

RINGKASAN EKSEKUTIF

Selain pionir *barbershop modern*, Chief Barber & Supplies adalah pionir dalam industri *hair styling* dan *hair grooming* di Indonesia. Walau Chief Barber & Supplies dapat dikatakan pionir dalam industri dengan Bergeraknya waktu Chief Barber & Supplies menemukan permasalahan untuk memperluas jangkauan pasarnya ke generasi yang lebih muda. Dengan melakukan pendekatan menggunakan *AIDA*, *Marketing Mix*, *Brand Activation*, *New Product Development*, dan *Consumer Journey* dan *Market Penetration*. *Project Improvement* ini berupaya untuk melakukan penetrasi pasar Chief Barber & Supplies hingga mencapai target usia 21-25 agar tertarik untuk membeli dan menggunakan produk dari Chief Barber & Supplies adapun alternatif yang diberikan berupa aktivasi di cabang toko Chief Barber & Supplies, peningkatan pengalaman antara konsumen dengan Chief Barber & Supplies di *Modern Trade* dan membuat sebuah kemasan ukuran baru. Pada implementasinya telah berhasil dilakukan sebuah aktivasi yang berjalan di seluruh cabang Chief Barber & Supplies dengan target dan harapan dapat menaikkan jumlah pengguna produk yang berusia 21-25, membawakan hasil positif dalam bentuk kenaikan penjualan, dan juga partisipasi yang antusias dari konsumen dan non konsumen Chief Barber & Supplies. Setelah dilakukannya implementasi telah terealisasi hasil positif yang dimana penjualan berhasil meningkat dan juga lebih banyak ditemukan pengguna produk Chief Barber & Supplies pada usia 21-25 karena ketertarikannya terhadap aktivasi yang dijalankan dari pengalaman yang didapatkan dan juga promosi yang ditawarkan.

EXECUTIVE SUMMARY

In addition to being the pioneer of modern barbershop in Indonesia, Chief Barber & Supplies is also a pioneer in hair styling and hair grooming. Although Chief Barber & Supplies is considered a pioneer, problems rise as time passes and currently Chief Barber & Supplies is facing a problem to penetrate to younger consumers. Using AIDA, Marketing Mix, Brand Activation, New Product Development and Consumer Journey and Market Penetration as conceptual approaches, this improvement project is intended to help Chief Barber & Supplies penetrate the younger market to reach the targeted age of 21-25 with a goal of increase in interest and purchase. There are strategies and means that are considered such as activation in Chief Barber & Supplies' branches, opening a pop up experience corner in modern trade and finally developing a new packaging. Finally during the implementation a brand activation was successfully implemented in all of Chief Barber & Supplies' branches all around South Jakarta and brought in positive results for the company as it increased sales, penetrated the younger market and also raised enthusiastic participation from consumer and non consumer of Chief Barber & Supplies. After the activation is conducted it yields great results such as increase in sales, and most importantly increase in users on the targeted age of 21-25 which is due to high interest in the unique experience of the activation and also promotional offers that pump purchases.