

ABSTRACT

Polite Salon is a service business in the beauty sector located in the city of Garut, Jl Pegadaian kp Babakan Lio RT 03 RW02, Ciwalen sub-district, Garut City. Polite Salon was first established in August 1989. This business was founded by Mr. Bandi Politedi and Mrs. Ai Masita.

The purpose of this research: (1) To find out the general description of polite salons in Garut City. (2) To determine the condition of visual communication and increase in sales volume in polite salons. (3) To find out how much influence communication has on increasing sales volume in polite salons (4) To find out the obstacles to implementing visual communication in polite salons and what efforts are being made.

The results of this research: (1) Polite salon is a service business in the beauty sector located in the city of Garut, Jl Pegadaian kp Babakan Lio RT 03 RW02, Ciwalen sub-district, Garut Kota. Polite Salon was first established in August 1989. This business was founded by Mr. Bandi Politedi and Mrs. Ai Masita. (2) Based on the results of research and discussion, Visual Communication at Salon Polite, Garut City is in a fairly good area.

(3) Based on the research results, it is stated that Visual Communication has an effect on increasing sales volume. (4) Based on the results of research on barriers to Visual Communication at the Polite Salon in Garut City, namely not being optimal in implementing an increase in sales volume, the absence of adequate social media in marketing products and services

Based on the results of the research, the recommendations are as follows: (1) Owners of the Polite Salon in Garut City must develop advertising media, both websites and other media, such as TikTok, Instagram, Facebook and so on, to attract consumers' interest in visiting. (2) By changing the strategy in developing social media, and not relying on word of mouth in the marketing that is developed.

Keywords: Visual Communication and Increasing Sales Volume