

## RINGKASAN EKSEKUTIF

Beberapa tahun belakangan dengan dukungan teknologi yang semakin terdepan, keberadaan *e-commerce* semakin mewarnai industri bisnis di Indonesia. Bentuk dari *platform e-commerce* yang ditawarkanpun kian beragam, mulai dari *retail*, *online travel agent*, iklan baris, dan *marketplace*. Khusus pada *platform* berbasis *marketplace*, terdapat salah satu perusahaan internet bernama Tokopedia. Dalam kegiatan bisnisnya Tokopedia memiliki dua kegiatan utama yaitu akuisisi dan retensi. Namun dalam kegiatan akuisisi terdapat beberapa kendala sehingga *success rate* kegiatan tersebut terbilang rendah. Adapun kendala tersebut disebabkan oleh akar permasalahan yaitu materi akuisisi yang tidak informatif dan monoton. Maka melalui tugas akhir ini, penulis menyusun proyek perbaikan untuk kegiatan akuisisi Tokopedia dengan memberikan solusi yang dapat menyelesaikan akar permasalahan. Solusi yang diberikan adalah menyesuaikan setiap materi akuisisi dengan kebutuhan informasi *potential seller* yang dilakukan melalui kegiatan Tokopedia's Make It Better dan Instagram Competition sehingga akan meningkatkan *success rate* kegiatan akuisisi di Tokopedia.

## EXECUTIVE SUMMARY

In the past few years, supported by the enhancement of technology, the existence of the e-commerce has been coloring the business industry in Indonesia. The e-commerce itself has been transformed into several types of platforms, such as retail, online travel agent, classifieds/listings, and marketplace. For marketplace, there is one e-commerce company in Indonesia namely Tokopedia who has two main tasks conducted by its business functions which are customer acquisition and retention. Unfortunately, the customer acquisition activity has been underperformed since the results have shown a low success rate for the past few months. The matter is caused by several obstacles, which are mainly caused by the lack of information and monotone materials of acquisition. Therefore through this thesis, the writers are developing an improvement project by giving a solution to the root cause of the problem. The solution given is by adjusting every single acquisition content with potential seller's information needed through Tokopedia's Make It Better and Instagram Competition so it can increase the success rate of acquisition activity in Tokopedia.