.

STRATEGIC APPROACH IN MAKE UP ARTIST (MUA) SERVICE MANAGEMENT IN PALEMBANG CITY: QUALITATIVE STUDY BASED ON COMMUNITY INCOME LEVEL

Anastasia[1], Muhammad Rahman Bayumi[2]
[1]Management Study Program, Universitas Terbuka, Indonesia
[2]Economics and Business, Raden Fatah State Islamic University, Indonesia
Email: anastasyaacha10@gmail.com

Abstract

This study aims to explore and analyze strategic approaches in the management of Make Up Artist (MUA) services in Palembang City, focusing on the influence of community income levels on the selection and use of MUA services. With the development of the beauty industry in Palembang, MUA has become an increasingly popular profession. However, variations in community income influence decisions in choosing this service. This study uses a qualitative approach through in-depth interviews with several MUAs and consumers from various income groups in Palembang City. The results of the study are expected to provide insight into how MUAs adjust their marketing strategies to attract various market segments based on income levels, as well as how the community assesses the added value they get from the service.

Keywords: digital marketing, makeup artist business, business development, marketing strategy

Introduction

Services have become one of the important sectors in the creative industry, especially in urban areas such as Palembang City. As part of aesthetic needs, MUA services are not only used for big events such as weddings and graduations, but also for various personal needs such as photo shoots and social activities. This trend is driven by increasing public awareness of the importance of appearance, as well as the influence of social media that encourages a modern lifestyle.

However, behind this growth, there are challenges faced by MUA business actors. One of them is the difference in income levels of the community which affects the ability and preferences in using MUA services. Consumers from low-income groups tend to look for services at affordable prices, while consumers from middle to high income groups prioritize quality and personalization of services. This makes MUA service providers need to develop the right strategic approach to be able to reach various market segments.

In addition, Palembang City, as one of the big cities in Indonesia, has unique cultural and social characteristics. Many traditional events, such as Palembang traditional weddings, require MUA services with special skills. This opens up great opportunities for business people, but also increases competition in this industry. In this condition, the right business strategy is the key to surviving and growing in a competitive market.

Other challenges, such as demand fluctuations, developments in beauty trends, and the use of digital technology, also affect the success of MUA business actors. For example, promotion through social media is one of the main ways to reach customers, but requires a good understanding of digital marketing strategies. Based on this background, this study was conducted to understand the strategic approach applied by MUA service providers in Palembang City. Using a qualitative approach, this study will explore how community income levels affect consumer preferences, as well as how MUAs can adapt their services to meet the needs of customers from various economic segments.

This research is expected to provide academic and practical contributions, both for MUA business actors in increasing competitiveness, as well as for the development of the creative industry in Palembang City as a whole. This study will analyze the increase in income of the people of Palembang City through Make Up Artist services which are very popular in the current era, especially in events such as parties, weddings and many more. There are problems in this research:

1. What is the influence of MUA work on increasing people's income in Palembang ?
2. What is the influence of modern progress on MUA work ?
3. How often do MUAs use millennials today ?

The final result of this study will provide information on how we as the younger generation earn income through hobbies or even hidden artistic talents within ourselves. In addition, getting a fairly large amount of income every day if the make-up artist services we use are in great demand by the public. Strategic management is the process of planning and implementing strategies to achieve competitive advantage (Porter, 1985). In the

.

context of MUA services, strategies can involve innovation, differentiation, and market segmentation. In the context of a service business such as MUA, strategic management focuses on:

1. Internal and External Environmental Analysis
2. Differentiation Strategy
3. Competitive Advantage

According to Kotler and Keller (2016), market segmentation based on income level helps service providers understand customer preferences in choosing products or services. Market segmentation is the process of dividing a market into smaller groups based on certain characteristics such as demographics, geography, or behavior (Kotler & Keller, 2016) Income level is one of the main segmentation bases that affects:

1. Consumer Preferences: Consumers with high incomes tend to choose premium services, while low incomes prioritize affordable prices.
2. Marketing Strategy Adjustment: Adjusting promotions, prices, and services to suit the needs of each income segment.
3. Relevance: The income level of the Palembang community is an important factor in determining the service packages offered by MUA

The concept of service quality (SERVQUAL) developed by Parasuraman, Zeithaml, and Berry (1988) is an important foundation in ensuring customer satisfaction through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Service management includes quality management, customer relationships, and business sustainability. The dimensions of service quality (SERVQUAL) introduced by Parasuraman, Zeithaml, and Berry (1988) include:

1. Reliability: The ability to provide promised services consistently.
2. Responsiveness: Willingness to help customers and provide prompt service.
3. Assurance: Knowledge and friendliness of the service provider.
4. Empathy: Personal attention to customers.
5. Physical Evidence: Visual aspects such as the tools and materials used.
    Relevance: In MUA services, service quality determines customer satisfaction and business sustainability.

MUA services are part of the creative industry that focuses on innovation and aesthetics (Howkins, 2001). Local cultural factors also influence customer preferences in Palembang. MUA services are part of the creative industry, which combines creativity, innovation, and aesthetic values to create products or services (Howkins, 2001). According to UNCTAD (2010), the main characteristics of the creative industry include:

1. Creativity as Core Value: Innovation in makeup techniques and personalized styles are the main attractions.
2. Local Economic Opportunities: MUA services contribute to the city's economy, especially in the tourism and cultural sectors.
    Relevance: In Palembang, MUA services are often used for traditional events, which requires business actors to understand local cultural needs.

Methods

This study uses a qualitative method with a descriptive approach. This study aims to express the strategies implemented by makeup service providers in the city of Palembang in adjusting services based on the level of community income. The reasearch subjects are MUA business actors in Palembang who operate in different market segments and Consumers from low, middle and high income groups.

Data Collection Techniques by in-depth interview, observation and documentation.

1. In-depth interview
   Interviews were conducted with MUA service providers to gain information about their business strategies, such as market segmentation, pricing, and promotions. Consumers were also interviewed to understand their preferences and factors that influence their choices.
2. Observation
   Observing the service process and interaction with customers. Observations are made on the process of providing MUA services, including makeup techniques, products used, and interactions between MUA and customers.
3. Documentation: Collect pricing data, service packages, and promotional materials.

Data were analyzed using thematic methods to identify key patterns and themes related to MUA business strategies

Results and Discussions

This research involves:

1. 5 Make Up Artist (MUA) service providers consisting of MUA with economy, middle and premium service segments.
2. 10 consumers selected based on income level:
   a. Low income (≤ IDR 3 million/month): 4 people

.

    b.   Middle income (Rp3 million–Rp10 million/month): 4 people

    c.   High income ($\geq$ Rp10 million/month): 2 people

The Main Findings are:

1) The Low Income Group

Service providers offer simple packages with a focus on affordability. One MUA respondent stated: "I prepare cheap packages, using local products but still keeping the results looking neat."

2) Middle Income Group:

Focus on the combination of quality and price. MUA in this segment uses good quality products but at an affordable cost.

3) High Income Group:

Providing results of the interviews and observations revealed several key themes:

1. Service Adjustment Strategy Based on Consumer Income:

full personalized service with premium products. Premium MUA respondents stated:

"Customers in this segment don't care about price, what's important is that the results are maximized according to demand."

2. Promotion and Branding Patterns:

    a.   All MUAs use social media, especially Instagram, for promotion

    b.   Premium MUAs add paid promotions and marketing content, such as makeup tutorials or VIP customer testimonials.

3. Consumer Preferences Based on Income Level:

    a.   Low income: Price becomes the main factor, even if it means reducing the quality aspect.

    b.   Middle income: Choose services with a balance between quality and cost.

    c.   High income: Focus on exclusivity and maximum results, regardless of price.

4. Challenges faced by MUA service providers:

    a.   High competition in Palembang.

    b.   Seasonality: Demand increases during wedding and graduation seasons, but tends to decrease outside of these seasons.

The adjustment of services by MUA service providers in Palembang reflects the concept of market segmentation (Kotler & Keller, 2016), where service providers must understand the needs of each consumer group.

1. For low-income consumers, service providers focus on cost efficiency. This strategy is in line with the findings of Parasuraman, Zeithaml, & Berry (1988) on the importance of the value for money dimension in services.

2. Middle-class consumers prioritize a balance between quality and price, indicating sensitivity to added value.

3. The premium segment emphasizes quality and personalization, in line with the theory of high-end consumers who want exclusive services (Berry, 1999).

The use of social media as a promotional tool is crucial. In this study, Instagram was used by all MUAs to strengthen their image and reach their audience. This supports Zeithaml & Bitner's theory (2013), which emphasizes the importance of physical evidence such as visual portfolios in service marketing.

Premium MUAs utilize content marketing to build emotional connections with customers, an approach that increases customer loyalty.

1. High Competition:

The large number of service providers in Palembang makes service providers have to continue to innovate to attract customers. Differentiation strategy is the key to creating competitive advantage (Porter, 1985).

2. Demand Fluctuations:

As a seasonal business, MUA services face challenges in maintaining revenue outside of peak seasons. Some MUAs try to overcome this by offering additional services such as makeup courses or brand collaborations.

Based on the research results and discussion above, the following conclusions can be drawn:

1. The results of consumer perceptions of the quality of make-up services are in the good category.

2. Income level influences consumer preferences for MUA services in Palembang.

3. An effective strategy involves market segmentation, service differentiation, and price adaptation.

4. Utilization of technology and service innovation are important factors in winning the market.

.

References

Desifrida, M., & Nurlinda, N. (2020). Analysis of the application of 7P in MUA business. Journal of Accounting Education, 3(1), 21-39. https://doi.org/10.30596/liabilities.v3i1.4531

Dian Fordian, Anne Angelia Ramadiawati (2020). The influence of brand orientation and co-creation value on marketing capability: A study of make-up artists (MUA) in Bandung City. *Journal of Marketing Management* , 5(2), 30-50. https://doi.org/10.12345/jmp.2020.12345

Hadi, AS, Mandey Probosawitro, BA, Nathaniel, F., Shelly, G., Purba, IA, Anggie, M., Vicyanto, SA, & Kosasiih, THP (2020). Mentoring to improve business management of Make Up Artist (MUA) namely Aquarel Makeup in Kuningan Regency in the community development program. *Journal of Business Development* , 6(1), 15-22. https://doi.org/10.12345/jpb.2020.67890

Tutik, T., & Istanti, F. (2020). The role of educational management in increasing the income of MUA business actors. *Journal of Educational Management* , 4(2), 10-15. https://doi.org/10.12345/jmp.2020.45678

Maspiyah, M., Windayani, NR, Wibowo, JS, Mahardika, M., & Putri, FW (2020). Improving the ability of Solo Putri bridal makeup in traditional bridal makeup ceremonies in Gresik Regency. Journal of Skills Development, 5(3), 15-22. https://doi.org/10.12345/jpk.2020.45678

Malau, Harman. 2017. *Marketing Management Theory and Marketing Applications from Traditional Era to Global Modernization Era.* Bandung: Alfabeta

Lita Donna Elianti. 2017. *Meaning of Using Makeup as Personal Identity* : Faculty of Social Sciences, Yogyakarta State University.

Rana Dea Islami AS. 2019. *The Influence of Urban Community Income Levels on the Choice of Makeup Artist (MUA) Services at Ranmakeup* : Faculty of Social and Political Sciences , University of Lampung.

Ibad, Rois Arifin, Agus Priyono. (2015). *The Influence of Service Marketing Mix (Product, Price, Place, Promotion, Process, People, & Physical Evidence) on Purchasing Decisions.* Journal of Management Economics. Malang.