

RINGKASAN EKSEKUTIF

Merek L-Men yang berada dibawah naungan PT. Nutrifood Indonesia telah hadir dimasyarakat luas sejak tahun 2001, dimana sekarang telah mengembangkan saluran distribusinya secara online yang dinamakan “L-Men Store” pada tahun 2013.

Seiring meningkatnya ekonomi, perkembangan bisnis online, serta penyebaran informasi yang pesat menjadi peluang bagi L-Men untuk berkembang. Namun, perilaku para konsumen L-Men ternyata telah terbentuk oleh kompetitor, sehingga L-Men mengalami kesulitan dalam meyakinkan target konsumen. Dimana penulis menemukan bahwa kehadiran figur dalam penyampaian informasi sangatlah penting guna menginterupsi *buying decision process* konsumen.

Dalam pengerjaan Project Improvement ini, penulis melakukan analisis terhadap konsumen *L-Men* dengan melakukan wawancara dan observasi. Ditambah dengan sejumlah secondary data yang didapatkan baik melalui pihak ketiga maupun L-Men sendiri. Setelah menganalisis pasar, penulis menemukan permasalahan utama yang harus diselesaikan L-Men, yaitu “hadirnya informasi bahwa produk L-Men inferior ketimbang produk kompetitor”. Oleh karena itu information search pada tahapan *buying decision process* digunakan penulis dalam membentuk tiga alternatif solusi yaitu aliansi komunitas, *co-branding*, dan *opinion leader* guna menghadirkan figur berkredibel untuk menyampaikan informasi.

Kata kunci : **Perilaku Konsumen, Proses Pembuatan Keputusan, Pencarian Informasi, aliansi komunitas, co-branding, opinion leader**

EXECUTIVE SUMMARY

L-Men brand under the umbrella of PT. Nutrifood Indonesia which have been established since 2001, had established its new online distribution channel named “L-Men Store” at 2013.

It cannot be denied that with the growing of economy, online businesses, and information sharing, it served as an opportunity for L-Men growth. However the behavior of consumers have been shaped by competitor, hence L-Men faced difficulty to convince their consumers. Students found that the existence of a figure in delivering the information is of utmost importance in order to interrupt buying decision process of consumers.

In this project improvement, students analyzed L-Men’s target consumers by observing and interviewing them, in addition with secondary datas provided by third party and the L-Men itself. After analyzing the market, students found the main problem of L-Men which was “existence of informations that L-men Products are inferior in comparison to competitor’s”. For that reason, information search in step of buying decision process is being used by students to create 3 alternative souldtions, which are community alliance, co-branding, and opinion leader in order to bring credible figure to deliver informations.

Keywords : Consumer Behavior, Decision Making Process, Information Search, community alliance, co-branding, opinion leader