

## RINGKASAN EKSEKUTIF

*Project Case Improvement* ini dimulai dengan pengenalan objek penelitian, yaitu Djarum Black Innovation Awards, yang kemudian diidentifikasi masalahnya, hingga disusun alternatif solusi untuk mengatasi masalah tersebut. Tujuan dari pengembangan proyek ini adalah meningkatkan jumlah *traffic microsite* sekaligus jumlah registrasi *online* Djarum Black Innovation Awards. Metode penelitian yang digunakan adalah *gap analysis* yaitu meneliti sela antara target dan hasil di masa lalu beserta penyebabnya. Selama masa magang, penulis berperan sebagai Account Executive di PT Celsius Inspira Kreativa yang merupakan agensi pilihan PT Djarum untuk mengelola kegiatan promosi digital Djarum Black Innovation Awards 2012. Lewat proses magang, penulis melakukan perbandingan hasil kegiatan digital Djarum BIA 2011 dengan Djarum BIA 2012 serta mencari celah untuk pengembangan di Djarum BIA masa depan.

Dari masalah yang ditemukan pada hasil kegiatan digital Djarum BIA 2011 dan telah diperbaiki oleh PT Celsius Inspira Kreativa di Djarum BIA 2012, penulis memetik banyak pelajaran mengenai aktivitas promosi digital. Dengan hasil yang diterima Djarum BIA 2012 lewat kegiatan digital, penulis menemukan bahwa pemanfaatan perangkat digital berpotensi untuk meningkatkan registrasi Djarum BIA lebih banyak lagi. Teori dan perangkat yang penulis gunakan berasal dari Digital Marketing dan Integrated Marketing Communications, dengan perangkat-perangkat digital yang aplikatif beserta rencana implementasi selama satu tahun ke depan.

## EXECUTIVE SUMMARY

This project case improvement was initiated with the introduction of the research object, Djarum Black Innovation Awards, followed with the problem identification and creation of alternative solutions to resolve the issue. The objective of this project was to increase the amount of microsite traffic as well as the number of online registration to Djarum Black Innovation Awards. The method used was a gap analysis that examined interposed between the target and results in the past and their causes. During his internship, the author served as Account Executive at PT Celsius Inspira Kreativa which was PT Djarum's chosen agency for managing digital promotional Djarum Black Innovation Awards 2012. Through the internship, the authors did a comparison of the results of the digital Djarum BIA BIA 2011 to it of 2012 and found an opportunity to develop the upcoming Djarum BIA.

Of the problems found in the results of the Djarum BIA 2011's digital campaign and had been improved by PT Celsius Inspira Kreativa in Djarum BIA 2012, the authors learned a lot of lessons about digital promotional activity. With the proceeds Djarum BIA 2012 received through digital activities, the authors found that the use of digital devices has the potential to improve Djarum BIA's registration even more. Theory and devices used by the writer came from Digital Marketing and Integrated Marketing Communications, with digital devices and their applicable implementation plan for the upcoming year.