional costs, and no special sales team.*

Keywords Promotion, Media, Instagram

1. INTRODUCTION

Business activities cannot be separated from competition. This competition is the basis for business actors to determine strategies in order to maintain their business (Gunawan, 2017: 12). With competition, companies will become alert to face future possibilities. This is the basis that competition is not something that will pose a direct threat to business ventures. But apart from that, competition will have a positive impact on the business growing and developing along with the strategies it chooses.

Competition is a part that is already firmly attached to business activities. While business itself has the meaning as an activity between consumers and producers in carrying out the sale and purchase of goods or services (Budijanto & Kristanti, 2019:5). In terms of its activities, business consists of 2 forms, namely business in carrying out the sale and purchase of goods and business in carrying out services (Gunawan, 2017:8). The difference between the two businesses lies in the activities of the business.

Service business is defined as all economic activities whose results are not in the form of physical products or construction, which are generally produced and consumed simultaneously and provide added value (eg comfort, entertainment, pleasure, or health) for consumers (Fitriani et al., 2021:10). This business has the characteristics of not having a clear form, being easily distinguished and varied and not durable. Seeing the condition that this business is not focused on physical products or product quality but rather on service, this activity allows this business to be carried out without requiring large capital.

Therefore, the service business is a business that is in great demand today. Because it does not require large capital in making products, but rather on ensuring the quality of service and skills of the service. Among the service businesses that are starting to be in demand is the Barbershop business. The Barbershop business has a fairly large appeal in attracting the number of customers, so it is not surprising that getting customers in a barbershop is quite easy, especially if the barbershop itself has its own characteristics and also quality barbermen, now barbershops seem to be a business trend in the field of men's hairstyles.

This business does not require large capital, but focuses more on ability and service. So that it is starting to be noticed and discussed as a business

The results of Sovei's research (2020:95) show that the barbershop business specifically for men, aka barbershop, actually provides promising income. In fact, there are currently more than 5,000 barbershop brands in Indonesia today. This can be seen from the following graph

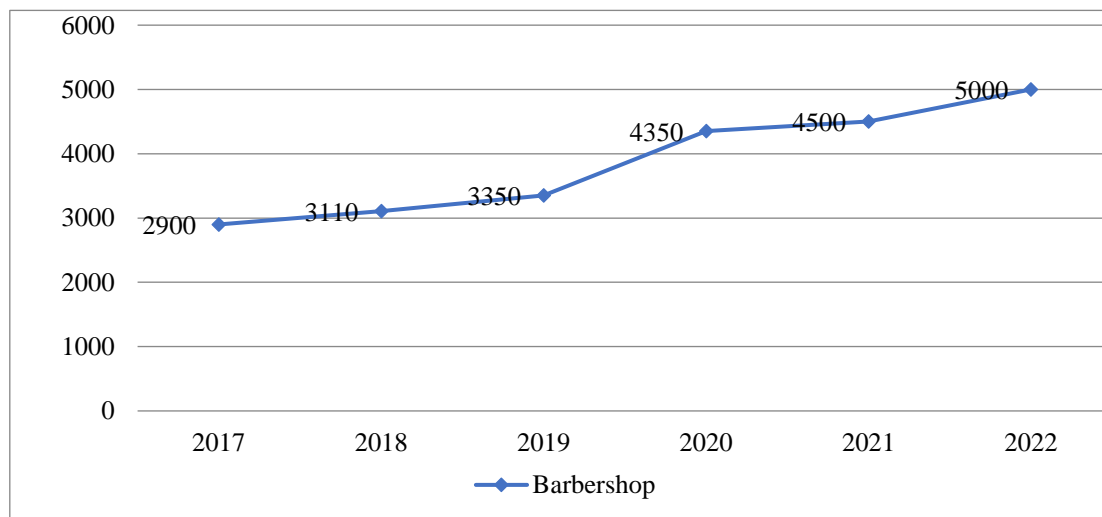


Figure 1. 1 Growth of Barbershops in Indonesia (2017-2022)

Source: umkmindonesia.com (2022)

The great potential of this barbershop business cannot be denied the contribution of the development of the era towards the digital era like today. The rapid advancement of technology and information at this time creates convenience for entrepreneurs in marketing their products.

The younger generation who have a tendency to use digital communication will find it easier to access barbershop locations that can be used to improve their appearance (Rumondang & Sudirman, 2020)''''

The market share conditions of barbershops which are the younger generation, as well as the need to carry out marketing services using digital communication such as social media, it can be concluded that it has become a necessity for barbershop business actors to implement a promotional strategy in increasing the number of consumers through social media such as Instagram. The promotional strategy will determine whether or not the goal of using Instagram social media in increasing consumers is achieved. Strategy is a potential action that requires top management decisions and large amounts of company resources. While promotion is a marketing activity introducing or informing goods so that consumers are interested in making purchases (Amir & Ishak, 2019:8). Therefore, the promotional strategy has a concept as a structured action in achieving the goal of introducing goods or services to consumers. Among the barbershops that have started implementing this promotional strategy is Wolio Barbershop.

This business is located in Makale District, Tana Toraja Regency. This business is quite active in carrying out promotions on Instagram. Regarding this, Wolio Barbershop has implemented promotional strategy activities using Instagram social media to increase the number of consumers. However, in order to have an impact on increasing the number of consumers, using Instagram social media requires a good promotional strategy. The impact of the promotional strategy carried out by Wolio Barbershop on increasing consumers can be seen in the number of visitors each month in 2023 as follows:.

Tabel 1.1
Average Visitors to Wolio Barbershop 2023

No	Bulan	Jumlah pengunjung
1	Januari	90
2	Februari	115
3	Maret	135
4	April	64
Rata-rata		101/bulan

Sumber: Wolio Barbershop 2023

The data above shows that on average there are 101 consumer visits every month. This number fluctuates every month. Several consumers admit that it is true to use the services of Wolio Barbershop after getting a promotion on Instagram. In addition to promotions on Instagram media, Wolio Barbershop also carries out promotions by installing attractive banners in front of the business location. This banner is installed as attractively as possible so that it can be seen by potential consumers. In addition, Wolio Barbershop also applies a 50% discount

for customers who have visited Wolio Barbershop to cut their hair every 10 times. There are still many promotional strategies carried out by Wolio Barbershop so that it can attract consumers.

Due to the strategy implemented by Wolio Barbershop in promoting its business through Instagram social media, researchers are interested in carrying out research on this business. This research was carried out by analyzing the promotional strategies implemented by Wolio Barbershop on its Instagram media to increase consumers. Therefore, the researchers chose research entitled: Promotion Strategy via Instagram in an Effort to Increase the Number of Wolio Barbershop Services in Makale District.

2. LITERATURE REVIEW

Marketing Strategy

According to Muhammad, R.R, (2013) Regarding the influence of marketing strategies through digital marketing on brand image, he explained that the implementation of digital marketing has a good impact on brand image because the activities of digital marketing companies provide company information to customers. The company and its brand image are well received by consumers, as evidenced by the dominance of customers with increased repeat purchases and growing product awareness.

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1. Definition of Promotion

Promotion is an effort or attempt to advance or improve; for example to increase trade or advance a business sector. Promotion comes from the word promote in English which is interpreted as developing or improving. This understanding when associated with the sales sector means as a tool to increase sales turnover (Amir & Ishak, 2019:88).

From the opinions of experts, promotion has different meanings. These differences can be seen from several definitions as follows. According to Warnadi, promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing (Hedynata & Radianto, 2016:55). According to Kotler, promotion includes all marketing mix tools whose main role is to conduct more persuasive communication

(Kotler et al., 2019:65). Fandy Tjiptono stated that promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned (Tjiptono & Gregorius, 2017:111). Wulandari stated that promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and buy the product (Tunnufus & Wulandari, 2019:178)

So, promotion can be interpreted as an effort or communication tool to introduce a product from a particular company so that it can be known to the public and attract buyers' interest, thereby increasing the company's sales.

Social Networking

Social networking is part of social media. In terms of understanding, social media is a medium on the internet that allows its users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually (Nasrullah, 2015:11). Social networking is a means that can be used to interact, including the effects resulting from these interactions in the virtual world. The main character of a social networking site is that its users form new friendship networks (Alberico & Loisa, 2019). In many cases, the formation of this new friendship network is based on interest in the same thing, such as shared hobbies. Examples of social networks are Facebook and Instagram (Chaffey & Smith, 2017):

Social networking sites are sites that can help someone to create a profile and then connect with other users. Social networking sites are applications that allow users to connect using their personal profiles or personal accounts. Examples of various social networking sites include Friendster, Facebook, Foursquare, Myspace, Twitter, including Blackberry Messenger. According to Sadiku (2019), some forms of social networking are as follows:

1. Facebook

Facebook was first introduced in 2004 as Harvard's social networking site, expanding to other universities and eventually to everyone. It became the largest social networking site in 2009. It remains the largest photo-sharing site. Marketing strategists consider Facebook useful because it covers a wide range of personal and organizational interests.

2. Twitter

Twitter was founded in 2006 by Odeo, Inc. and was initially only for employees and family members of Odeo Inc. It became a public network in 2006. Twitter provides a real-time Web-based service that allows users to send short messages to other users and to comment on other

users' posts. Tweets are extracted from Twitter. Tweets are short messages of no more than 140 characters that users create to communicate thoughts. Microblogging is a new blogging option popularized by Twitter.

1. YouTube

This is a video sharing platform where many people can find, watch, and share user-generated videos. It is a participatory culture site. It has become the most successful Internet site providing short video sharing services since its inception in early 2005. Since YouTube is a Google property, signing up for a YouTube account requires a Google account.

2. Instagram

Instagram is a photo and video sharing social networking service owned by the American company Meta Platforms. The application allows users to upload media that can be edited with filters and organized with hashtags and geotagging.

3. METHODS

Type of Research

This research has a descriptive qualitative research type. Qualitative research is research that is descriptive in nature and tends to use analysis. The process and meaning are more emphasized in qualitative research. The theoretical basis is used as a guide so that the focus of the research is in accordance with the facts in the field. Meanwhile, according to (Sugiyono, 2020), descriptive research is a research method based on the philosophy of postpositivism used to research natural object conditions (as opposed to experiments) where the researcher is the key instrument for data collection techniques.

Based on the research above, it can be seen that this research is a study that aims to determine the promotional strategy of Barbershop Wolio in an effort to increase consumers through Instagram media in a descriptive manner so that it can provide information to readers regarding the results of this study. Research Location

The location of this research is Wolio Barbershop located at the KPU Office, Jl. Tritura Northwest, Bombongan, Makale District, Tana Toraja Regency, South Sulawesi. The reason for choosing this research location is because the location has Instagram social media which is used for its promotional activities.

1. Primary Data

Primary data sources are data sources obtained directly from individual, group, and organizational research objects (Sugiyono, 2020). The primary data sources that the author uses in this study are the results of interviews with research respondents

2. Secondary Data

Secondary data is data obtained in a finished form, has been collected and processed by other parties, usually in the form of publications (Sugiyono, 2020). Data is obtained from various agencies related to and connected with this research such as the geographical conditions of the research area, business units, and other data that support this research, and from literature related to this research.

Data Collection Techniques

Data collection consists of several techniques that are considered appropriate for the research (Sugiyono, 2020). The methods used in collecting data for this research are as follows:

1. Interviews

Interviews are a process of communication interaction carried out by at least two people, based on availability and in a natural setting, where the direction of the conversation refers to the goals that have been set by prioritizing trust as the main foundation in the process of understanding. In this case, interviews will be conducted with 1 Barbershop owner, Promotion/Social Media Employees, and 5 Visitors.

2. Observation

Observation is a method of collecting data by going directly to and seeing the object of research. The observation in this study was carried out by providing direct observation of the Instagram Social Media activities of Wolio Barbershop.

3. Documentation

Documentation is a data collection technique using accurate evidence from recording specific sources of information, either in the form of writing or images.

4. RESULTS

The results of this study contain data related to the research obtained from the results of collecting research data. The results of the study will be in the form of raw data obtained from interview activities with research informants which are then discussed and compiled into conclusions. As previously explained, the informants of this study amounted to 7 people with details of 1 Barbershop owner, 1 Admin, and 5 Wolio Barbershop customers. The data presented in the results of this study are descriptive data. This is because this study is a descriptive qualitative study which allows the data obtained to be explanatory in nature as an answer to the research problem. The data of this study are presented in accordance with the operational definition of this study, namely detailing the promotional activities carried out by Wolio Barbershop via Instagram. Promotional activities are compiled based on the theory

presented by Jamaludiin (2015), namely promotional activities consisting of Advertising, Personal Selling, Sales Promotion, Public Relations, and Direct Marketing.

Promotion is an effort or effort to advance or improve; for example to increase trade or advance a business sector. Promotion comes from the word promote in English which means to develop or improve. This definition when associated with the sales sector means as a tool to increase sales turnover (Amir & Ishak, 2019:88).

The basis for implementing promotions at Wolio Barbershop was conveyed by Ferdi as the owner as follows:

"Promotional activities are very much needed in barbershop activities. Moreover, this barbershop is different from conventional barbershops. Barbershops prioritize quality, service, and modern hair styles so that consumers are interested. Because the prices at barbershops are higher than roadside barbershops. In addition, the target of barbershops is also young people. Therefore, it is necessary to implement an appropriate promotional strategy. Among the appropriate promotional strategies is to use social media. If there is no promotional media, then it is certain that this barbershop will go bankrupt because there are no customers ". (Ferdie as Owner of Wolio Barbershop, 2023)

From the information above, it is known that a promotional strategy is a necessity for Wolio Barbershop that cannot be avoided. It is known that prices at Barbershops tend to be more expensive than regular haircuts that are commonly found on the side of the road. This is because Barbershops have special services and quality. Therefore, the cost is more expensive. In addition, barbershops also have different targets, namely young people or executives who optimize their appearance. Therefore, to be able to reach the target market of this Barbershop, a special promotional strategy is needed.

In addition, it was also conveyed that if promotional activities were not carried out by Wolio Barbershop and only hoping that customers would come by themselves, it would be impossible. Because in this digital era, all access is open. Including consumers who would prefer to search on social media and see the contents of the targeted Barbershop's social media before consuming. Among the promotional strategies implemented by Wolio Barbershop using social media, in this case Instagram. Wolio Barbershop conveyed the following: "One of our promotions is through Instagram social media. We use this because of the progress of the era that is already sophisticated. So Wolio Barbershop must not be left behind in technology. In addition, because the consumer segmentation we are targeting is young people who prioritize appearance, the appropriate media is Instagram. On Instagram media, people will look for references to their appearance, one of which is hairstyle. That's why we don't use Facebook,

Twitter, or Tiktok. Because the segmentation is different from Wolio Barbershop's segmentation". Based on the information above, it can be seen that in implementing a promotional strategy through Instagram media, Wolio Barbershop shows a social media admin who is also a cashier at Wolio Barbershop itself. This admin is in charge of managing social media starting from creating an account, creating post content, to responding to consumer comments and DMs. Admin carries out social media management in between his free time. So there is no special time for Admin to post or just open Wolio Barbershop's social media. Promotional activities through social media are considered quite effective in increasing consumers. This was conveyed by Wolio Barbershop as follows:

"Most consumers at the beginning were acquaintances of ours. However, over time, because social media has also started to be active, some consumers come because they see our social media. Although the number is not too large, it cannot be denied that this Instagram social media can help us market barbershop service products. Maybe the weakness is that currently there is not much content on Instagram and more photos of hairstyles. The content should be more creative". (Ririn as Admin Instagram Wolio Barbershop, 2023)

Based on the information above, it can be seen that there is a role for Instagram social media in increasing the number of consumers. Although the number is not significant, Instagram social media is thought to play a role. The insignificant number of consumers is due to Instagram content which tends to be rigid and less varied. Regarding the number of consumers from promotional activities carried out by Wolio Barbershop, this was also conveyed by consumers as follows:

"I first came to Wolio Barbershop from my friend's information. But I'm not sure if Wolio Barbershop is good, so I checked their Instagram. It turned out to be quite convincing. So I came to Wolio Barbershop. In fact, I am now a regular customer of Wolio Barbershop". (Zahar as a Consumer of Wolio Barbershop, 2023)

Based on the explanation above, it reinforces the importance of promotional media through Instagram. Because some consumers use Instagram as a tool to ensure the quality of the barbershop. If the Instagram media is convincing, then consumers will voluntarily come to the barbershop.

5. DISCUSSION

The great potential of this barbershop business cannot be denied the contribution of the development of the era towards the digital era like today. The rapid advancement of technology and information at this time creates convenience for entrepreneurs in marketing their products. The younger generation who tend to use digital communication will find it easier to access

barbershop locations that can be used to improve their appearance (Rumondang & Sudirman, 2020),

The market share conditions of barbershops which are the younger generation, as well as the need to market services using digital communication such as social media, it can be concluded that it has become a necessity for barbershop business actors to implement a promotional strategy in increasing the number of consumers through social media such as Instagram. The promotional strategy will determine whether or not the goal of using Instagram social media in increasing consumers is achieved. Strategy is a potential action that requires top management decisions and large company resources. While promotion is a marketing activity to introduce or inform goods so that consumers are interested in making purchases (Amir & Ishak, 2019: 8). Therefore, the promotional strategy has a concept as a structured action in achieving the goal of introducing goods or services to consumers. Among the existing Barbershops, namely Wolio Barbershop. Wolio Barbershop is one of the barbershops that is specifically for men where Wolio Barbershop provides services to meet fashion and hair styles for men. Wolio Barbershop is designed using the concept of the American style Barbershop where Barbershop provides men's haircut services. The word Wolio is taken from the term for the Buton community.

This is because in ancient times in the Buton area there was a fairly well-known Sultanate called the Wolio Sultanate. So the owner uses the name Wolio as his business identity. The founder of this Barbershop believes that no matter how far they travel, they will never be separated from their ancestral land, namely the land of Wolio. The results of the study show that promotional strategies are a necessity for Wolio Barbershop that cannot be avoided. It is known that prices at Barbershops tend to be more expensive than regular haircuts that are commonly found on the side of the road. This is because Barbershops have special services and quality. Therefore, the cost is more expensive. In addition, barbershops also have different targets, namely young people or executives who optimize their appearance. Therefore, to be able to reach the target market of this Barbershop, a special promotional strategy is needed. In addition, it was also stated that if promotional activities were not carried out by Wolio Barbershop and only hoping that customers would come by themselves, it would be impossible. Because in this digital era all access is open. Including consumers who would prefer to search on social media and see the contents of the targeted Barbershop's social media content before consuming.

The selection of this media is due to its suitability with Wolio Barbershop's segmentation which focuses on young people who prioritize their appearance. Moreover, nowadays there are

so many new hairstyles that encourage the younger generation to look their best. The results of this study are supported by Arapa's research (2019) which states that in Barbershop promotions using Instagram social media as a promotional tool, the main target of Barbershop is students aged 16-25 years who live around the business location. The purpose of Barbershop promoting on Instagram is to convey a message so that Barbershop can be known by many people and the promotional mix used by Barbershop is sales promotion and Direct Marketing.

The advertising activity is carried out by creating posts containing important information related to the hairstyles that can be found at Wolio Barbershop which are currently trending. Through this information, it will provide education to prospective consumers to know the various hairstyles that are currently trending. While in personal selling, it is known that Wolio Barbershop does not implement special sales that market service products to consumers. However, Wolio Barbershop provides an opportunity for all workers who want to post Wolio Barbershop information on their personal Instagram social media. When a consumer comes from the personal posts of these workers, the worker concerned will get a special bonus. This will clearly encourage workers to post information related to Wolio Barbershop.

The more people promote, the wider the reach of consumers obtained. In Sales Promotion, Wolio Barbershop provides sales promotions by creating special promos at certain moments. In the example, there is a special Ramadhan Kece promo by giving discounts to consumers in the month of Ramadan. This strategy is quite effective because it will encourage consumers who want to cut their hair in the month of Ramadan to take advantage of the special promo. In public relations, Wolio Barbershop realizes this by creating Instagram content that greets consumers. for example, at the moment of Eid, Wolio Barbershop will post words and photos that give Eid greetings. Then the New Year's moment, Wolio Barbershop will greet the public through pearls of wisdom and photos related to the New Year. Direct marketing actions carried out by Wolio Barbershop through its Instagram media are carried out by making posts containing the Price List. The meaning of the posts made by Wolio Barbershop contains the price list available for the services at Wolio Barbershop. The results obtained are supported by previous research presented by Hasibuan (2020) stating that barbershops will find it easier to promote their salons by using social media such as: Instagram, Facebook and Whatsapp, collaborating with Emina products and providing member cards to get discounts.

6. CONCLUSION

The conclusion of this study states that the promotional strategy through Instagram in an effort to increase the number of Wolio Barbershop services in Makale District is due to its suitability with the Wolio Barbershop segmentation which focuses on young people who

prioritize their appearance. Moreover, nowadays there are so many new hair models that encourage the younger generation to look their best. A series of strategies that are implemented are most dominant from sales promotions through special discounts such as Ramadhan Kece which provides price discounts for consumers of up to 60%. In addition, from Direct Marketing by making posts containing the Price List. The point is that the posts made by Wolio Barbershop contain the price list available for the services at Wolio Barbershop. The obstacles to efforts to increase the number of Wolio Barbershop services in Makale District include Instagram content that is not creative enough, lack of promotional costs, and the absence of a special sales team. The suggestions for this study are as follows:

1. So that Wolio Barbershop starts making promotional content on Instagram Media with a more attractive form such as haircutting videos or tutorial content so that consumers are more interested in seeing the Instagram.
2. So that Wolio Barbershop forms a special sales team that markets products through Instagram and direct marketing in order to significantly improve services.
3. So that further researchers can research other locations that use promotions through social media.

7. LIMITATION

The disadvantage of this study is that it only uses qualitative methods or interviews that can still use other research methods so that the results of this study can be more in-depth and optimal. In this study, it will provide better results if using the mixed methods method which discusses it in more depth and more sharply so that the results are more accurate

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