

RINGKASAN EKSEKUTIF

Paragon Technology and Innovation didirikan pada tahun 1985 dan telah memperoleh sertifikasi GMP (*Good Manufacturing Practice*) dengan formulasi kosmetik dan kapasitas produksi yang sangat baik.

Selama 4 tahun setelah berdiri, perusahaan ini telah berkembang lebih dari 80%, dengan 30 wilayah operasional dan lebih dari 4.500 karyawan di seluruh Indonesia. Setelah melakukan wawancara dengan PTI Cosmetics, penulis menemukan sebuah kesempatan untuk mengembangkan Innovative Xalon, yang merupakan salah satu merek perawatan rambut PTI Cosmetics, dengan cara mengembangkan strategi komunikasi pemasaran untuk meningkatkan *brand awareness* terutama di wilayah Jabodetabek.

Selama periode *Project Improvement*, penulis melakukan penelitian kualitatif dan kuantitatif untuk mengidentifikasi inti masalah dari Innovative Xalon. Setelah menganalisis data, penulis menemukan bahwa masalah utama dari Innovative Xalon adalah *brand awareness* yang sangat rendah yaitu di angka 5.8%. Dengan menggunakan diagram *fishbone* dan diagram *Interrelationship*, penulis mengidentifikasi bahwa akar penyebab rendahnya *brand awareness* adalah karena kegiatan pemasaran yang telah dilaksanakan tidak bersifat independen. Dengan kata lain, Innovative Xalon dibayangi oleh *family brand* seperti MAKEOVER, karena kegiatan pemasarannya selalu saling berkolaborasi.

Dengan menggunakan *Pull Strategy Marketing*, *Integrated Marketing*

Communication, Social Media Marketing, Opinion Leader, dan sumber daya yang dimiliki perusahaan, penulis menciptakan tiga alternatif yang dapat diimplementasikan oleh Paragon Technology and Innovation untuk meningkatkan *awareness* dari Innovative Xalon. Pada akhir masa magang, penulis menerapkan alternatif yang terpilih, 'Gathering with Influencer', dan telah berhasil membantu Innovative Xalon untuk mendapatkan kesadaran sebesar 24,7%.



Executive Summary

Paragon Technology and Innovation was established in 1985 and has obtained GMP (Good Manufacturing Practice) certificate with large production capacity excellent cosmetic formulation.

Over the past 4 years, the company has grown more than 80%, with 30 operational areas and over 4500 employees across Indonesia. After an interview with PTI Cosmetics, writers discovered an opportunity to develop Innovative Xalon, one of PTI Cosmetics haircare brand, developing a marketing communication strategy to increase its awareness, especially in Jabodetabek area.

During the Project Improvement period, writers did both qualitative and quantitative research to identify the core problem of Innovative Xalon. After the data has been analyzed, writers uncovered that the core problem is Innovative Xalon has a very low brand awareness at 5.8%. Using fishbone and interrelationship diagram, writers identified that the root cause of its low brand awareness is because the marketing events that have been executed are not independent. In other words, IX is overshadowed by its family brand, MAKEOVER, because the marketing events were all collaboration.

By using Pull Strategy Marketing, Integrated Marketing Communication, Social Media Marketing, Opinion Leader, and resources of the company, writers created three alternatives which can be implemented by Paragon Technology and Innovation to boost Innovative Xalon's awareness. At the end of internship period, writers

implemented the selected alternative, 'Gathering dengan Influencers', and has successfully helped Innovatix Xalon to gain awareness at 24.7%.

The long-term solution which writers proposed is focusing on the Push Strategy Marketing, as to distribute Innovative Xalon products to its primary target market, salon and its retails. Writers hoped the marketing plan that has been made can help Innovative Xalon to achieve its goal, which to gain brand awareness at 80% within a year.

