

RINGKASAN EKSEKUTIF

Perusahaan Mutualist Creatives adalah *design agency* yang berfokus menawarkan jasa *illustration design* kepada perusahaan atau bisnis yang membutuhkan, sehingga Mutualist Creatives termasuk ke dalam kategori *business to business* (B2B). Dalam aktivitas *project improvement* ini, penulis mengidentifikasi masalah yang terjadi di perusahaan dengan menggunakan teknik wawancara, *focus group discussion*, observasi serta penyebaran survei baik kepada internal maupun eksternal perusahaan.

Selanjutnya, dari hasil *insights* yang didapatkan penulis menemukan adanya masalah yang saat ini dihadapi yaitu Mutualist Creatives memiliki *brand awareness* yang rendah di kalangan *target market*. *Interrelationship diagram* digunakan untuk menemukan akar penyebab dari masalah yaitu rendahnya aktivitas pemasaran dalam penggunaan media promosi.

Berdasarkan temuan masalah yang didapatkan, penulis menggunakan teori *Communication Process*, *AIDA*, *Customer Acquisition* dan *Integrated Marketing Communication* sebagai landasan dari *project improvement* ini. Untuk mengatasi permasalahan tersebut, terdapat tiga alternatif solusi yang ditawarkan yaitu membuat konten dan mengaktifkan *instagram advertising*, mengaktifkan SEO pada *website* Mutualist Creatives dan membuat *event marketing*. Dari ketiga alternatif solusi tersebut dipilih *event marketing* yang menjadi solusi terbaik untuk dijalani oleh Mutualist Creatives. *Event marketing* merupakan aktivitas media promosi pemasaran yang efektif bagi konsumen B2B karena dapat berinteraksi secara langsung.

EXECUTIVE SUMMARY

This project improvement is conducted in a design agency company located in BSD known as Mutualist Creatives. This company is focusing on offering illustration design services to a company or business who needed, therefore Mutualist Creatives' client is categorized in business to business (B2B) market.

For this project improvement, the writers conducted a research on internal company and external company through the medium of in-depth interview, focus group discussion, observation and survey. Afterwards, the writers found many interesting insights that could lead to the current problem that needs to be solved. The current problem is Mutualist Creatives have low brand awareness among the target market. From the identified problem, the writers apply the interrelationship diagram concept to identify the root cause which is poor of marketing activities in using media promotion.

The writers use several marketing concepts such as communication process, AIDA, customer acquisition and integrated marketing communication as base ideas for this project improvement. In order to resolve the problem, there are three solutions offered to Mutualist Creatives, first one is creating new instagram content and activate instagram advertising, second is activate SEO on Mutualist Creatives' website, and lastly held an event marketing. The writers use a decision diagram to analyze which solution is the best to the company. After analyzing each solution, the writers found that the third solution which held an event marketing is the best solution to this problem. This because event marketing is one of the most effective marketing activities for personal selling to B2B potential clients.