

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang dilakukan oleh Navy Beauty Salon dalam menghadapi persaingan usaha eyelash extension di Kabupaten Sidoarjo serta untuk mengetahui strategi pemasaran yang paling efektif dan efisien untuk menarik minat customers. Jenis penelitian yang digunakan adalah penelitian kualitatif. Penelitian dilaksanakan di Navy Beauty Salon, yang berlokasi di Jalan Sidowaras No. 02, Desa Kraton RT 02 RW 01, Kecamatan Krian, Kabupaten Sidoarjo pada bulan September 2021 sampai dengan November 2021. Pengumpulan data dilakukan dengan melakukan wawancara dan mengisi kuesioner. Berdasarkan hasil penelitian diketahui bahwa Strategi pemasaran yang dilakukan oleh Navy Beauty Salon dalam menghadapi persaingan bisnis eyelash extantion yaitu strategi promosi di akun Instagram, akun Whatapp, *Give Away voucher treatment*, *testimony pelanggan*, pembagian brosur, dan *endorse* oleh *influencer* kuesioner media. Strategi berikutnya yaitu *relative pricing*, harga diskon, Strategi tempat usaha, dan strategi Inovasi jasa berupa *Home Care*. Strategi Pemasaran yang paling efektif dan efisien yaitu strategi promosi oleh *Influencer media kuesioner*, harga diskon, dan *testimony* pelanggan.

**Kata Kunci: Strategi Pemasaran, Eyelash Extantion, Navy Beauty Salon**

## **ABSTRACT**

*This research aims to identify marketing strategies conducted by Navy Beauty Salon to face business rivalry of eyelash extension in Sidoarjo regency and to know the most effective and efficient marketing strategies to gain customers' attention. This research is a qualitative research. It was conducted in the official office of Navy Beauty Salon, located at Sidowaras street number 2, 2nd neighborhood, 1st hamlet of Kraton village, Krian sub-district, Sidoarjo regency from September to November 2021. To collect data, the researcher conducted interviews and distributed questionnaires. Based on the research data, it was found that marketing strategies implemented by Navy Beauty Salon to face business rivalry of eyelash extension are promotion strategy through kuesioner media such as Instagram, WhatsApp account, and Give Away voucher of treatment, customers' testimonies, brochure distribution, kuesioner-media influencers' endorsement. Other strategies implemented are by giving relative pricing, providing discounts, and providing innovative services strategies which is Home Care services. The most effective and efficient marketing strategies are promotion strategy involving kuesioner-media influencers, discounts, and customers' testimonies.*

**Keywords: Marketing strategies, Eyelash Extension, Navy Beauty Salon**