

RINGKASAN EKSEKUTIF

Pusat-pusat perbelanjaan modern di Jakarta, dewasa ini mengalami pertumbuhan yang sangat cepat. Laju pertumbuhan mall di Jakarta sebesar 25% setiap tahunnya. Menurut data yang diperoleh dari www.raywhitegading.com tanggal 30 Maret 2010, terhitung sejak tahun 2008-2009 ada 10 mal baru dibuka, antara lain fx lifestyle X'nter (30.000 m²) di kawasan Sudirman, Plaza Indonesia Extension (45.325 m²) di kawasan Thamrin, Pejaten Village (58.000 m²) di kawasan Warung Buncit, dan Blok M Square (185.000 m²) di kawasan Blok M.

Selain itu, data yang diperoleh dari badan pusat statistik pada bulan July 2010, menunjukkan tingkat konsumsi masyarakat Indonesia yang terus meningkat. Pada tahun 1999 tercatat persentase pengeluaran rata-rata per kapita yang tergolong barang bukan makanan dalam sebulan adalah 37.06%, tahun 2004 sejumlah 45.42%, dan pada tahun 2009 sejumlah 49.38%. Karena tren yang terus naik, membuat para developer terus membangun pusat-pusat perbelanjaan, yang pada akhirnya akan menciptakan persaingan yang sangat ketat antarpusat perbelanjaan.

fx lifestyle X'nter adalah salah satu dari sekian banyak pusat berbelanja yang tergolong baru. Berada dipusat kegiatan bisnis Jakarta, yaitu di Jln. Sudirman, menjadi keuntungan dan daya tarik tersendiri bagi fx lifestyle X'nter. Sebagai mal yang tergolong

baru, fx lifestyle X'nter terus berusaha melakukan perbaikan disetiap divisi. Salah satunya adalah divisi komunikasi pemasaran.

Divisi komunikasi pemasaran adalah divisi yang memiliki tanggung jawab mengkomunikasikan kepada masyarakat mengenai fx lifestyle X'nter. Kualitas materi promosi menjadi salah 1 fokus yang terus mendapat perhatian karena kerap kali terjadi kesalahan. Kesalahan tersebut berupa kesalahan konten materi promosi, kesalahan warna, dan juga informasi yang kurang jelas sehingga pesan yang ingin disampaikan tidak sesuai dengan apa yang diharapkan.

Dalam pembahasan ini akan dijabarkan mengenai macam-macam kesalahan yang pernah terjadi, dan juga dampak dari kesalahannya. Dari kesalahan tersebut akan dianalisa mengenai akar permasalahan yang sesungguhnya, lalu akan dicari alternatif solusi yang paling sesuai untuk kemudian diimplementasikan. Dalam mengimplementasikan alternatif terpilih, dijabarkan pula mengenai kemungkinan masalah yang akan terjadi, dan juga disertai solusinya. Dengan solusi yang dibuat, diharapkan kualitas materi promosi fx lifestyle X'nter yang menjadi fokus pembahasan, akan dapat tercapai.

EXECUTIVE SUMMARY

Nowdays, the existence of modern shopping centre is growing rapidly in Jakarta. The speed of its growth has reached 25% in a year. According to the data taken from www.raywhitegading.com 30 March 2010, noted between the year for 2008-2009, there were ten malls had just been built, some of them are fX lifestyle X'nter (30.000 m²) in Sudirman district, Plaza Indonesia Extension (45.325 m²) in Thamrin district, Pejaten Village (58.000 m²) in Warung Buncit district, dan Blok M Square (185.000 m²) in Blok M district.

Besides the information above, data taken from Badan Pusat Statistik shows that the rate of Indonesian consumption behavior is decreasing. In the year of 1999, the percentage of average expenses per capita which are non food product in a month period is 37.06%, in the year of 2004 is 45.42%, and in the year of 2009 is 49.38%. Due to this kind of trend which has become so common, developers are tighten their competition by creating new shopping centres in town. This situation not only creates a competitive environment within, but also creates a competitive business in the field.

fX lifestyle X'nter is one of new shopping centres in Jakarta. Located in the point of business activities in Jakarta, Jalan Sudirman, this part of fortune has become one and another interesting point of the place. As a new mall, fX lifestyle X'nter is keeping on

developing in every division it has. There is a division called Marketing Communication Division, the part of the management which is going to be analyzed.

Marketing Communication Division is a part of the management function which has some responsibilities to public in order to communicate about anything involves fx lifestyle X'nter. The quality of promotion material is one of the focus in this field, because, usually it is easy to find it mistaken. The mistake could be a wrong promotion content, wrong in colour choosing, and also could be an unclear information which causes misunderstanding and the information would not be received as expected.

This paper will describe some of the mistakes that happened oftenly, and also the consequences caused. From the mistakes described, the root of the main problem will be analyzed. After the identification step, the alternative solutions can be found and later it will be used for clearing the problem solving action. By choosing the right alternative, some implementation can be done. In the implementation step, there are some problem may occurred, and so the solutions. With the solutions made, hopefully the quality of the fx lifestyle X'nter promotion material will become better and reaching all the goals.