

EXECUTIVE SUMMARY

Plaza Indonesia Film Festival (PIFF) is an annual event held by Plaza Indonesia Extension (PIE) this event is aimed to support the creative economy in Indonesia. PIFF plays nominated and award winning films from international festivals that are not shown in Jakarta's cinemas. Target market of PIFF are aged between 18-40 years old and who are interested or work in Indonesia films industry. Of the four problems found, the authors determine one priority problem of PIFF, which is Sponsorship Targets Not Achieved. With that, the writer determines an Increase sponsorship at the Plaza Indonesia Film Festival 2022 in the form of cash amounting to 2 times the sponsorship in 2020. The author uses four theories as a reference for basic thinking in this final project, namely lean six sigma, EMBOK, Event Collaboration, and Event Sponsorship. With these theories, the author can find the root cause of the priority problem that has been determined, which is that the series of events is still limited. These theories are also used to find three alternative solutions that authors will analyze to find the best solution for the PIFF event. The best solution that was found was to make a collaboration with the campus community to hold a short film competition as a pre-event for PIFF. With this solution, writers hoped that it can help and facilitate the Plaza Indonesia Extension team in implementing events, promotion and financial enhancement at the Plaza Indonesia Film Festival event.

RINGKASAN EKSEKUTIF

Plaza Indonesia Film Festival (PIFF) merupakan acara tahunan yang diadakan oleh Plaza Indonesia Extension (PIE) yang bertujuan untuk mendukung ekonomi kreatif di Indonesia. PIFF memutarakan film-film nominasi dan *award winning* dari festival internasional yang tidak diputar di bioskop Jakarta. Target market PIFF berumur 18-40 tahun yang menyukai atau bergerak di industri perfilman Indonesia. Dari empat masalah yang ditemukan, penulis menentukan masalah prioritas PIFF, yaitu Target Sponsorship Tidak Tercapai. Target perbaikan meningkatkan sponsorship pada event Plaza Indonesia Film Festival 2022 dalam bentuk dana tunai sebesar 2 kali lipat dari sponsorship di tahun 2020. Penulis menggunakan empat teori sebagai acuan pemikiran dasar dalam tugas akhir ini, yaitu *lean six sigma*, *EMBOK*, *Event Collaboration*, dan *Event Sponsorship*. Dengan teori tersebut penulis dapat menemukan akar masalah dari masalah prioritas yang sudah ditentukan, yaitu rangkaian acara masih sedikit. Teori-teori tersebut juga digunakan untuk menemukan tiga alternatif solusi yang akan penulis analisis untuk mendapatkan solusi terbaik bagi event PIFF. Solusi terbaik yang ditemukan adalah mengadakan pre-event short movie competition dengan komunitas kampus. Dengan solusi tersebut diharapkan dapat membantu dan memudahkan tim Plaza Indonesia Extension dalam pelaksanaan event, promosi dan peningkatan segi finansial pada event Plaza Indonesia Film Festival.