

The use of google my business as marketing tool for omah rias cantika make up artist services

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ABSTRACT

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Abstract

This study aimed to determine: 1) the use of the Google My Business platform as a marketing tool for Omah Rias Cantika's makeup artist services owned by D4 Makeup and Beauty Study Program, 2) the impact of using Google My Business on the marketing of Omah Rias Cantika's makeup artist services, 3) the constraints of Google My Business usage in the marketing of Omah Rias Cantika's makeup artist services.

The type of research was descriptive research with using a qualitative research approach that aimed to obtain information about the use of the Google My Business platform as a marketing tool for makeup services at Omah Rias Cantika owned by the D4 Makeup and Beauty Study Program, Yogyakarta State University conducted in April - August 2020. The location used to implement the Google My Business platform is the Omah Rias Cantika Beauty Entrepreneur Unit, Yogyakarta State University. The sample method used was total sampling, which was all consumers who used the services of Omah Rias Cantika make up artist. Data collection techniques were obtained from primary data sourced from interviews and observations and secondary data sourced from library research and documentation. Technical analysis of data used data reduction, data presentation, and drawing conclusions. The results of this study indicated that the entrepreneurship unit Omah Rias Cantika had utilized Google My Business as good promotion way. Promoted content in the form of information and activities related to make up artist services. Google My Business features were almost entirely utilized by Omah Rias Cantika. The impact gained through promotion is increased visitors and collaboration between the Omah Rias Cantika entrepreneurial unit and other beauty-based entrepreneurial units, including: mentioning each other's Omah Rias Cantika account with other Google Business accounts to promote and mention each other when there is a make up promo program. The obstacle faced by Omah Rias Cantika in using Google My Business as a promotional tool is the budget, the existence of an account hacker and pandemy of COVID 19.

Keywords: Google My Business, Marketing Services, Omah Rias

Kata Kunci: *Google my business, marketing services, omah rias*