

RINGKASAN EKSEKUTIF

Smith Men Supply adalah sebuah perusahaan *personal care* yang berfokus di *hair care*. Smith sudah berdiri sejak tahun 2013 dengan memiliki 12 macam pilihan produk yang terdiri dari *hair care* hingga *body care*. Smith Men Supply memiliki permasalahan utama yaitu *awareness* yang rendah meskipun perusahaan tersebut merupakan salah satu lokal pomade pertama yang ada di Indonesia. Permasalahan ini didapatkan melalui survei kuesioner, *in-depth interview*, dan dianalisis menggunakan *tool Severity-Urgency Matrix*. *Project Improvement* ini akan dimulai dengan membahas strategi dalam meningkatkan *brand awareness* dan *product awareness* Smith Men Supply. Konsep yang digunakan dalam mengatasi permasalahan yang dimiliki adalah *Integrated Marketing Communication* dan *Community Marketing*. Berdasarkan riset yang sudah di sebut diatas penulis dapat menyimpulkan bahwa Smith Men Supply memiliki *low brand and product awareness* dimana *customer* belum mengetahui secara jelas mengenai *brand* dan juga *product* yang dimiliki. Oleh karena itu, penulis melakukan kegiatan *event marketing* bersama komunitas supermoto Indonesia pada acara International Supermoto Ride Day 2023 di Motovillage Jakarta. Serta melakukan pengenalan kepada pengunjung yang ada pada event tersebut. Berdasarkan hasil *Weighted Objective Method* menunjukkan bahwa melakukan *event marketing* bersama *consumer community* merupakan solusi yang tepat untuk dapat menjadi rencana implementasi jangka pendek. *Event Marketing* ini dimana melakukan berbagai cara untuk meningkatkan *brand and product awareness* Smith Men Supply yaitu dengan adanya *photobooth*, *hair styling*, *fortune wheels*, dan *quiz games*. Solusi ini dapat dinilai berhasil karena menjawab akar penyebab masalah serta sudah melebihi *Key Performance Indicator (KPI)* yang telah ditentukan.

EXECUTIVE SUMMARY

Smith Men Supply is a personal care company that focuses on haircare. Smith Men Supply has been established since 2013 and has 12 product variants, from hair care to body care. As of right now one of the main problems faced by Smith Men Supply, is the low brand awareness although the company is one of the first local brands that provides hair styling products focusing on pomades in Indonesia. This problem was obtained through questionnaire surveys and in-depth interviews that were done towards all stakeholders. The writer then analyzed the data and information further using the Severity-Urgency Matrix tool. This Improvement Project will begin by discussing strategies to increase Smith Men Supply's brand awareness and product awareness. The concepts used in overcoming the problems they have are Integrated Marketing Communication, and Community Marketing. Through the internal and external research previously mentioned, the authors of the paper have come to the conclusion that the main problem faced by Smith Men Supply is the low Brand and Product Awareness. Therefore, the authors offer alternative solutions through event marketing targeting the Supermoto community and their yearly event International Supermoto Ride Day 2023, executed in Motovillage. Based on the results of the Weighted Objective Method, it shows that collaborating with the consumer community Supermoto Jakarta through event marketing is the right solution to become a short-term implementation plan. This collaboration has increased both brand and product awareness through different activations executed in the event. The activations are Photobooth, hair styling, fortune wheels, and quiz games. After the implementation has been carried out, this solution can be considered successful because it addresses the root cause of the problem and has exceeded the predetermined Key Performance Indicator (KPI).