

RINGKASAN EKSEKUTIF

Project Improvement ini dilakukan di PT. Mitra Adi Perkasa, terutama berfokus kepada merek Dorothy Perkins. Dorothy Perkins sendiri adalah salah satu merek fesyen internasional dengan koleksi yang dikhususkan bagi para wanita. Selama 4 bulan, peneliti melakukan periode magang dari bulan Februari hingga Juni 2020, guna mencari masalah dan akar masalah dari perusahaan, serta mengajukan beberapa alternatif solusi untuk menyelesaikan masalah. Dalam upaya mencari data pendukung, peneliti melakukan riset kualitatif dari internal dan eksternal perusahaan berupa *in-depth* interview, serta riset kuantitatif eksternal berupa penyebaran kuesioner. Berdasarkan hal tersebut, peneliti mendapatkan masalah utama, yaitu “Tidak terjangkaunya target market wanita muda” melalui konsep severity urgency matrix, dengan akar penyebab “Perencanaan strategi marketing komunikasi hanya berdasarkan satu *target market*” yang didapat dari konsep diagram tulang ikan dan diagram interelasi. Peneliti menggunakan empat pendekatan konseptual, yakni *Segmenting, Targeting, dan Positioning, consumer behavior, Integrated marketing communication, dan influencer marketing* yang peneliti gunakan untuk membuat beberapa alternatif solusi. Solusi pertama adalah *campaign DP for EveryAge*, solusi yang kedua adalah *campaign DP for YOUTH*, dan solusi ketiga adalah *campaign Boost Your Confidence*. Pada akhirnya peneliti menggunakan solusi kedua dengan target kenaikan *database* kaum muda sebesar 20.56%. Program ini bertujuan untuk memberitahu masyarakat mengenai produk *Dorothy Perkins* juga dapat digunakan untuk kalangan kaum muda, sehingga perusahaan dapat menjangkau target market kaum muda. Kesimpulan dan saran dari peneliti adalah jika Dorothy Perkins mengandalkan riset konsumen dan menggunakan strategi marketing yang tepat, hasil yang didapatkan akan lebih membuahkan hasil dan memuaskan.

EXECUTIVE SUMMARY

This project was done at PT. Mitra Adi Perkasa's brand, mainly focus on Dorothy Perkins. Dorothy Perkins is an international fashion brand, with a collection devotedly crafted for women. During 4 months of internship in this company, researchers had done a detailed examination of some potential problems as well as propose several alternative solutions to solve it. In order to find supporting data, researchers conducted some research on the internal and external sides of the company, using several methods such as in-depth interviews and quantitative research in the form of questionnaires. The main problem is " Unreachable target market for young women" was chosen based on the results of discussions with the company and using the analysis of urgency severity matrix, with the root cause of "Planning a marketing communication strategy based only on one target market" which was discovered through the use of fishbone and interrelation diagrams concept. Researchers use four conceptual approaches Segmenting, Targeting, and Positioning, consumer behavior, Integrated marketing communication, and influencer marketing to create several alternative solutions. The first solution is the DP for EveryAge campaign, the second solution is the DP for YOUTH campaign, and the third solution is the Boost Your Confidence campaign. In the end, the researchers use the second solution with a target of increasing the youth database by 20.56%. This program aims to change people's perceptions about Dorothy Perkins, that Dorothy Perkins can also be used for young people. The conclusion and suggestion from the researchers is that if Dorothy Perkins adequate consumer research and uses the right marketing strategy, the results will be more effective and gratifying.