Analysis Of Online Promotional Strategies At Azka Salon and Spa Muslimah Makassar

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Abstract:
Azka Salon and Spa Muslimah is a beauty care business specifically for Muslim women that has lasted for 16 years and has 4 branches spread across Makassar. Such a business requires an optimal marketing strategy in today's advanced era in order to survive and compete. So this article aims to analyze the online promotion strategy used by Azka Salon and Spa Muslimah. This type of research is descriptive qualitative to tell problem solving based on the data that has been collected by presenting, analyzing, and interpreting the data obtained. There are two data sources used, namely primary and secondary data sources originating from the Koran, articles, books, journals, business websites to social media (facebook, Instagram and tick tok) Azka Salon and Spa Muslimah. As for the results obtained, Azka Salon's online promotion strategy has been implemented optimally. This is inseparable from Azka Salon's consistency in uploading interesting content and having a special promotion team that has made it last until now.

Keywords: Online Promotion, Salon and Spa, Muslimah Consumers

1. Introduction
Indonesia is a country with the largest Muslim population in the world, based on data from the 2015 Inter-Census Population Survey reported by (BPS, 2018) shows that the population in Indonesia in 2018 reached around 264.16 million people. Out of a total population of around 230.35 million people or 87.2 percent of Indonesia's population adhere to Islam (Achmad and Fikriyah 2021). This certainly shows that the majority of consumers in Indonesia come from the Muslim population.

Seeing the large majority of Muslims in Indonesia, the halal products that are consumed are paid close attention to, and they even become a measure or standard for consumers. The products referred to here are not only halal food, beverage, clothing or cosmetics products but also halal service products which are also considered by consumers, especially Muslim women in Indonesia. One of the services that are in great demand today is beauty care services. Beauty treatments are part of activities that are currently popular and have even become a necessity for every woman to look after and help her look more beautiful (Sekar Arum and Maspiah. 2015). This beauty treatment is even a way for every woman to appear confident. Along with the development of science and technology, various kinds of treatment models are present that color the world of beauty such as body spas, face acupressure, hundred, facials, hair spas, manicures, and pedicures.

However, the existing beauty treatment places are generally less attractive to some women, especially Muslim women. This is due to the inconvenience of existing space or places such as being too...
open or mixed up between men and women. Seeing this, beauty places specifically for Muslim women began to emerge, such as the Makassar branch of Azka Salon and Muslimah Spa. To get the attention of consumers, of course a business needs a strategy. Strategy has a long term goal long and is a common means Therefore, business should survey solutions in the form of strategies in order to win the competition (Fardani et al. 2021). Promotion is one form of communication that holds the company’s message and is designed to develop awareness, interest, so that consumers buy products or use the services offered (Kotler 2011). In this action, business owners seek to promote their products and services directly or indirectly to attract the attention of potential new customers.

The promotion strategy has a goal in deciding the target market that has been segmented in the promotion of the products offered. This is so that product promotion becomes more coordinated and can provide the right results. Classic marketing methods such as the 4P's also apply to marketing in online media even though in online media marketing is carried out with many other methods which are very difficult to implement (Hermawan 2012). According to Pierce and Robinson (2009) SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) is an analysis by grouping internal and external strength factors where these are the general exposure of a company. A good strategy can optimize strengths and opportunities, and can minimize weaknesses and threats.

Promotion of beauty services online plays an important role in increasing business ventures because this can help consumers more easily access information about these treatment places, as well as being able to convince consumers that the chosen place is safe and comfortable, given the large number of Muslim consumers in Indonesia. With this online promotion, it will make it easier for a business to offer products or services, this can be done by conducting correspondence with business partners and customers online so that it saves more costs.

Azka Salon And Spa Muslimah is a business engaged in the field of beauty services, both hair beauty, facial beauty and body beauty. In Makassar, there are many salon businesses engaged in beauty care services. The advantage of Azka Salon and Spa Muslimah is that it is a place for beauty treatments specifically for Muslim women and babies, with a variety of more private facilities to maintain the comfort of Muslim consumers. Apart from that Azka Salon and Spa Muslimah also uses natural/herbal ingredients which are of course safe for Muslimah consumers. Beauty salons in general only provide treatments on the face, body or hair. Meanwhile Azka Salon and Spa Muslimah provides a variety of treatments, apart from body treatments ranging from scrubbing and massage, face treatment to hair treatment, it also provides mom spa treatment services for pregnant women, walimah spa, make up, to treatment services for babies. The types of treatment services offered at Azka Salon and Spa Muslimah are also very diverse considering that the need for beauty is a fantasy for every woman.

The first year this salon was established, marketing was limited to word of mouth. However, along with its development, Azka Salon and Spa Muslimah began to utilize social media-based marketing methods to attract Muslim consumers to perform treatments safely and comfortably. Marketing using web-based media is done on the grounds that in this era the number of web clients has increased significantly. Given the importance of promotion strategies for business continuity, articles related to the promotion of Muslimah Azka Salon and Spa are important to be able to expand the product and service offerings at Azka Salon and Muslimah Spa. So this article will discuss the analysis of the online promotion strategy of Azka Salon and Spa Muslimah Makassar Branch

2. Literatur Review

Strategy is a way, tactics, techniques, tips and knowledge in utilizing all sources that contain an outline of the course of action that a person takes to achieve the goals and objectives that have been determined. In general, strategy can be interpreted as a set of options for planning and implementing a series of action plans and allocating resources that are important in achieving goals, taking into account ideal competitive, comparative and synergistic advantages (Yeni, Gusnadi Erwin, and Hapzi Ali 2019).

(Siagian 2012) explains that strategic management explains that every business organization faced with two types of environment, namely the internal environment and the external environment. The larger a company or organization, the more complex the form, type and nature interactions that occur in the face of both types of environment. One implication That complexity is the process of making decisions that are increasingly difficult and complicated. For That's what strategic management is all about. Every manager must realize that managing a variety of activities with various aspects internally is only part of the responsibility that must be carried out by the top leadership of the organization, no matter how important these activities are.
Strategy is a tool to achieve company goals in terms of long-term goals, follow-up programs, and resource allocation priorities. In its development the concept of strategy continues to grow. This can be shown by the differences in the concept of recognizing strategies over the past 30 years (Rangkuti 2014). Promotion itself is a plan for optimal use of promotional elements: advertising, public relations, personal selling, and sales promotion (Hedydana and Radianto 2016). So the promotion strategy can be interpreted as a step or method taken by a businessman to market his product, in this case a businessman must think carefully about how to market his product to the general public.

Promotion is an element that is used to inform and persuade the market about new products or services for the company through advertising, personal selling, sales promotions, and publications (Kotler P and Armstrong 2012). Furthermore, Kotler and Armstrong define the promotion mix as a specific blend of promotional tools used by companies to communicate value to customers persuasively and build customer relationships.

Promotional mix (promotional mix) consists of 8 models namely: First, Advertising/Advertising are all paid forms of non-personal presentation and promotion of ideas, goods or services through clear sponsors through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), and electronic media (sound recordings, video recordings, CD-ROMs, web pages), and exhibition media (billboards, signs, and posters). The second is Sales Promotion, which is a variety of short-term incentives to encourage trial or purchase of products or services including consumer promotions (such as samples, coupons and premiums), trade promotions (advertising and benefits), and business and sales force promotions (contests), for sales reputation. Third, Events and Experiences/Events and Experiences are company-sponsored activities and programs designed to create daily interactions or brand-specific interactions with consumers, including sports arts, entertainment, and cause events or activities to become less formal. Fourth, Public Relations and Publicity/Public Relations and Publicity is a variety of programs directed internally to employees of companies or outside consumers, other companies, government, and the media to promote, build company-to-company relations, protect and build a positive corporate image or product individual communications. The fifth is Personal Selling, which is face-to-face interaction conducted by a company's sales force with one or more prospective buyers for the purposes of conducting sales meetings, personal presentations, answering questions, placing orders, making sales, and customer relations. Sixth, Direct Marketing is the use of letters, telephone, facsimile, e-mail, or the internet to communicate or deal directly by requesting responses or responses and conducting dialogue from certain customers and prospects. Seventh, Interactive Marketing/Interactive Online Marketing are online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness (Philip Kotler, nd) (Kotler P and Armstrong 2012).

To formulate a business strategy, the tool that can be used is Swot Analysis. SWOT analysis is used to systematically analyze and identify various factors to formulate a company strategy based on logic that can maximize strength (strengths), opportunities (opportunities), but simultaneously minimize weaknesses (weaknesses) and threats. (Astuti and Ratnawati 2020) This SWOT analysis is based on the assumption that an effective strategy will maximize the strengths and opportunities that exist and minimize the weaknesses and threats. When accurately applied, these simple assumptions have a profound impact on the design of a successful strategy and analysis of the business environment that provides the information needed to identify opportunities and threats that exist within a company. The brief explanation is as follows:

Strengths, including the company's internal capabilities, resources, and positive situational factors that can help the company achieve its goals and serve customers. Weaknesses, such as any internal limitations and negative situational factors that can hinder the company's performance. Opportunities are favorable factors that come from the external environment and can be used by companies to gain profits. Threats, namely factors originating from the external environment that can be profitable and pose a challenge to company performance (Nofiani and Mursid 2021).

Good business promotion strategies that are offline and especially online, in the current era the implementation of such promotion strategies has been widely implemented, especially through online media. One of the reasons sellers are aggressively doing this is because a promotion system like this can cut expenses that were normally spent in the old system. (Ajen 2007). Like, if on our old system had to open new branches to expand our business, not with an online system. Because with this system sellers can introduce their products through a web. Where every people (consumers) not only in one location can access to find information on the goods needed, without the need to open a new branch or marketing office.

Besides providing convenience for consumers in terms of access, the online promotion system if used incorrectly can be detrimental to consumers. For example, providing inappropriate information.
about what is uploaded. For this reason, any business strategy, especially online business strategies, must also pay attention to the rules of business ethics in Islam. The application of business ethics is highly recommended in Islam. In simple terms, studying ethics in business means learning about what is good or bad, right or wrong in the business world based on the principles of morality. Morality here as alluded to above means, good or bad, commendable or disgraceful, right or wrong, reasonable or unnatural, appropriate or inappropriate aspects of human behavior. Then in the study of Islamic business ethics the adjectives above are added to the halal-haram, as indicated by Husein Sahatah, in which he describes a number of ethical business behaviors (akhlq al islamiyah) wrapped in dhawabith syariyah (sharia boundaries) (Kasmir 2006).

Thus business ethics in Islamic Shari’ah is morals in running a business in accordance with Islamic values, so that in running the business there is no need to worry because something as good and true. Allah SWT says:

"O you who believe, do not eat each other’s wealth in a vanity way, except by way of commerce that applies to your likes and dislikes. And do not kill yourself; verily Allah is Most Merciful to you,” (QS An Nisa: 29). (Ministry of Religion RI 2022)

Based on the verse above, the relation with this research is that with shari’at control, business aims to achieve four things: (1) target results: profit-material and non-material benefits, (2) growth, meaning it continues to increase, (3) sustainability, deep as long as possible, and (4) blessings or pleasure.

Basically there is a special function that is owned by ethics Islamic business. First, business ethics seeks to find ways to harmonize and harmonize the various interests in the world business. Second, business ethics also has a role in constantly changing awareness for the public about business, especially Islamic business.

And the method is usually by providing a new understanding and perspective on the importance of business by using a foundation of moral and spiritual values, which are then summarized in a form called business ethics. Third, business ethics, especially Islamic business ethics, can also play a role in providing a solution to various modern business problems that are increasingly far from ethical values.

In the sense that ethical business must really refer to its main source, namely the Qur’an and Sunnah (Arifin 2009).

For this reason, whatever business promotion strategies are carried out by sellers at this time, they still pay attention to the rules of permissibility in Islam. This is so that no party feels disadvantaged in making transactions.

3. Method

This type of research is descriptive qualitative, called descriptive because this paper seeks to explain problem solving based on the data that has been collected by presenting, analyzing, and interpreting the data obtained. So in this paper identification of data is then carried out to describe and analyze the online promotion strategy carried out by Azka Salon and Spa Muslimah.

In developing the discussion of writing used is descriptive and analytical. This descriptive approach is used to describe systematically, factually and accurately about the phenomenon being investigated. While the analytical approach is used to obtain information obtained from books, journals and articles and others. The data sources used are primary data and secondary data originating from the Koran, articles, books, journals, business websites to social media (facebook, Instagram and tiktok) Azka Salon and Spa Muslimah

4. Results

Azka Salon has been around since 2007, before it became what it is today. In the past, it only provided a few products, namely spa, hair care and body spa with variations that were still simple. Currently Azka Salon and Spa Muslimah has four branches, namely the Perintis branch, Jalan Abdullah Dg Sirua No. 97 A, Perintis branch, Jalan Abdullah Kemerdekaan Km.09, Alauddin branch, Jalan Sultan Alauddin, Mt. Sari Ruko Alauddin Plaza Blok. BA No. 17 and recently in May 2023 Azka Salon held the Grand Opening of the Azka Salon Veteran Selatan branch, Jalan Veteran Selatan No. 328.

If you look at it from the year Azka Salon was founded until now, Azka Salon has existed for approximately 16 years. Azka Salon is a means of facial beauty care and body care that combines natural elements with technological advances. By combining these two elements, it is hoped that it will be able to produce perfection for the results of the treatment, which is not just “beautiful” but also “healthy”. syari’ Muslim women. Azka Salon and Spa Muslimah is specially designed for Muslim women. The private room only specializes in Muslim women. They do not provide services to men. The private facilities offered do
Azka Salon and Spa Muslimah provides a variety of treatments that combine natural and technological elements, starting from body treatments which have several variants, namely scrubbing, hundredsy, bath, massage, body steam, to body masks. Scrubbing has a variety of treatments, from aromatherapy scrubs, whitening, coffee to chocolate scrubs. There are also hundreds of treatments, i.e. hundreds of steam and hundreds of charcoal. For treatment baths, Azka Salon provides two treatments, namely milk bath and herbal bath. The next treatment is massage. Consumers can choose the desired massage treatment, ranging from traditional massage, body butter massage to aromatherapy massage. Next is the body steam treatment. This body steam also has three treatment options, namely non-aromatic, herbal and milk body steam. And the last treatment given by Azka Salon for body treatment is a body mask which consists of two treatments namely body mask whitening and aromatherapy.

Not only treatments for the body, Azka salon also provides hair care services ranging from l’oreal hair spa, keratin hair spa, hair mask + hair steamer, crebath spa, aromatherapy crebath, natural crebath to extra long hair products. Azka Salon also offers various treatments for the face, from galvanic treatment, facial treatment to face acupressure. Facial treatments performed at Azka Salon use safe products such as fresh fruit facials, biokos facials, sari ayu facials, wardah facials, vivam facial gold facials, facial whitening to facial detox.

What is no less interesting is that Azka Salon and Spa Muslimah provides mom spa treatments for pregnant women who need treatments ranging from massages, body scrubs, V-hunts, face acupressure, childbirth acupressure. The treatment mentioned is given specifically for pregnant women. After giving birth, Azka Salon also offers full body massage treatments, body scrubs to lactation massages. Azka Salon also offers baby spa treatments to help Muslim women. The services offered by Azka Salon are makeup services for Muslim women. And the last service provided by Azka Salon is a wali place, specifically for Muslim women who want to do beauty treatments before the wedding.

Azka Salon and Spa Muslimah emphasizes the satisfaction of customers who have carried out the treatment by prioritizing service quality and employees who are always polite in serving customers, so that customers are satisfied and well served. Based on the results of an analysis of the internal environment owned by Azka Salon and Spa Muslimah, among others, providing the best service and implementing special regulations for women to maintain customer privacy when performing treatments. These advantages can maintain customer satisfaction. Places for beauty treatments such as Azka Salon and Muslimah Spa are still rarely found, especially in Makassar. In addition, Muslimah consumers who want to do treatment can come directly or make a reservation (booking) the service or treatment they want to do. The slot system that is enforced certainly makes it easy for consumers to enjoy beauty treatments. One of the external factors that Azka Salon and Spa Muslimah can take advantage of is the facilities and consistency offered by Azka Salon. By focusing on consumers only on Muslim women and babies, which are balanced with comfortable private facilities, this can be an opportunity that is unique to Azka Salon.

The results of this study include the online promotion strategy implemented by Azka Salon focusing on six components of the promotion strategy, namely 1) strength and weakness analysis, 2) opportunity and resistance analysis, 3) planning (target market/subject market planning, marketing media used, financial arrangements or costs and product pricing), 4) organizing/implementation plans, 5) implementation planning and monitoring, 6) evaluation of marketing objectives (Sekar Arum and Masiyiah. 2015). Viewed from the aspect of promotion strategy with the following indicators 1) the reach of the promotion, 2) the number of ad views, 3) the quality of message delivery in ad serving in promotional media. The presentation of the results in this study is in the form of a qualitative descriptive.

Analysis of Strengths and Weaknesses

Aska Salon and Spa Muslimah has several strengths and weaknesses. Having been established for more than 16 years, Aksa Salon is far more mature in terms of marketing its products and services. Aksa Salon does a lot of online promotions on a number of social media such as Facebook, Instagram and TikTok. Not only that, Aksa salon already has a business website and even several articles feature Aksa Salon on as one of the recommended beauty treatment places. In addition, based on reviews on Google, this salon won 4.7 stars with 1,064 reviews. This shows the maturity in terms of business promotion carried out by
Azka Salon and Spa Muslimah Makassar. Until now this salon has four branches. The innovations offered by Azka Salon are very interesting. Azka Salon not only provides care services for Muslim women, but also pregnant women, walimah to baby spas. Offering services like this is rarely done by beauty treatment places in general. This, of course, is Azka Salon's strength.

Not only are the facilities fairly complete, private and comfortable, Azka Salon also offers products that combine natural products with technology. This is a strength for Azka Salon because beauty care places in the current era use a lot of chemical products, which may actually be harmful to consumers. Such consistency makes Azka Salon a strength in itself. Another strength possessed by Azka Salon besides room facilities that are more comfortable and complete, consumers are provided with free wifi. Azka Salon also provides a VIP Room for more private facilities. Its location on the main road makes Azka Salon a strategic location. In addition, parking lots for both motorbikes and cars are available. This shows that Azka Salon and Spa Muslimah already has a real and clear target market and has planned it well

The various strengths possessed by Azka Salon are of course one of the reasons that the salon has survived to this day, but apart from the various advantages it has, Azka Salon has weaknesses, namely that there are still several promotions for its products and services on social media such as Instagram which are still lacking. Pay attention to the rules of Islamic dress. Even though it is clear that the desired target market is Muslim women.

Analysis of Opportunities and Threats

Increasing public awareness of living according to the rules of the Islamic religion, this has an effect on the buying behavior of Muslim consumers as happened in Indonesia (Widyaningrum 2016). In addition, seeing the current trend of women towards beauty care is a primary need in monthly shopping. Women tend to spend more money on appearances such as clothing, grooming tools, hair beauty and so on (Rhenald Kasali 1993). Such a tendency for women has become a business opportunity for beauty treatment establishments, especially for Azka Salon and Spa Muslimah. His great attention to Muslimah consumers is able to make him attract a lot of attention.

Azka Salon's opportunity analysis that has made it able to survive until now is its strong market segmentation. Azka Salon only provides special beauty care facilities for Muslim women and babies. These consumers are mapped based on needs, consumer characteristics. Some consumers find it difficult to find a place for beauty treatments because the place or facility is open to the public (men are welcome). So seeing the population in Indonesia which is dominated by the Muslim population makes Azka Salon a business opportunity.

Widespread promotional media with an ever-increasing number of user services is a business opportunity for Azka Salon in promoting its products and services through online media. What’s more, Azka Salon is very routine and consistent in uploading advertisements about products and services offered with more interesting content. In terms of threats, there are many beauty treatment places that are more modern with advanced technology today, which may be more competitive in terms of product and service offerings than Azka Salon and Spa Muslimah. Beauty care places like Azka Salon, which are still relatively rare, become a business opportunity for other competitors to match similar businesses and this becomes a threat to Azka Salon if they are unable to survive or provide more innovation for their beauty care business.

Planning
Planning in the broadest sense is a process of systematically preparing activities to achieve certain goals (Fardani et al. 2021).

Target Market Planning

The target market is the group that will be served as consumers, usually having a range of ages, characteristics and characteristics that are almost similar. To find out this target market, it is important to have market segmentation. (Habib Bayhaqi and Nuri Aslami 2022) by dividing the market into segments, companies can focus more on allocating resources. Market segmentation (segmenting) is the process of evaluating the attractiveness of each segment and then selecting one, or more characteristics to be served, as well as questions about how to select, select, and reach markets. Differentiation is the act of designing a series of meaningful differences in a company's offering.

At Azka Salon and Spa Muslimah, the target market is very clear, namely Muslim women. This can also be seen in a number of online promotional media used by Azka Salon. In addition, this information is also available on the Azka Salon business website. This target market is based on the needs of Muslim consumers who want to do beauty treatments in a private environment and not open to the public. In addition, Azka Salon provides additional innovation for its business by providing treatment services for pregnant women, walimah to baby massage treatments. This innovation certainly provides a special...
attraction for Azka Salon compared to other beauty treatment places. It can also be seen from the large parking area that can be used for both motorbike and car users, it shows that the target market for Muslimah Azka Salon and Spa is Muslim women from the middle to upper middle class.

**Marketing Media Planning**

The Internet is a technology that has a very broad scope. Internet is connected online without knowing the time and place boundaries. If a business uses the internet in its information system, it will make it easy for customers to get the information they need and also the business itself (Yanto and Rusda 2022). Online promotion is the lowest priced and most dominant type of expertise through which some marketers attract consumers. This type of online promotion includes portals, search engines, websites and blogs, social media, videos, YouTube, email and e-commerce. One of the most popular ways for online promotion is using social networks (Ancient 2020). Online promotional media has special attention, seeing the large number of people who use online media as access to fulfilling their needs, including the need to take care of themselves. For this reason, Azka Salon has carried out several online promotions incessantly on several social media platforms such as Facebook, Instagram to Tik Tok. Currently there are approximately 15 RB Instagram followers belonging to Azka Salon. Azka salon services also make it easy for Muslim consumers who want consultations and bookings through their business site on Google or direct private chat via WhatsApp.

Online media promotion by Azka Salon also pays attention to various uploaded contents. This content is an effort made by Azka Salon in introducing and offering its beauty care products and services. Azka Salon uses visual culture as a tool to attract customers. As explained by (Nandaryani et al. 2021) that visual culture is a form of human culture that can be captured by the visual senses and can be understood as a model for the human mind to improve the quality of life.

The content presented is unique, because in promoting its products and services, Azka Salon combines important information about beauty, cosmetics and health. The consistency of uploaded content is also carried out by Azka Salon, every day both on social media such as Facebook, especially Instagram posts or uploads, the business promotion is intensively carried out. This consistency has an impact on the Instagram or Facebook algorithms. The more often the main business account uploads interesting content, the greater the potential for content to appear on the feed. This certainly helps Azka Salon in reaching its consumers. Apart from content, through this online promotional medium, Azka often provides discounts or vouchers for its consumers. This is often even done every month. Through this online promotional media, it certainly brings its own charm to Muslimah Azka Salon and Spa in the eyes of its consumers.

**Financial planning**

Financial planning at Azka Salon and Muslimah is managed by the salon owner herself, all expenses and income of Azka Salon and Muslimah Spa must have been planned in detail regarding profit/loss sales by the owner of Azka Salon and Spa Muslimah.

**Product Pricing Planning**

For all Muslimah Azka Salon and Spa branches, product pricing is adjusted to the average price at the existing grooming service businesses in Makassar. Prices are set based on a predetermined duration of time. The price for each treatment is also determined according to the use of ingredients or products in each treatment performed.

In addition to the enactment of prices that have been mentioned, Azka salon also has a discount as a price fix. Discount pricing is often done by Azka Salon every month with certain themes. For example, based on Instagram and Facebook uploads in May, several discounts were given, such as hair coloring discounts with a beautiful hair theme on 9-23 May 2023, there was a relaxing promo on 11-20 May 2023, there was a discount for nice hair, nice mood on 15-2023. May 21, there is also a shalih promo, let's determine your beauty on May 21-30 2023. Apart from May, Azka Salon also provides June promos with the theme bucyiin promo on June 1-10 2023, there is also a Champion promo on June 11-20 2023. There is a mom spa promo with a discount of up to 20% on 19-25 June 2023. And finally in June there is an I love me promo on 21-30 June 2023. Pricing for each service and product is also based on consumers who are members of Azka Salon and Spa Muslimah. such as giving vouchers to Azka Salon Muslimah members at the Azka Cab Grand Opening event. Southern Veterans May 22-28. This price fixing in all its forms is one part of Azka Salon Spa and Muslimah’s marketing strategy.

**Organizing**

Organizing is the process of dividing tasks to be more focused, dividing tasks for individuals according to their abilities, assigning assets and managing to be strong in achieving goals (Fattah 2008). The organization or implementation plan at Azka Salon and Spa Muslimah in its promotion strategy is carried out by the salon owner and assisted by employees. Azka Salon has a special team with the task of promoting Azka Salon products and services. Promotions to customers are carried out both offline and
online. Azka Salon employees besides serving customers in carrying out maintenance also have an active role in promoting the products and services available at Azka Salon.

The main promotion strategy carried out by Azka Salon is a combination of a mouth to mouth promotion system and a promotion system through online media. The mouth to mouth promotion system is quite interactive and of course economical. This word-of-mouth promotion system is carried out by providing the best service so that customers feel satisfied after having received treatment at Azka Salon. The mouth to mouth promotion system makes satisfied customers automatically promote Azka Salon. In addition, the incessant online promotion through social media such as Facebook, Instagram and Tik Tok has helped expand the promotion of Azka Salon's products and services to potential customers. The online promotion strategy has a significant impact on Azka Salon's revenue. Seeing the increasing number of social media users, this is an opportunity for Azka Salon to expand its promotion through social media.

Implementation of Planning and Supervision

Planning is a continuous process that includes two aspects, namely the details of the arrangement and implementation. Planning can be used to control and evaluate the process of an action, this is because the nature of the plan is to direct the implementation of activities (Sekar Arum and Maspiyah. 2015) . The implementation of planning and supervision at Azka Salon and Spa Muslimah is carried out by the owner assisted by the managers in charge of each branch. Every customer who comes will be served well and friendly. Services at Azka Salon are carried out in two ways, namely by coming directly to Azka Salon or by making reservations via WhatsApp. Whereas promotions carried out online can be carried out by salon owners and employees by contacting customers by sending messages and creating stories on social media about the types of treatments and ready stock products available at Azka Salon and Spa Muslimah.

Evaluation of Marketing objectives

Every business is not only supported by good planning, organization, and implementation actions, but also needs to be evaluated. This evaluation is used to evaluate what are the strengths and weaknesses of the business. Fix the things that are lacking in the business and maintain and even increase the things that are the strengths of the business. At Azka Salon, they pay a lot of attention and even routinely evaluate their business. One of the things that Azka salon does is to provide a testimony sheet given by Azka Salon to customers who have done the treatment. The sheet is uploaded on Azka Salon's business website containing date of service/reservation, customer name, reason for choosing treatment at Azka Salon, Advice that consumers want to give to Azka Salon to the value of the therapist given to Azka Salon. This is done to determine the desires and extent of consumer satisfaction with the services and products provided.

It is recorded on Google that Azka Salon is currently getting 7.7 stars with 1,064 visitors. There are several articles that contain Azka salon. Azka Salon even earned the title as one of the recommended salons in Makassar. Testimonials given to customers are not only given directly, but customers can fill them out through Google reviews. In addition, direct customers can provide reviews by tagging Azka Salon's Instagram account. Also through social media, Azka Salon can evaluate employee performance and consumer response. The positive response received by Azka Salon is an added value that must be maintained and even improved by Azka Salon and Spa Muslimah.

5. Conclusion

The promotional strategy implemented by Azka Salon and Spa Muslimah has made it last up to 16 years and at the same time received a rating of 4.7 with 1,064 reviews from consumers. This proves that Azka already has a clear goal in planning promotions, namely by paying attention to the satisfaction of special beauty care services for Muslim women so that customers automatically promote Azka Salon and Spa Muslimah to friends, relatives and relatives. The combination of online and offline promotion systems provides a good boost for Azka Salon's business development.

The online promotion system implemented by Azka Salon with a special team is able to promote its products and services so as to be able to expand market reach. Azka Salon does a lot of promotions through social media, both Facebook, Instagram and TikTok, starting from giving discounts, vouchers, discounted prices to gifts. This becomes interesting because the content created is combined with tips about beauty, health and cosmetics. With this online promotion strategy, it can help Azka Salon evaluate the strengths and weaknesses of the products and services offered through the provision of testimonials that are uploaded either through business websites or social media.
Suggestions that the author can give to Azka Salon are to pay more attention to the content that is uploaded on social media such as Instagram, where some of the posts still pay less attention to Islamic dress code. Even though it is clear that the desired target market is Muslim women.

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