

RINGKASAN EKSEKUTIF

The Bride Dept merupakan perusahaan yang bergerak di bidang *wedding platform* dan memiliki 3 cabang produk antara lain, *media*, *event*, dan *merchandising*. Laporan berikut membahas seputar permasalahan yang ditemukan peneliti selama periode magang 3 bulan melalui beberapa metode antara lain *interview*, observasi, *questionnaire*, SWOT dan SWOT matrix. di *The Bride Dept*. Melalui riset yang dijalankan, kami menemukan beberapa permasalahan antara lain, *client media* yang tidak mencapai target, *sales media* yang stagnan, *traffic website* yang semakin menurun, kurangnya tim *research and development*. Kemudian, permasalahan yang ditemukan dianalisa menggunakan *severity-urgency matrix*. Dimana akhirnya, kami menemukan bahwa masalah utama yang harus diselesaikan adalah target *client media* yang tidak tercapai. Setelah menemukan masalah utama yang akan diselesaikan, kemudian peneliti melakukan analisa dari 3 alternatif solusi. Kemudian, 3 alternatif solusi dibandingkan menggunakan *weighted-objective method*. Dimana, pada akhirnya peneliti menemukan bahwa solusi terbaik adalah untuk meluncurkan *media online* yang baru.

EXECUTIVE SUMMARY

The Bride Dept is a wedding platform that have 3 divisions such as media, merchandising and event. This report provides our findings towards The Bride Dept's problem and also the explanation about the problem-solving strategy for those problem. Through several methods such as observations, research, questionnaire, interview, and also analysed by SWOT and SWOT Matrix, it draws our attention to several weaknesses that require further investigation such as The Bride's stagnant sales in media, narrow target market for merchandise, derivation of the websites traffic, and the lack of the research and development team. These results then being analysed using severity-urgency matrix to identify the main priority issue to be solved, which is the media client targets that are not as expected. After finding the priority issue, we analysed the root cause of the issue using fishbone diagram and interrelation diagram. The result conclude that the root cause of the issue is the online media products used by The Bride Dept are behind. By knowing the root cause of the issue, we develop 3 alternative solutions which are creating research and development team, optimazation on instagram, and launching of a new media product which is YouTube. Analyzed using weighted objective method, researcher found that launching a new online media product (YouTube) is the best alternative for solving this issue. Nevertheless, alternative solutions are being compared using weighted-objective method. At last, delivering a new media product turned out to be the best solution to be implemented.