

RINGKASAN EKSEKUTIF

Berdasarkan McKinsey, jumlah pengguna internet di Indonesia akan terus meningkat hingga mencapai 144.9 juta orang pada 2020. Nielsen turut mengungkapkan bahwa tren dalam mengakses media melalui internet mengalahkan media cetak dan meningkat dan mencapai 86% dan tingkat penetrasi 11%

Unistellar Indonesia merupakan sebuah *venture development* dan *business incubator* yang memiliki 10 portfolio yang salah satunya adalah Asumsi yang menjadi proyek kelompok. Asumsi adalah institusi media yang berfokus pada berita politik, *current affairs*, dan kultur pop dengan target pasar utama di usia 18 - 35 tahun.

Hasil riset mengindikasikan adanya permasalahan di Asumsi, yaitu *brand awareness* masih belum maksimal di target market, terutama usia 18 - 25 tahun. Setelah dianalisa, akar permasalahannya ialah strategi *marketing communication* yang belum maksimal.

Untuk memaksimalkan strategi *marketing communication*, terdapat 3 usulan alternatif solusi dengan pendekatan yang berbeda, yakni *movement*, *advertising*, dan peningkatan skala *event marketing*. Berdasarkan hasil analisa setiap alternatif solusi menggunakan *weighted objective method*, alternatif yang dianggap paling baik adalah *movement* dengan *score* akhir 380, yang lantas dinamakan AyoVote.

Setelah *movement* AyoVote dijalankan, ternyata *website audience* Asumsi usia 18 – 25 tahun mengalami peningkatan berdasarkan Google Analytics. Kemudian berdasarkan www.alexacom, *traffic rank website* Asumsi mengalami peningkatan di Indonesia hingga mencapai peringkat 1,819 dan *global rank* di peringkat 211,359.

EXECUTIVE SUMMARY

McKinsey released a data about Indonesia's internet users that is projected to keep increasing and reach 144.9 million users in 2020. Nielsen also stated, the internet usage for media access *trend* has managed to defeat print press, increased and reached to 86% and 11% penetration rate.

Unistellar Indonesia is a venture development and business incubator that has already had 10 portfolios, which one of them is Asumsi as the project of our group. Asumsi is a media institution focusing on political news, current affairs, and culture pop for age 18-35 years old as their primary target market.

The result of the research indicated a problem, that is Asumsi's brand awareness has not yet been maximized in the current target market, especially in the age range 18-25 years old segment. After being analyzed, it showed that the core problem is marketing communication strategy that has not been fully maximized.

In order to maximize the marketing strategy, there are 3 alternative solutions with various approaches, which are movement, advertising, and scale-up event marketing. Based on the analysis result of each solution using the weighted objective method, the one that is considered as the best solution is movement with final score 380, which called AyoVote.

After implementing AyoVote movement, based on Google Analytics, it turned out that the Asumsi's website audience within 18-25 years old has increased. Moreover, www.alexacom displayed the increase of Asumsi's website traffic rank in Indonesia has reached rank 1,819th and 211,359th for global rank.