

## RINGKASAN EKSEKUTIF

Penulis melakukan Project Improvement sebagai Marketing Intern di Ayam Kremes Bu Tjondro Cabang Gading Serpong yang merupakan restoran makanan ala Jawa yang sudah berdiri sejak 1982 di Solo. Ayam Kremes Bu Tjondro Cabang Gading Serpong berfokus pada produk ayam kremes, ayam bakar, dan juga makanan tradisional lainnya. Hasil penelitian mengidentifikasi bahwa brand awareness yang rendah terhadap Ayam Kremes Bu Tjondro Cabang Gading Serpong di kalangan mahasiswa. Hal ini didukung oleh observasi, wawancara dengan pihak internal, dan analisis data dari survei yang dilakukan dengan penduduk di Gading Serpong. Dalam mengatasi masalah ini, terdapat tiga alternatif solusi diajukan yaitu Ayam Kremes Bu Tjondro Goes to Campus, Tenant Bazaar, dan Live Cooking Demo. Solusi-solusi tersebut dievaluasi menggunakan Weighted Objective Method dan dipilih berdasarkan efektivitas dan kelayakan. Solusi yang dipilih adalah mengimplementasikan strategi Tenant Bazaar, yaitu mengikuti acara Side to Side Market 2024 Vol. 2 untuk membuka tenant berjualan sekaligus memperkenalkannya kepada kalangan mahasiswa. Strategi ini bertujuan untuk menarik lebih banyak mahasiswa dengan menawarkan berbagai pilihan makanan dengan harga terjangkau. Rencana implementasi meliputi taktik promosi penjualan seperti permainan spin the wheel, free kremesan sepuasnya, dan voucher diskon serta promosi acara melalui media sosial. Keberhasilan peningkatan akan diukur berdasarkan perubahan brand awareness sebelum dan setelah periode proyek. Sebagai kesimpulan, dengan implementasi strategi Tenant Bazaar, Ayam Kremes Bu Tjondro Cabang Gading Serpong berhasil meningkatkan brand awareness kepada kalangan mahasiswa di area Gading Serpong dari 26.3% hingga menjadi 80.4%. Tentunya hal ini akan memberikan kontribusi dalam meningkatkan daya saingnya di pasar terutama dengan para kompetitor.



## EXECUTIVE SUMMARY

*The author conducted Project Improvement as a Marketing Intern at Ayam Kremes Bu Tjondro, Gading Serpong Branch, which is a Javanese food restaurant that has been established since 1982 in Solo. Ayam Kremes Bu Tjondro, Gading Serpong Branch focuses on kremes chicken, grilled chicken, and other traditional foods. The results of the study identified that there was low brand awareness of Ayam Kremes Bu Tjondro, Gading Serpong Branch among students. This was supported by observations, interviews with internal parties, and data analysis from a survey conducted with residents in Gading Serpong. In overcoming this problem, three alternative solutions were proposed, namely Ayam Kremes Bu Tjondro Goes to Campus, Tenant Bazaar, and Live Cooking Demo. These solutions were evaluated using the Weighted Objective Method and selected based on effectiveness and feasibility. The solution chosen was to implement the Tenant Bazaar strategy, namely participating in the Side to Side Market 2024 Vol. 2 event to open a tenant to sell and introduce it to students. This strategy aims to attract more students by offering a variety of food choices at affordable prices. The implementation plan includes sales promotion tactics such as spin the wheel games, free unlimited kremesan, and discount vouchers as well as event promotions through social media. The success of the increase will be measured based on changes in brand awareness before and after the project period. In conclusion, with the implementation of the Tenant Bazaar strategy, Ayam Kremes Bu Tjondro Gading Serpong Branch has succeeded in increasing brand awareness among students in the Gading Serpong area from 26.3% to 80.4%. Of course, this will contribute to increasing its competitiveness in the market, especially with competitors.*