

RINGKASAN EKSEKUTIF

Puyo *Silky Desserts* adalah perusahaan yang menjual makanan dan minuman hidangan penutup dimana terdapat dua produk yang dijual yaitu *Silky Desserts* dan *Silky Drink*. Puyo sudah berjalan selama 6 tahun dengan jumlah 53 outlet yang tersebar di daerah Jabodetabek (Jakarta Bogor Depok Tangerang Bekasi), Karawang, Bandung, dan Surabaya. Penulis melakukan kegiatan magang selama 4 bulan, penulis telah mengidentifikasi beberapa masalah melalui teknik kualitatif berupa wawancara dan observasi non-partisipan dan melalui teknik kuantitatif berupa data perusahaan dan riset deskriptif. Masalah yang teridentifikasi di perusahaan yaitu *lack of targeting*, *product category awareness* dan *brand awareness*, *engagement rate*, *defect rate*, dan *customer complaint*. Masalah prioritas menurut perusahaan adalah masalah *product category awareness* dan *brand awareness*.

Selanjutnya dalam melakukan analisis permasalahan dan solusi penulis menggunakan beberapa pendekatan konseptual yaitu *five level of product*, *customer based brand equity (CBBE)*, *brand activation*, dan *market segmentation*. Setelah menganalisa, penulis memberikan 3 pilihan alternatif solusi yaitu *foodtruck Puyo Silky Desserts*, *make your own Silky Drink* serta *connecting dots* dan *coloring Puyo Silky Desserts*. Lalu berdasarkan diagram keputusan penulis mengusulkan hasil perhitungan terbaik yaitu *connecting dots* dan *colouring Puyo Silky Desserts* yang kemudian dilakukan untuk kegiatan Puyo *Goes to School*. Setelah melakukan kegiatan *connecting dots* dan *colouring Puyo Silky Desserts*, penulis mendapatkan bahwa permasalahan yang sedang dialami perusahaan dapat teratasi secara bertahap.

EXECUTIVE SUMMARY

Puyo Silky Desserts is a company that sells food and drink dessert, consists of two products called 'Silky Desserts' and 'Silky Drinks'. Puyo has been running for 6 years with a number of 53 outlets distributed around the region of Jabodetabek (Jakarta Bogor Depok Tangerang Bekasi), Karawang, Bandung, dan Surabaya. The writer has completed an internship for 4 months, and has identified a plethora of problems with qualitative technique through interviews and non participant observation, and other quantitative technique in the form of company data and descriptive research. The problems that are identified through quantitative technique is the lack of targeting, product category and brand awareness, engagement rate, defect rate, and customer complaint. The primary problem according to the company is the category and brand awareness.

On the other hand, in order to do problem analysis and the solution, the writer adapted several conceptual approaches includes five levels of product, strategic brand management, brand activation, and market segmentation. After analyzing, the writer suggests 3 alternative solutions includes foodtruck Puyo Silky Desserts, make your own Silky Drink as well as connecting dots and Puyo Silky Desserts coloring. Furthermore, according to the diagram, and carefully calculated result, the writer proposed the best solution for the current situation to be 'connecting dots' and 'Puyo Silky Dessert Coloring' which then applied as part of Puyo Goes to School activity. After doing the connecting dots and colouring Puyo Silky Desserts, the writer concluded that the problem the company facing can be gradually resolved.