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IMPLEMENTATION OF DIGITAL MARKETING PLAN TO INCREASE BRAND AWARENESS SALON JAVE HAIRDRESSING

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Abstract

The author does practical work on the Salon Jave Hairdressing SMME business starting on September 19 2021 until November 30 2021. The location of the Salon Jave Hairdressing SMME is located in Windsor. Mr. Hartono's micro, small and medium enterprises need a digital marketing plan to improve and face competition with other competitors. The process carried out during this practical work, the author conducted a survey and collected data for analysis in the form of the background of Salon Jave Hairdressing SMME. After doing the analysis, the author found several obstacles faced then the author implemented a strategy so that Mr. Hartono's business could compete with the current market. The obstacle found is the lack of a sales system so that it takes time to improve and develop a sales system. The system is a Digital marketing plan. Salon Jave Hairdressing's micro, small and medium enterprises have implemented the results of the Digital Marketing Plan which was designed and developed by the author. The author has made advertisements posted on social media and also we had registered SMME Salon Jave Hairdressing to Google Business Account so that many consumers know what promotions are currently in effect on SMME Salon Jave Hairdressing.

Keywords: Digital Marketing Plan

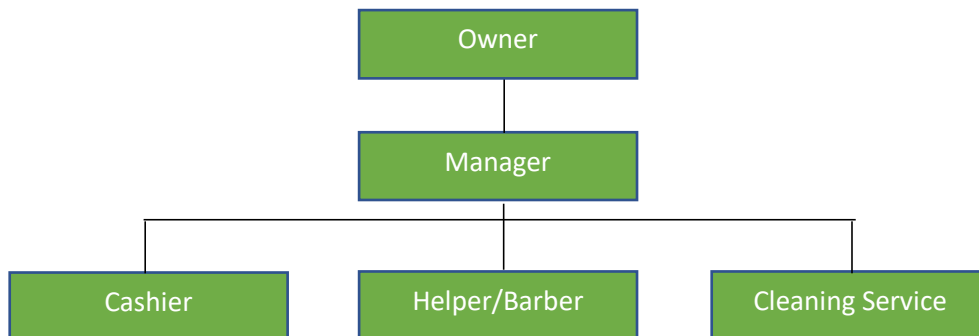
Introduction

Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business criteria. Small. Jave Hairdressing is a business engaged in barber services which was founded by Mr. Hartono on December 26, 2016. Jave Salon is located in Windsor Phase I, Blok 2 No 8, Kec. Lubuk Baja, 29444. Mr. Hartono has studied hair dressing skills for more than 10 years and has also received various awards and has been recognized for his hair dressing skills. The number of employees at Salon Jave is 6 people, not including Mr. Hartono who also plays a role in holding finances and also as the main trimmer at Salon Jave. 6 employees who are divided into:

- Trimmer : 3 People
- Helper : 2 People

- Cashier : 1 People

Figure 1
Salon jave Hairdressing organizational structure



Source: Author (2021)

Methods

This project focuses on creating a Digital Marketing strategy that will be used by Salon Jave hairdressing for more effective and efficiency. The strategy starts Creating a Google Business account for IloiLo Tea to do a Advertising..

1. Google Business Account

With a Google Business account, Salon Jave Hairdressing can create advertisements and promotions that are currently taking place on Salon Jave Hairdressing. this is very helpful for Salon Jave Hairdressing in increasing its brand awareness, especially in the city of Batam. With this advertising platform, Salon Jave Hairdressing is also more active in advertising and this has a very good impact on developments in sales growth and increasing brand awareness. Also with refisted to Google, now Salon Jave Hairdressing have appear at Google map, that really be so helpful for costumer to find Salon Jave Hairdressing.



Figure 2.

Google Map Source: Google Map (2021)

2. Promotion Brochure

Promotion is one of the marketing strategies that really attracts the attention of many customers, especially promotions that only exist during certain events that don't happen often, With promotional ideas and brochures made, Salon Jave Hairdressing can implement this promotion so that it can attract more customers.



Figure 3.

Promotion Brochure Source: Author (2021)

3. Store Design

At this stage, the author designs and makes a salon design that will be used by the Jave Hairdressing Salon to build his new salon, which must have been discussed with the owner and also designed according to the wishes of the Jave Hairdressing Salon..



Figure 4

Salon Design Source: Author (2021)

Result and Discussion

The results of the implementation of the digital marketing project that has been implemented by the Salon Jave Hairdressing for about 2 months have provided several results which can be described as follows:

1. Brand awareness of Jave Hairdressing Salon has increased significantly, so that Jave Hairdressing Salon is already well known in Kec. Lubuk Baja has also begun to be known by the people of Batam outside Windsor, such as Batam Center, Baloi, Tiban, Botania, etc.



Figure 5.

Monitoring Documentation Source: Author (2021)

2. Consumers began to know the existence of Jave Hairdressing Salon through advertisements on social media and were active in social media..



Figure 6.

Business Monitoring Documentation Source: Author (2021)

3. Jave hairdressing salon turnover is increasing and accompanied by skills in running digital marketing that are increasingly smooth..

Conclusions

After implementing the Digital marketing plan strategy design that has been made by the author at LloiLo Tea, there are several things that the author can conclude as follows:

- The author registers LloiLo Tea into google and google map, so that it is more easily accessible to potential customers.
- The author develops a website and business platform such as Google My Business, which can be used by LloiLo Tea for advertising.
- The author registers LloiLo Tea into Gofood from the Gojek application, which has increased the sales turnover of LloiLo Tea by up to 50%.
- The author created several promotional templates that LloiLo Tea can use for a long period of time.
- The author designs and creates a store design for LloiLo Tea to use.

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