

RINGKASAN EKSEKUTIF

Program *Project Case Improvement* memiliki tujuan utama untuk mengidentifikasi masalah, menganalisa akar permasalahan, dan mengajukan alternatif solusi bagi ZALORA Indonesia. Sebagai pendukung penulisan, penulis terlibat langsung dalam proses pencarian data, perancangan, perbaikan dan pengelolaan program melalui kegiatan kerja magang selama tiga bulan di perusahaan tersebut.

Berdasarkan hasil observasi dan wawancara, masalah yang teridentifikasi adalah target pendapatan sub divisi Nonpaid Social Media tidak tercapai. Konsep yang digunakan dalam melakukan identifikasi masalah dan formulasi strategi adalah The Strategy–Formulation Analytical Framework, sedangkan untuk detail perencanaan proyek perbaikan penulis menggunakan konsep Buzz Marketing. Penulis merancang beberapa alternatif solusi yang bertujuan untuk meningkatkan pendapatan Subdivisi Nonpaid Social Media. Alternatif solusi tersebut adalah :

1. Penerapan Strategi Buzz Marketing pada kanal Blog, Twitter dan Instagram.
2. Perekrutan kontributor lepas.
3. Optimalisasi fungsi layanan pelanggan pada sosial media.

Ketiga alternatif solusi diatas berupaya untuk mengatasi akar permasalahan yang berhubungan dengan tingkat kunjungan situs dan penggunaan kanal sosial media.

EXECUTIVE SUMMARY

The purpose of the PCI program is to identify underlying problems, analyzing the root cause, and providing several alternative solutions for ZALORA Indonesia. In order to support this thesis, the writer was directly involved in the data gathering process, planning, improving, and program managing through an intensive 3 months period internship program. According to observation and interview results, the underlying problem is that the Nonpaid Social Media Subdivision has failed to achieve the targeted revenue. The concepts that will be used by the writer are The Strategy-Formulation Analytical Framework in analyzing the root cause of the problem and strategy formulation, and Buzz Marketing in planning the improvement strategy. The writer has created several alternative solutions in order to increase the revenue of Nonpaid Social Media Subdivision. The alternative solutions are :

1. Arrangement of plan for Buzz Marketing campaign strategy on Blog, Twitter and Instagram.
2. Arrangement of plan regarding recruitment for third party contributor.
3. Arrangement of plan to optimizing the function of customer service on social media.

All of the above solutions were created in order to solve the root cause related to the level of website visit counts and usage of social media channels.