

RINGKASAN EKSEKUTIF

PT. Kultur Muda Indonesia, atau lebih dikenal sebagai Public Culture adalah sebuah perusahaan yang bergerak di retail fashion. Perusahaan ini telah berkembang semenjak berdirinya di tahun 2015, dengan mengembangkan varian produk dari sekedar kaos menjadi beberapa pilihan artikel streetwear lainnya seperti celana, kemeja, jaket, tas dan aksesoris. Ditemukan oleh Michael Kurniawan, Public Culture sekarang sudah merambah diluar industri lokal, berkolaborasi dengan seniman dan brand internasional.

Laporan tugas akhir ini disusun dalam upaya menanggapi masalah yang dihadapi oleh Public Culture, yang kemudian di analisa ke akar penyebabnya. Berdasarkan hasil analisa, akar penyebab dari rendahnya kunjungan member di toko Jakarta adalah kurangnya penawaran eksklusif untuk member. Dalam upaya menanganai permasalahan tersebut, solusi yang dapat diaplikasikan adalah dengan memberikan penawaran benefit eksklusif untuk member di toko Jakarta dengan mengkombinasikan aspek hard benefits dan soft benefits menjadi satu paket benefit eksklusif.

Dalam menawarkan paket benefit eksklusif, penulis memiliki rencana implementasi yang dibagi menjadi tiga yaitu jangka pendek, jangka menengah dan jangka panjang. Dalam implementasi jangka pendek, yang akan dijalankan untuk Public Culture adalah Members Only Exclusive Deals untuk para member di toko offline Jakarta. Untuk jangka menengah, rencana implementasi adalah dengan menerapkan Members Only Midnight Sale, dan terakhir untuk jangka panjang akan dilakukan Members Only Exclusive Merch.

EXECUTIVE SUMMARY

PT. Kultur Muda Indonesia, or better known as the brand Public Culture is a company that runs in the field of retail fashion. The company has expanded since it's emergence in 2015 by developing their products from t-shirts to other variety of staple streetwear pieces such as pants, shirts, jackets, bags and accessories. Founded by Michael Kurniawan, Public Culture has since ventured from the local brand scene, collaborating with international artists and brands.

This final project report was conducted to complete the discussion of problems experienced by Public Culture, which were analyzed to the roots and causes. Based on the analysis that has been done, the root cause of the low number of membership cardholder traffic visits at the Jakarta flagship store is the lack of exclusivity offerings for members on the destined channel. In order to answer said problem, the solution given is to provide exclusive benefit offerings for members at the Jakarta flagship store by combining aspects of hard benefits and soft benefits offerings into one exclusive benefits package.

In offering the exclusive benefits package, the authors have implemented plans that are divided into three terms, which are short-term, medium-term, and long-term. The short-term exclusive benefits package strategy implementation plan for Public Culture will be to execute Members Only Exclusive Deals for membership cardholders in the Jakarta flagship store. The medium-term implementation plan will be by executing Members Only Midnight Sale, and lastly, the long-term implementation plan will be executing Members Only Exclusive Merch.