

RINGKASAN EKSEKUTIF

Jakarta Aquarium merupakan sebuah *theme park* berkonsep edukasi dan hiburan persembahan kolaborasi antara Taman Safari Indonesia dengan Aquaria KLCC (*Kuala Lumpur City Centre*). Didirikan sejak tahun 2017 di *Neo Soho Mall*, kini Jakarta Aquarium telah memiliki lebih dari 600 jenis satwa.

Selama periode magang di Jakarta Aquarium, penulis telah melakukan serangkaian aktivitas seperti riset kualitatif dan kuantitatif kepada pihak internal dan eksternal Jakarta Aquarium yang terfokus pada *engagement* konsumen. Dari riset tersebut, ditemukan tiga masalah yang dimiliki Jakarta Aquarium yaitu *intention to revisit* rendah, *loyalty program* belum efektif, serta kurangnya program *experience*. Berdasarkan hasil diskusi penulis dengan pihak internal, kurangnya program *experience* dipilih sebagai permasalahan utama. Menggunakan metode *fishbone*, ditemukan akar penyebab masalah disebabkan oleh belum adanya rencana penambahan aktivitas baru di dalam Jakarta Aquarium.

Penulis memberikan tiga alternatif *event* yaitu *Aqua Family Fun Sport*, *Come.See.Love.Us!*, dan *Treasure Hunt*. Melalui perhitungan pembobotan, alternatif solusi terbaik jatuh pada *event Come.See.Love.Us!* dengan nilai 4.15. Solusi tersebut memiliki tiga rangkaian *event* yaitu *pre-event (awareness)*, *event (site experience)*, dan *post-event (advocacy)*. Target implementasi *Come.See.Love.Us!* telah berhasil penulis capai melalui aktivitas *Meet and Greet With Mermaid* dimana konsumen memberikan tingkat kepuasan *average 6*.

EXECUTIVE SUMMARY

Jakarta Aquarium is an amusement park with educational concept and entertainment, a collaboration between Taman Safari Indonesia and Aquaria KLCC (Kuala Lumpur City Center). Founded in 2017 at Neo Soho Mall, the Jakarta Aquarium now already has more than 600 species of animals.

During the internship period at Jakarta Aquarium, the authors conducted qualitative and quantitative research for internal and external parties of Jakarta Aquarium which focused on consumer engagement. From the results of the research, the authors found three problems in Jakarta Aquarium. They are the low intention to revisit, loyalty program has not been effective, and lack of program experience. Based on the author's discussion with internal parties, the lack of program experience was chosen as the main problem. Using the fishbone method, the authors found the root cause of the problem was caused by the absence of addition new activities plan in the Jakarta Aquarium.

The author provides three alternative events that are Aqua Family Fun Sport, Come.See.Love.Us!, and Treasure Hunt. Through weighting calculations, the best alternative solution falls on the Come.See.Love.Us! event with a value of 4.15. The solution has three series of events: pre-event (awareness), event (site experience), and post-event (advocacy). Target implementation Come.See.Love.Us! has succeeded to achieve through program of Meet and Greet With Mermaid where consumer give the score level of satisfaction in average 6.