

## RINGKASAN EKSEKUTIF

**PT. Paragon Technology and Innovation** merupakan perusahaan yang bergerak dalam industri kecantikan. Berdiri sejak tahun 1985, PT. Paragon Technology and Innovation berkembang pesat dan menjadi salah satu perusahaan kosmetik lokal kompetitif melalui beberapa merek yang telah dikenal oleh masyarakat Indonesia seperti Wardah, Make Over, Innovation Xalon dan produk kecantikan yang ditujukan bagi *target market* usia 15-18 tahun dengan SES *upper-middle*, Emina Cosmetics.

*Project Improvement* berlangsung di bawah pengawasan divisi *Brand and Product Development* Emina Cosmetic. Setelah dilakukan riset kualitatif dan analisa melalui *fishbone diagram*, ditemukan permasalahan “komunikasi *value* Emina Cosmetics pada *event beauty class* belum dimengerti pelajar” dikarenakan komunikasi yang diberikan oleh Emina Cosmetics lebih mudah dipahami oleh mahasiswi. Dilanjutkan dengan metode *inter-relationship diagram* sehingga ditemukan akar permasalahan “pelajar menginginkan aktivitas rekreasional”.

Selanjutnya, diajukan tiga alternatif solusi menggunakan konsep berbeda, yaitu *value proposition design*, *brand management* dan *IMC* yang dievaluasi menggunakan *weighted average*. “**Mengomunikasikan Value Emina Cosmetics Melalui Event Marketing Dengan Metode IMC**” dipilih menjadi alternatif yang paling sesuai. Melalui aktivitas Emina Girl Gang Ambassador (EGGA) yang pernah diadakan sebelumnya dan mengalami penambahan area, diharapkan pelajar yang terpilih dapat mengedukasi teman-teman sekolahnya mengenai *beauty class* sehingga dapat menyesuaikan *value Love, Joy Dream* dengan kebutuhan pelajar.

Implementasi tahap awal adalah dengan mengadakan acara **“EGGA Gathering: Gather With Your Friend”** yang bertujuan untuk mengapresiasi EGGA *batch* sebelumnya sekaligus sebagai konten publikasi pendaftaran EGGA *Batch 2*. Selain itu dilakukan publikasi secara *offline* ke SMA di Jakarta serta gerai Emina Cosmetics dan publikasi *online* melalui media sosial. Pada awalnya rencana periode pendaftaran EGGA *Batch 2* hanya dibuka hingga 14 Juni 2018, namun diperpanjang hingga 21 Juni 2018. Berdasarkan hasil evaluasi, pendaftar EGGA *Batch 2* mencapai 2001 pendaftar dengan mayoritas jenjang pendidikan kelas 12 SMA di Jabodetabek.

Rencana jangka menengah yaitu untuk periode Q3 2018 adalah melakukan seleksi terhadap pendaftar. Selanjutnya, EGGA terpilih akan mendapatkan *golden ticket* beserta *challenge* pertama yaitu *review*. EGGA *Batch 2* berkesempatan untuk menyelenggarakan *mini beauty class* secara gratis bersama teman-temannya.

Pada periode berikutnya yaitu Q4 2018 hingga Q1 2019, diluncurkan *microsite challenge* yang difungsikan sebagai wadah informasi. Terdapat pula kegiatan EGGA Gathering, Launching Beauty Class by EGGA *Batch 2* dan *challenge* lainnya. Dalam upaya melakukan evaluasi terhadap perencanaan jangka menengah, digunakan indikator baik yang relevan untuk mengukur keefektifan dari kegiatan.

## EXECUTIVE SUMMARY

PT. Paragon Technology and Innovation is a fast moving consumer goods in the beauty industry. Established since 1985, PT. Paragon Technology and Innovation has growing rapidly and has become one of the most competitive local cosmetic companies that owns several brands that have been known by Indonesian such as Wardah, Make Over, Innovation Xalon and beauty products for teenager age of 15-18 years with upper-middle SES, Emina Cosmetics.

Project Improvement was held under the supervision of Brand and Product Development of Emina Cosmetics. Marketing program was evaluated, especially event marketing beauty class. Through qualitative research and fishbone diagram, the problem "Emina Cosmetics' value communication on event beauty class wasn't understandable by high school student" was found because it was more suitable for university student. Through inter-relationship diagram, the root cause for the problem was "high school student wanted recreational activities".

To overcome the root cause, three solutions were developed in different methods: value proposition design, brand management and IMC which would later be evaluated using the weighted average. "Communicating Emina Cosmetics' Value Through Event Marketing and IMC Method" solution was chosen. Through the existing Emina Girl Gang Ambassador's (EGGA) activity, the chosen representative is expected to educate the surrounding about beauty class, so the Love, Joy, Dream value could be adapted to student's needs.

The short-term implementation during the Project Improvement period was to create publication for EGGA Batch 2 through registration, which initially started with an event for

EGGA Batch 1, namely "EGGA Gathering: Gather Your Friend". Then, continuing with online publication through social media and offline approach through high schools in Jakarta and also at Emina Cosmetics' stores. Registration period was extended until June 21<sup>st</sup> 2018, before was June 14<sup>th</sup>. 2001 people registered and majority was grade 12<sup>th</sup> high school student from Jabodetabek.

Planning in the medium-term (Q3 2018) will be starting from selecting the registrants. The chosen EGGA would get golden ticket and their first review challenge. They also had the chance to held mini beauty class for free with their friends. In the next period, microsite challenge would be launched as information platform. Some events that are planned for Q4 2018 to Q1 2019 are : EGGA Gathering, Launching Beauty Class by EGGA Batch 2 completed various challenges e. The whole event beauty class will be evaluated through "the good indicator" method to measure the effectiveness of the activity.

