

## RINGKASAN EKSEKUTIF

Penulis melaksanakan program magang di PT Fokus Teknindo Indonesia dan Sesuai dengan kebijakan perusahaan, penulis diberikan ruang lingkup perbaikan dalam sistem penyaluran distribusi produk panel surya di gedung LTC Glodok di Jalan Hayam Wuruk, Jakarta Barat. Terdapat dua sistem pemasaran produk panel surya, yang pertama adalah menyalurkan produk ke *customer* atau distributor dan yang kedua yaitu dengan menjual sistem panel surya langsung ke tangan *end user* atau pengguna akhir.

Sesuai dengan kehendak perusahaan, masalah prioritas yang ditetapkan adalah "**Jumlah Distributor Terbatas**" dan dapat dilihat dari data penjualan produk panel surya yang masih belum mencapai target dan juga sedikitnya jumlah distributor di gedung LTC Glodok. Metode pengumpulan data dilakukan dengan cara melakukan survei langsung ke lokasi distribusi di gedung LTC Glodok serta wawancara pihak internal perusahaan dan *customer*. Dengan mengacu pada teori *Marketing Mix* dan menggunakan pendekatan Diagram Tulang Ikan serta Interelasi Diagram lalu disimpulkan bahwa akar penyebab dari masalah prioritas yaitu **belum ada adaptasi harga yang dilakukan oleh PT Fokus Teknindo Indonesia**.

Penulis lalu memberikan tiga alternatif solusi untuk mengatasi akar penyebab tersebut yaitu *Psychological discounting*, *Reward program* dan *Credit Terms*. Dengan menggunakan *Weighted Objectives Method* dan juga melalui diskusi serta persetujuan dengan pihak perusahaan maka ditetapkan ***Psychological discounting*** sebagai solusi terpilih. Dengan target proyek perbaikan yaitu "Jumlah toko yang menjadi distributor PT Fokus Teknindo Indonesia di gedung LTC Glodok bertambah satu per 31 Juli 2019".

Kesimpulannya adalah permasalahan "***Jumlah Distributor Terbatas***" dapat diselesaikan dengan cara menerapkan solusi *psychological discounting* sebagai bentuk adaptasi harga. Lalu setelah dijalankan implementasi, berhasil ditingkatkan dua toko yang menjadi distributor dengan bersepakat untuk menjalin kerjasama sebagai distributor dengan PT Fokus Teknindo Indonesia.

## **EXECUTIVE SUMMARY**

*The authors conducted an internship program at PT Fokus Teknindo Indonesia and with the subtlety of the company's decision, the authors is placed in the Renewable Energy Department in the distribution system to be focused on optimizing the marketing mix with the scope in the location at LTC Glodok. There are two systems when it comes to the selling of the solar panel products in the Renewable Energy Department. The first one is to distribute products to customers or distributors and then second is by selling solar panel system directly to the user (end user).*

*After conducting research and data collection, along with the discussion and the approval by the company, it can be concluded that the priority problem faced by the company is **"The Number of Distributors are Limited"** which refers to the company's distribution activity to the stores located in LTC Glodok which can be seen by the company's historical revenue data in 2017 and 2018 that has not achieved the target and also the very minimal number of distributors in the LTC building. The data collection method that the authors used is by conducting a survey directly to the distribution location in the LTC Glodok and interviewing both parties from the company and the customers. With our existing data and by referring to the Marketing Mix Theory and using approaches such as Fishbone and Interrelation Diagrams, the authors found that the root cause of the problem is, **there is no price adaptation done by PT Fokus Teknindo Indonesia in order to distribute solar panel products to the stores in LTC Glodok.***

*The author then provides three alternative solutions to overcome the root cause of the problem, namely Psychological discounting, Reward program and Credit Terms, which are part of the "price" element in the Marketing Mix Theory. By using the Weighted Objectives Method the authors and the Supervisor from the company discussed the three alternative solutions and with agreed to use the Psychological Discounting method as the solution to the root cause. The target of the project improvement is **"The number of stores that distribute solar panel***

*products from PT Fokus Teknindo Indonesia increased by one store after the implementation has been done as per July 31th 2019”.*

*The conclusion is the problem of "The Number of Distributors are Limited" can be solved by applying a solution of psychological discounting as a form of price adaptation. After the solution is implemented, the short-term targets that have been set are achieved by increasing the number of stores in LTC Glodok which are distributors of PT Fokus Teknindo Indonesia.*

