

SWOT Analysis of Marketing Mix Implementation at Barbershop (Cool Cuts Everyday) Yogyakarta

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ABSTRACT

Barbershop Cool Cuts Everyday provides a different concept from most barbershops, taking the concept from the music, fashion and skateboard communities with a target market among young people. Not only providing haircut services but also providing hair health consultation services. The main problem of Cool Cuts Everyday customers still come from certain communities, the target customers of Cool Cuts Everyday are at least 10-20 people per day.

SWOT analysis is a methodical way to identify various aspects to determine a company's approach. An approach to strategic planning that evaluates the prospects, threats, vulnerabilities, and strengths of a company's projects or specializations. The total strengths and weaknesses of the company's internal environment and its external opportunities and threats are among the elements that go into a SWOT analysis. This study uses a case study methodology.

Cool Cuts Everyday must maintain the quality of products/services (haircut results, hair care and styling), cleanliness, comfort and closeness to customers and continue to develop skills and knowledge about the world of barbershop, both in the cutting process, tools used and haircut models. Opening branches or moving locations closer to the main road. Some of the causes of this are that the promotion carried out by Cool Cuts Everyday is not optimal, both online and offline, customers only know about Cool Cuts Everyday based on recommendations from friends to friends, the place/location of Cool Cuts Everyday is difficult to find or visit because it is in a coffee shop area (UD Mitra), besides that the area of Cool Cuts Everyday is only 10x5 meters.

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INTRODUCTION

Barbershop is a service business in the form of haircuts. In this case, business actors are not only able to cut hair but can communicate and provide the best service to consumers so that they can become regular customers in the future. Having neat hair can increase self-confidence in appearance. The development of the haircut business is increasingly rapid, not only barbershops but also beauty salons and other traditional haircut businesses that can make market competition tighter, business parties must develop strategies in running their business.

Cool Cuts Everyday is one of the barbershops in the city of Yogyakarta, established since early 2023, founded by Imam Muta and Diki Kurniawan. Cool Cuts Everyday provides a different concept from most

barbershops, taking the concept from the music, fashion and skateboard communities with a target market among young people. Not only providing haircut services but also providing hair health consultation services. However, since Cool Cuts Everyday opened until now, it has an average of 6-10 customers per day with an average gross income per month of Rp10,000,000 - Rp11,000,000 with operational costs of Rp3,000,000 (rent and barber needs) then the remaining income is divided into two of Rp3,500,000 which is the salary of Muta and Dicky, in that figure with a barber capacity of two chairs with operational hours from Monday to Saturday starting from 09.00 - 21.00, it is not yet fully maximized, because with the current capacity of Cool Cuts Everyday, the minimum number of customers per day can reach 10-20 people with a gross income per month of Rp20,000,000 when compared to the barber Thanks For Solution is one of the early barbershops with a youth theme that has a capacity of 5 chairs with a cutting fee of Rp70,000, customers per day around 20-25 people means in a month Thanks For Solution earns Rp 45,000,000. In implementing the Cool Cuts Everyday marketing strategy only uses social media in the form of Instagram media, but of course this is not enough to promote Cool Cuts Everyday more widely. From the discussion above Cool Cuts Everyday needs a marketing strategy in running this business, the main problem of Cool Cuts Everyday customers still come from certain communities, the target customer of Cool Cuts Everyday is at least 10-20 people per day.

The term strategic refers to a working approach that encompasses all aspects of business, competition, and functions that are always used to advance industry goals in a sustainable manner, marketing is a broad company operating system used to set prices, advertise, and distribute products and services that can meet all current or even future client demands. (Astuti and Ratnawati, 2020).

A systematic approach to finding elements that can guide industry strategy is the SWOT analysis. The rationale behind this analysis is to maximize opportunities and strengths while carefully and successfully minimizing threats and weaknesses. (Yusuf and Sukma, 2021). The purpose of the SWOT analysis is to evaluate internal and external aspects of the industry by applying strategic thinking that is not always applied by certain industries with a long-term focus.

Marketing mix is one of the tools used to measure the effectiveness of the marketing process. The process consists of seven components, namely product, price, place/service location, promotion, people/participants, tangible evidence, and process (Hariatama, 2021).

A product refers to anything that can be offered for sale to attract attention, purchase, use, or consumption that can satisfy any need or desire (Mohamad and Rahim, 2021). A product is an object or even a process that provides value to customers, customers do not buy the product itself, but buy the benefits and values of the product, which is referred to as the "offer". It is important to understand the concept of a product which consists of: 1) The core/generic product (core product) is the core function of the product. 2) Expected product. 3) Bonus products (augmented products). 4) Potential product.

One of the factors that determine the market value and level of industry profit is the price of a product. When creating a strategy, the price of a product plays an important role (Mohamad and Rahim, 2021). Price describes a certain position in the marketing mix and has a strong relationship with other elements. If a product can be sold, then the business can implement a strategy to adjust the price in the market either below or above the market price.

One element of the marketing mix is "place" is not only defined as the location where the business is run, but also includes various activities that include moving goods from producers to consumers (distribution) (Mohamad and Rahim, 2021). In terms of distribution, the more devices used, the more likely they are to reach a larger population. The easier it is to distribute a product, the greater the opportunity for sales to increase. Therefore, marketers must consider distribution channels.

Promotion is a form of informational communication for sales and purchases that aims to increase sales and sales volume in order to attract customer interest in buying and maintaining the product in question (Mohamad and Rahim, 2021). Promotion is a type of marketing communication that involves activities aimed at disseminating information, influencing or creating a product or influencing consumers to be interested, buying, and remaining loyal to the products offered by the business.

People/People are a marketing strategy that must be implemented in the industry. In this case, people are seen as an inseparable part of the industry. (Sari et al., 2022). Human resource (HR) planning is the first and foremost tool that must be used in an organization. HR planning is a set of guidelines that managers use to ensure that the organization has staff capable of handling various tasks and jobs that are completed at a slower pace.

Process is a transformation, which is an organizational approach that reduces the amount of energy used by objects and services. (Sari et al., 2022). The purpose of the process is to develop methods for producing products and services that increase customer satisfaction and certain products sold in retail and wholesale stores.

Physical evidence in any business must have a clear understanding of consumer facts. The listed things include, for example, products sold, buildings open for business, or even offices. (Sari et al., 2022). Customer motivation to buy and use the goods provided is clearly influenced by this tangible evidence. The location of the construction and its maintenance serves as a tangible marker of the building.

Literature review

SWOT Analysis

SWOT analysis is a methodical way to identify various aspects to determine a company's approach. An approach to strategic planning that evaluates the prospects, threats, vulnerabilities, and strengths of a company's projects or specializations. The total strengths and weaknesses of the company's internal environment and its external opportunities and threats are one of the elements included in the SWOT analysis. (Febriansyah, et al., 2022). Company performance can be determined by combining internal and external factors. Both of these factors need to be included in the SWOT analysis. SWOT analysis compares internal factors of strength and resilience with external factors of strength and opportunity.

Barbershop

The name barbershop comes from the Latin word barba, meaning "beard." The main duties of a barber include cutting, decorating, grooming, styling, and shaving men's hair, all of which can be used to improve themselves. Barbershops are also known as places where social interactions take place. This is because, although barbershops are salons specifically for men, they are also places where appearance is always valued. In addition, men also provide appearance with items such as massages, hair washing, haircuts, and other items that suit their needs. (Prasetyo, 2020)

Cool Cuts Everyday

Cool Cuts Everyday is a barbershop business that was established in 2023 which was formed by Dicky and Mutta by taking the concept of today's youth, located at UD Mitra Jl. Seturan Raya No.189, Yogyakarta city. Cool Cuts Everyday was born and grew together with the community (music, clothing, tattoos and skateboarding) Cool Cuts Everyday often pops up in various community activities. CCE provides haircut services with the current model, not only haircuts but CCE also provides consultations on how to maintain and care for hair to be healthier at a price that is not too expensive.

Cool Cuts Everyday has two chairs and two large mirrors measuring 1.5 meters for shaving, as well as various shaving tools ranging from electric shaving scissors, combs, hair dryers, electric mustache/beard shavers, etc. In addition to shaving tools, Cool Cuts Everyday also has tools for hair coloring such as hair dye and brushes as well as customer comfort needs such as air conditioning, air fresheners and decorations.

Service

The term "Service" refers to three main definitions: process, output or offering, and industry. Transportation, banking, retail, personal services, healthcare, education, and public services are just some of the subsectors of economic activity that are classified under the term "Service" in the context of industry. Services are viewed as intangible goods in the context of offerings, with the output more akin to physical labor. Service quality, human interaction, overall performance, and the provision of primary services are all reflected in the process. (Alhamda et al., 2023).

Marketing Mix

Marketing mix, also known as marketing mix, is a strategy to present information clearly and concisely, promote a product's goods and services, and encourage customers to express their preferences. Therefore, marketing mix is considered one of the most promising strategies in terms of promoting a product. (Mohamad and Rohim, 2021). Marketing mix consists of 7Ps (product, price, place, promotion, people, process & physical evidence).

METHODOLOGY

This study uses a case study methodology. A case study is an examination of a limited system or one or more cases conducted over time using data collection and analysis of a variety of "rich" information in a particular context. While the case may be from a program, study, activity, or individual, the system is based on time and space. A case study, therefore, is a research project in which the researcher investigates a particular phenomenon (the case) over time and an activity (program, event, process, institution, or social group) and collects accurate and comprehensive data over time using a variety of data collection techniques. (John W. Creswell, 1998).

RESULTS

The main problem of Cool Cuts Everyday customers still come from certain communities (music, skate, fashion), the Cool Cuts Everyday market has not reached young people in general. According to the author's research results, there are several reasons why this happens, promotions on Cool Cuts Everyday are not optimal, only relying on regular Instagram and Tiktok content, not using paid sponsors/Adds on, this feature

can help account owners to distribute content, services, products widely and on target to consumers. Most customers know Cool Cuts Everyday from recommendations from their friends, this means that Cool Cuts Everyday's promotion is not yet effective. As stated by Taka Sugisandy as a customer.

"From a friend, initially I wanted to get a haircut but in a place or atmosphere that was okay in my opinion, well my friend recommended this barber, Cool Cuts."(Interview on July 16, 2024)

The next reason is the location/place of Cool Cuts Everyday is not on the front road or open space, Cool Cuts Everyday is in the coffee shop area (UD Mitra), for new customers or the general public it is a little more difficult to visit the location/place of Cool Cuts Everyday. As the opinion conveyed by Arya Acshan as a customer.

"It's difficult in my opinion, especially for people who have never been to this place before, besides that, people might feel uncomfortable or reluctant to get a haircut here because it's in the same area as a coffee shop."(Interview on July 16, 2024)

To maintain customer comfort, the size of the Cool Cuts Everyday place is only 10x5 meters with two barber chairs, for the queue area is still combined in the coffee shop area. On weekends, the area is full of coffee shop customers, so customers of Cool Cuts Everyday have to stand to queue. As the opinion conveyed by Arya Acshan as a customer.

"For a place this small, I think the layout and decoration are okay, it looks busy and not empty, the atmosphere is also fun, maybe they can add chairs outside for a queue area, because sometimes it's embarrassing to sit in the coffee shop area because we come to eat, not hang out."(Interview on July 16, 2024)

DISCUSSION

From the Cool Cuts Everyday problems and the results of interviews with customers, the author used the methodThe 7P marketing mix marketing strategy consists of product, price, place/service location, promotion, people/participants, physical evidence, and process, which are then analyzed using the SWOT method to create a new marketing strategy forCool Cuts Everyday.

Table 1. TableInternal Factor Evaluation (IFE) Analysis

No	Internal Factors	Strength	Weakness
1	Product Services / Product	The service products provided are varied (freshcut, hair treatment, hair style) Haircut styles follow today's trends	Operational costs increase every year
2	Price		Prices are above average compared to other barbers
3	Place		Coverage/access for general consumers is not appropriate. Small market segmentation comes from only a few communities (fashion, skate, music)
4	Promotion		Never done paid promotions in print or online media
5	People	The barber has skills in his field (freshcut, hair treatment, hair style) Building emotional with consumers	
6	Facility/ Physical Evidence	AC, Music speakers, attractive decoration, 2 barber chairs	Narrow queuing space
7	Process	Open Monday - Friday	hours less than the expected working hours

Table 2. External Factor Evaluation (EFE) Analysis Table

No	External Factors	Opportunity	Threat
1	Product Services / Product	Consumer needs are met	
2	Price		Prices are above average from other barbers
3	Place		The CCE area is small, especially in the queue area.
4	Promotion		People don't know about CCE
5	People	Loyal consumers with CCE	
6	Facility/ Physical Evidence		Narrow queuing space can make customers move to another barber.
7	Process	Customers can come within 6 working days	

Once the strengths, weaknesses, opportunities, and threats are grouped, a SWOT analysis will be used to provide potential alternative strategies.

SWOT analysis includes: Starting with practicing the SO (Strengths-Opportunity) strategy is a strategy that is often used by industry with the method of maximizing existing strengths so that opportunities can still be utilized. Second, by practicing the WO (Weaknesses-Opportunity) strategy, which is used to minimize weaknesses by using existing opportunities. Third, by practicing the ST (Strengths-Threats) strategy, which is an industrial strategy used to reduce threats by maximizing existing strengths. Fourth, by practicing the WT (Weaknesses-Threats) strategy is a strategy implemented to overcome existing weaknesses in order to minimize and estimate threats (Sodikin and Gumindari, 2021).

Table 3. SWOT Matrix Table

STRENGTHS	WEAKNESSES
<i>Cool Cuts Everyday</i> not only provides haircut services but more than that including (hair care, hair coloring, hair consultation, hair styling). The cuts and services from Cool Cuts Everyday follow today's trends, suitable for young people.	<p>The reach/access for general consumers is not appropriate, because it is located in a coffee shop environment.</p> <p>Small market segmentation comes from only a few communities (fashion, skate, music).</p> <p>Never done paid promotions in print or online media.</p> <p>The CCE area is small, especially in the queue area.</p> <p>Less than 1-2 hours from the expected working hours.</p>
OPPORTUNITIES	TREATHS (THREATS)
Consumers are satisfied with the results provided by Cool Cuts Everyday.	Customers can cut elsewhere, because the queue space is not too wide and the price is above average. New customers have a hard time finding out about Cool Cuts Everyday, because there is not enough information.

From the results of the SWOT table above, it can be described as Cool Cuts Everyday's future strategy.

CONCLUSION

Based on the results of research conducted by the author regarding The marketing mix marketing strategy of 7P in the form of product, price, place/service location, promotion, people/participants, physical

evidence, and process at the Cool Cuts Everyday barbershop is analyzed using the SWOT method, with the main problem where Cool Cuts Everyday customers only come from certain communities, some of the causes of this are the promotion carried out by Cool Cuts Everyday is not optimal both online and offline, customers know Cool Cuts Everyday only based on recommendations from friends to friends, the place/location of Cool Cuts Everyday is difficult to find or visit because it is in the coffee shop area (UD Mitra), in addition the area of Cool Cuts Everyday is only 10x5 meters, does not have a queue room when customers are busy. From the above Cool Cuts Everyday must change its marketing strategy to get new customers more generally.

RECOMMENDATION

In this section the author provides suggestions to get new customers Cool Cuts Everyday from the results of this study can use the following new strategies Maintain the quality of products / services (haircut results, care and hairstyles), cleanliness, comfort and closeness to customers and continue to develop skills and knowledge about the world of barbershop, both in the cutting process, tools used and haircut models, maintain customers, staff must be disciplined and come on time, promotions using paid sponsor services online (google adds, Instagram adds, Facebook Adds), physical brochures and discounts, accept input from customers in any form then apply it well according to customer wishes and open branches or move locations closer to the main road, close to youth activities and create a comfortable barbershop environment for customers, a place to queue and a place to shave.

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