

RINGKASAN EKSEKUTIF

PT Berkat Emaku Indonesia adalah perusahaan yang bergerak dalam industri bumbu - bumbu kering yang diolah dari bahan terjamin, non-MSG dan bersertifikat halal dari BPOM MUI serta sudah berdiri sejak tahun 1977. Pada 13 Maret 2024, penulis mulai menjalankan *project improvement* selama tiga bulan di perusahaan. Proses identifikasi masalah diawali dengan melakukan analisis pendekatan kualitatif dan kuantitatif. Pendekatan kualitatif dijalankan melalui wawancara internal dan eksternal sedangkan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 119 responden mencakup konsumen dan non konsumen Emaku Indonesia. Kemudian penulis juga menggunakan data sekunder guna memvalidasi permasalahan yang ada. Sesudah mengelola semua data ditemukan beberapa masalah diantaranya *brand awareness* Emaku Indonesia yang rendah, *promotion advertising* kurang optimal, keraguan dalam mencoba produk Emaku Indonesia dan kurangnya partisipasi dalam kegiatan Emaku Indonesia secara *offline* maupun *online*. Berdasarkan diskusi internal dan analisis *severity-urgency matrix* ditemukan masalah prioritas yaitu **“brand awareness Emaku Indonesia yang rendah”** dengan target perbaikan **“meningkatkan engagement rate dari 3.82% menjadi 4.18% dalam periode 26 April 2024 hingga 1 Juni 2024”**. Selanjutnya identifikasi kemungkinan penyebab masalah prioritas dilakukan menggunakan *fishbone analysis diagram* sedangkan akar penyebab (*root cause*) dengan *inter-relation diagram*. Penulis menemukan akar penyebabnya yaitu **“target market tidak terpapar media channel yang tepat”**. Oleh karena itu, melalui pendekatan konseptual penulis merancang 3 alternatif solusi dan bersama pihak internal memutuskan untuk menggunakan alternatif solusi pertama yaitu **“membuat dan menjalankan Tiktok content plan menggunakan content distribution trifecta”**, terdiri dari *owned*, *earned* dan *paid media* yang dijalankan pada 26 April - 1 Juni 2024 serta mendapatkan **hasil peningkatan engagement rate (ER) sebesar 80.89% dari 3.82% menjadi 6.91%** sehingga dapat disimpulkan bahwa *project improvement* yang penulis lakukan sudah berhasil.



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EXECUTIVE SUMMARY

PT Berkat Emaku Indonesia is a company engaged in the dry seasoning industry processed from guaranteed ingredients, non-MSG, and halal certified by BPOM MUI. It was established in 1977. On March 13, 2024, the author began running a three-month project improvement at the company. The problem identification process starts with conducting a qualitative and quantitative approach analysis. The qualitative approach is carried out through internal and external interviews while the quantitative approach is by distributing questionnaires to 119 respondents including consumers and non-consumers of Emaku Indonesia. Then the author also uses secondary data to validate the existing problems. After managing all the data, several issues were found, including low brand awareness of Emaku Indonesia, less than optimal promotion advertising, hesitation in trying Emaku Indonesia products, and lack of participation in Emaku Indonesia activities both offline and online. Based on internal discussions and severity-urgency matrix analysis, the priority problem was found to be "low brand awareness of Emaku Indonesia" with an improvement target of "increasing the engagement rate from 3.82% to 4.18% in the period from April 26, 2024 to June 1, 2024". Furthermore, identification of possible causes of priority problems was carried out using a fishbone analysis diagram while the root cause was carried out using an inter-relation diagram. The author found the root cause, namely "the target market is not exposed to the right media channels". Therefore, through a conceptual approach, the author designed 3 alternative solutions and together with internal parties decided to use the first alternative solution, namely "creating and running a Tiktok content plan using a content distribution trifecta", consisting of owned, earned, and paid media which was run on April 26 - June 1, 2024, and obtained an increase in the engagement rate (ER) of 80.89% from 3.82% to 6.91% so that it can be concluded that the project improvement that the author did was successful.