

## RINGKASAN EKSEKUTIF

Nool/Strala adalah sebuah perusahaan artisan bakery lokal yang sudah berdiri sejak tahun 2020. Dengan berbagai pilihan varian dan rasa, Nool/Strala menawarkan konsep yang hangat, fresh, dan menyenangkan. Nool/Strala memiliki permasalahan utama yaitu engagement yang rendah dalam platform media sosial Instagram yang didapatkan melalui in-depth interview, focus group discussion, dan dianalisis menggunakan tool Severity-Urgency Matrix. Project Improvement ini akan dimulai dengan membahas strategi pemasaran perusahaan artisan bakery lokal: “Nool/Strala” dalam meningkatkan Brand Engagement media sosial Nool/Strala. Makalah pemasaran ini akan dilanjutkan dengan membahas laporan strategi saat tahap perencanaan yang kemudian dapat diterapkan sebagai upaya peningkatan jumlah Brand Engagement media sosial Nool/Strala. Konsep yang digunakan untuk membantu mengatasi permasalahan yang dimiliki adalah Brand Awareness, Brand Engagement, Brand Collaboration, Integrated Marketing Communication, dan Digital Marketing. Oleh karena itu, penulis tawarkan tiga alternatif solusi yaitu meningkatkan brand awareness dengan mengadakan aktivasi dan promotional activities baik offline maupun online, memiliki customer retention program agar dapat mempertahankan pelanggan dan menaikkan loyalitas, dan membuat visual content yang menyampaikan product dan brand knowledge dengan lebih baik.

## EXECUTIVE SUMMARY

Nool/Strala is a local artisan bakery that has been established since 2020. With a wide range of flavors, Nool/Strala offers a warm, fresh, and enjoyable concept. The main issue faced by Nool/Strala is low engagement on their Instagram social media platform, which was identified through in-depth interviews, focus group discussions, and analyzed using the Severity-Urgency Matrix tool. The Project Improvement will begin by discussing marketing strategies for the local artisan bakery company, "Nool/Strala," to improve Brand Engagement on their social media platforms. This marketing paper will continue by discussing a strategic report during the planning stage, which can be implemented as an effort to increase the number of Brand Engagements on Nool/Strala's social media platforms. The concepts used to help overcome the issue are Brand Awareness, Brand Engagement, Brand Collaboration, Integrated Marketing Communication, and Digital Marketing. The Interrelationship Diagram analysis shows that the root cause of the problem faced by Nool/Strala is ineffective social media content, where effectiveness in this context refers to content that cannot generate high social media engagement (reach, likes, saves, shares, and comments). Therefore, the author offers three alternative solutions namely to increase brand awareness by conducting brand activations and promotional activities in both offline and online platforms, having a customer retention program in order to retain customers and increase loyalty, and creating visual content that conveys a better product and brand knowledge.