

## RINGKASAN EKSEKUTIF

Makalah ini mencakup laporan lengkap *Project Improvement* untuk Rockologist, sebuah *brand* perhiasan *custom* lokal di Yogyakarta, Indonesia. Penelitian ini dilakukan menggunakan metode kualitatif dan kuantitatif. Pendekatan kualitatif melibatkan wawancara mendalam, sementara pendekatan kuantitatif mencakup penyebaran kuesioner, analisis RFM (*Recency, Frequency, Monetary*), dan *K-Means Clustering*. Tujuan utama penelitian adalah mengidentifikasi masalah yang dihadapi Rockologist, terutama terkait *brand awareness*. Analisis menggunakan *Severity-Urgency Matrix* menunjukkan *brand awareness* Rockologist masih rendah, terutama di luar Pulau Jawa. Oleh karena itu, tujuan utama dari *Project Improvement* adalah mengurangi kesenjangan *brand awareness* antara Rockologist dan kompetitor. Penulis memanfaatkan berbagai teori pemasaran, termasuk *Brand Awareness, Brand Familiarity, Brand Signal of Substance, Brand Identity, Integrated Marketing Communication, Digital Marketing*, dan *Consumer Journey* dalam merancang solusi. Solusi yang dirancang mencakup beberapa tahap: peningkatan *engagement* dan *reach* melalui *content creation* di Tik Tok dan Pinterest (jangka pendek), kampanye daring (jangka menengah), dan peningkatan visibilitas serta kredibilitas (jangka panjang). Rencana jangka pendek berfokus pada tahap *attention* dalam model AIDA dan tahap *appeal* dalam kerangka Momentum 5A. Implementasi melibatkan TikTok Ads, kolaborasi dengan model, serta optimasi SEO (*Search Engine Optimization*) di Pinterest. Secara keseluruhan, *Project Improvement* berhasil mencapai target meskipun beberapa indikator belum tercapai. Ke depannya, Rockologist perlu terus beradaptasi dengan tren media sosial yang dinamis untuk mendapatkan *exposure* dan viralitas tanpa kehilangan identitas brand, serta tetap peka terhadap perkembangan media sosial yang ada maupun yang akan datang.



## EXECUTIVE SUMMARY

*This thesis covers a comprehensive report on the Project Improvement for Rockologist, a local custom jewelry brand in Yogyakarta, Indonesia. The research was conducted using both qualitative and quantitative methods. The qualitative approach involved in-depth interviews, while the quantitative approach included the distribution of questionnaires, RFM (Recency, Frequency, Monetary) analysis, and K-Means Clustering. The primary goal of the research was to identify issues faced by Rockologist, particularly related to brand awareness. Analysis using the Severity-Urgency Matrix showed that Rockologist's brand awareness is still low, especially outside of Java. Therefore, the main objective of the Project Improvement is to reduce the brand awareness gap between Rockologist and its competitors. The author utilized various marketing theories, including Brand Awareness, Brand Familiarity, Brand Signal of Substance, Brand Identity, Integrated Marketing Communication, Digital Marketing, and Consumer Journey in designing solutions. The designed solutions include several stages: increasing engagement and reach through content creation on TikTok and Pinterest (short-term), online campaigns (medium-term), and improving visibility and credibility (long-term). The short-term plan focuses on the attention stage in the AIDA model and the appeal stage in the Momentum 5A framework. Implementation involves TikTok Ads, collaboration with models, and SEO (Search Engine Optimization) optimization on Pinterest. Overall, the Project Improvement successfully met the targets although some indicators were not yet achieved. Moving forward, Rockologist needs to continuously adapt to the dynamic social media trends to gain exposure and virality without losing brand identity, and remain responsive to current and upcoming social media developments.*