

RINGKASAN EKSEKUTIF

Booyah sendiri bergerak pada bidang pakaian bayi dan anak yang telah berdiri pada tahun 2019. Booyah didirikan untuk memenuhi kebutuhan pakaian bayi dan anak yang berkualitas serta harga yang terjangkau. Booyah memiliki target market Ibu-ibu yang telah memiliki anak. Berdasarkan dari hasil riset yang telah dilakukan, konsumen Booyah sudah sesuai dengan target market yang ditetapkan yaitu Ibu-ibu yang telah memiliki anak. Sebelumnya, Booyah pernah menduduki nomor 1 penjualan di Shopee Mall. Namun, seiring berkembangnya zaman maka persaingan produk pakaian dan bayi semakin ketat sehingga Booyah telah turun posisinya. Setelah penulis melakukan wawancara terhadap pihak internal dan eksternal melalui survei *online* dan wawancara, penulis menemukan permasalahan yang dialami oleh kedua belah pihak dan menyimpulkannya berdasarkan data serta metode yang digunakan oleh penulis. Untuk mengidentifikasi akar penyebab, penulis menggunakan metode *Fishbone Diagram* dan *Interrelationship Diagram*. Akar masalah yang ditemukan yaitu **brand awareness rendah**. Dengan metode *interrelationship diagram* ditemukan *ultimate root cause* nya yaitu Booyah tidak membuat variasi produk secara berkala. Untuk memperbaiki masalah dan menjalankan solusi tersebut, penulis menggunakan beberapa pendekatan konseptual yaitu Consumer Journey, AIDA, Consumer Decision Making Process, Ansoff Matrix, dan Product Line Extension. Penulis memberikan 3 (tiga) alternatif solusi untuk Booyah yaitu memperluas ukuran produk, *new product line extension*, dan membuat kategori produk baru. Setelah dilakukan *weighted objective method* dengan nilai tertinggi yaitu alternatif 2 *new product line extension*. Penulis kemudian melakukan alternatif 2. Penulis menetapkan target perbaikan dengan meningkatkan transaksi sebesar 10% pada bulan Juni-Juli 2024, namun hanya berhasil sebesar 5.18%



EXECUTIVE SUMMARY

*Booyah itself operates in the field of baby and children's clothing which was established in 2019. Booyah was founded to meet the needs of quality baby and children's clothing at affordable prices. Booyah has a target market of mothers who already have children. Based on the results of the research that has been conducted, Booyah consumers are in accordance with the target market that has been set, namely mothers who already have children. Previously, Booyah had been number 1 in sales at Shopee Mall. However, as time goes by, the competition for clothing and baby products has become tighter so that Booyah has dropped its position. After the author conducted interviews with internal and external parties through online surveys and interviews, the author found problems experienced by both parties and concluded them based on the data and methods used by the author. To identify the root cause, the author used the Fishbone Diagram and Interrelationship Diagram methods. The root of the problem found was that **low brand awareness**. Using the interrelationship diagram method, the main root cause was found, namely Booyah did not make product variations periodically. To fix the problem and implement the solution, the author used several approaches, namely Consumer Journey, AIDA, Consumer Decision Making Process, Ansoff Matrix, and Product Line Extension. The author provides 3 (three) alternative solutions for Booyah, namely expanding the product size, expanding the new product line, and creating a new product category. After the weighted objective method was carried out with the highest value, namely alternative 2, expanding the new product line. The author then carried out alternative 2. The author set an improvement target by increasing transactions by 10% in June-July 2024, but only succeeded by 5.18%.*