

ABSTRAK

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Analisis Strategi Pengembangan Jasa Indah Mutia Makeup Dalam Meningkatkan Minat Klien Di Kota Cilegon.

x-60 halaman

Penelitian ini bertujuan untuk menganalisis strategi pengembangan jasa Indah Mutia Makeup dalam meningkatkan minat klien di Kota Cilegon ditinjau dari aspek bauran pemasaran jasa 7P (*Product, Price, Place, Promotion, People, Process, Physical Evidence*), mengidentifikasi hambatan yang dihadapi, serta merumuskan solusi yang dapat diterapkan.

Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara terhadap owner, admin, dan lima klien, observasi langsung, serta dokumentasi, termasuk data Instagram Insights akun usaha. Keabsahan data diuji melalui triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan kekuatan utama Indah Mutia Makeup terletak pada aspek *Product*, berupa hasil riasan yang natural dan tahan lama di berbagai kondisi acara, serta aspek *People*, berupa keramahan dan responsivitas owner dan admin yang disebut oleh seluruh klien. Aspek *Price* dinilai kompetitif meski biaya transportasi *on-location* masih menjadi sumber keluhan. Pada aspek *Promotion*, data Instagram Insights mencatat 123.342 tayangan dan 917 interaksi dalam 30 hari, dengan 69,5% tayangan berasal dari *followers* dan 30,5% dari *non-followers*. Tiga aspek lain, yaitu *Place, Process, Physical Evidence*, juga masih memerlukan pengembangan, terutama terkait aksesibilitas lokasi galeri, pencatatan booking yang masih manual, ketergantungan promosi pada satu platform (Instagram), serta ketiadaan sesi trial makeup untuk paket bernilai besar. Hambatan yang dihadapi, yaitu hambatan internal (keterbatasan operasional dan minimnya digitalisasi pencatatan booking) dan hambatan eksternal (meningkatnya persaingan dari MUA pemula dan content creator baru). Solusinya meliputi digitalisasi sistem booking, perluasan promosi ke TikTok, transparansi biaya transportasi, pemanfaatan data engagement Instagram secara berkala, serta evaluasi penyediaan sesi trial makeup. Berbeda dengan penelitian terdahulu yang memfokuskan media sosial sebagai faktor dominan, penelitian ini menemukan bahwa kepercayaan personal dan rekomendasi dari mulut ke mulut berperan setara dengan promosi digital. Hasil penelitian juga menunjukkan bahwa strategi pengembangan jasa berpengaruh positif terhadap minat klien, sehingga H1 diterima dan H0 ditolak.

Kata Kunci: Strategi Pengembangan Jasa, Bauran Pemasaran 7P, Minat Klien.

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ABSTRACT

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Analysis of the Service Development Strategy for Indah Mutia Makeup to Increase Client Interest in Cilegon City.

xi-60 pages

This study aims to analyze the service development strategy of Indah Mutia Makeup to boost client interest in Cilegon City—viewed through the 7P service marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence)—identify obstacles, and formulate actionable solutions.

A descriptive qualitative method was employed, utilizing data collection techniques such as interviews with the owner, administrator, and five clients; direct observation; and documentation, including the business account's Instagram Insights data. Data validity was verified through source and technique triangulation.

The results indicate that Indah Mutia Makeup's primary strengths lie in the "Product" aspect—specifically, makeup results that are natural and durable across various event conditions—and the "People" aspect, characterized by the friendliness and responsiveness of the owner and administrator, as noted by all clients. Pricing is considered competitive, although on-location transportation costs remain a source of complaints. Regarding "Promotion," Instagram Insights data recorded 123,342 impressions and 917 interactions over 30 days, with 69.5% of impressions coming from followers and 30.5% from non-followers. Three other aspects—Place, Process, and Physical Evidence—require further development, particularly concerning gallery location accessibility, manual booking records, a reliance on a single promotional platform (Instagram), and the absence of makeup trial sessions for high-value packages. Identified obstacles include internal challenges (operational limitations and a lack of digital booking records) and external challenges (rising competition from novice makeup artists and new content creators). Proposed solutions include digitizing the booking system, expanding promotions to TikTok, ensuring transparent transportation costs, regularly utilizing Instagram engagement data, and evaluating the provision of makeup trial sessions. Unlike previous studies that focused on social media as the dominant factor, this study finds that personal trust and word-of-mouth recommendations play a role equal to that of digital promotion. The results also indicate that the service development strategy positively influences client interest; thus, H1 is accepted and H0 is rejected.

Keywords: Service Development Strategy, 7P Marketing Mix, Client Interest.

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