

RINGKASAN EKSEKUTIF

Laporan pemasaran ini dibuat untuk menyelesaikan *Project Improvement* terhadap Adara Coffee Bintaro, sebuah toko kopi yang berlokasi di Bintaro. Adara Coffee menawarkan berbagai macam seleksi minuman kopi dan non-kopi, serta menyediakan *tenant-tenant* yang menjual berbagai macam pilihan makanan. Adara Coffee mengusung tema *creative and event-based coffee shop*, dimana pengunjung bisa menikmati kegiatankegiatan lain di luar membeli kopi dan menggunakan fasilitas yang disediakan. Untuk mengidentifikasi masalah perusahaan, penulis menggunakan *in-depth interview* untuk mendapatkan data kualitatif. Penulis melakukan *interview* terhadap pihak internal yang terdiri dari *owner* dan barista, dan pihak eksternal meliputi konsumen dan non-konsumen yang masuk ke dalam klasifikasi *target market* Adara Coffee Bintaro. Setelah melakukan riset, penulis menemukan masalah prioritasnya adalah "Positioning yang ingin diciptakan oleh Adara Coffee sebagai *creative and event-based coffee shop* belum tersampaikan" berdasarkan *severity-urgency matrix*. Pendekatan konseptual yang digunakan adalah *brand equity*, *integrated marketing communication*, *customer experience*, dan *customer journey*. Konsep ini akan digunakan untuk membuat solusi dengan memanfaatkan *brand activation*. Menggunakan *fishbone diagram* dan *interrelationship diagram*, akar penyebab diidentifikasi sebagai belum adanya pemahaman mengenai realisasi konsep *creative and event-based coffee shop*. Untuk mengatasi hal tersebut, ada 3 alternatif solusi yang ditentukan berbasis *brand activation*, bertema *Creative Workshop Classes Series*, *Art, Music, & Pop Up market*, dan *Community Collaboration*. Ketiga alternatif ini dimasukkan ke dalam *weighted objective method* untuk diukur, dan *Art, Music, & Pop Up Market* menjadi solusi terbaik ditimbang dengan 4 kriteria. Setelah aktivasi diimplementasikan, dapat dikatakan bahwa solusi ini berhasil, karena dapat mengubah persepsi konsumen terhadap Adara Coffee dan meningkatkan jumlah transaksi lebih dari 20% di bulan Mei.

EXECUTIVE SUMMARY

This marketing report was made for the Project Improvement in Adara Coffee Bintaro, a coffee shop located in Bintaro. Adara Coffee offers many selections of coffee and non-coffee, and many tenants which offer food selections. Adara Coffee Bintaro has a concept of creative and event-based coffee shop, in the hopes that the customers can enjoy activities beside the beverages and facilities. To identify the problems within the company, the authors used in-depth interviews as the method, to gain qualitative data. The authors conducted interviews on the internal team, which consists of the owners and barista, and the external parties, which consists of existing customers and potential customers who fit Adara Coffee's target market. After performing the interviews, the authors identified the main problem, "The positioning that Adara Coffee wants to create as a creative and event-based coffee shop has not been conveyed" which was obtained with a severityurgency matrix. The conceptual approach used for this report are brand equity, consumer journey, integrated marketing communication, and consumer experience. The concepts will be used to develop a solution by leveraging brand activation. Utilizing the fishbone diagram and interrelationship diagram, the root causes were identified as the lack of understanding regarding the realization of a creative and event-based coffee shop concept. To address this issue, three alternative solutions were made based on brand activation, namely the themed creative workshop classes series, art, music, & pop-up market, and community collaboration. These three alternatives were incorporated into the weighted objective method for evaluation, and the art, music, & pop-up market emerged as the best solution based on four criteria. After implementing the brand activation, it can be concluded that this solution was successful in shifting consumer perceptions of Adara Coffee Bintaro and increasing transaction volume by more than 20% in the month of May.