

RINGKASAN EKSEKUTIF

Penulis melakukan program *Project Improvement* di AKG Entertainment dengan fokus analisa pada acara Pokémon TCG Academia. Setelah melakukan identifikasi masalah dengan menggunakan metode observasi dan wawancara, penulis menemukan acara Pokémon TCG Academia masih memiliki beberapa kendala terutama pada masalah operasional kegiatan *workshop*. Sehingga, dengan masalah utama “Operasional *workshop* yang tidak terorganisir”, target perbaikannya adalah “AKG Entertainment membuat program *training* yang disertai *jobdesc* untuk panitia acara *workshop* Pokémon TCG Academia sehingga dapat tercapainya KPI minimal sebesar 70% pada bulan November 2024”. Setelah *fishbone diagram* dan *inter-relation diagram*, ditemukan bahwa akar penyebab adalah *jobdesc* panitia acara yang tidak tertulis. Permasalahan ini dapat diatasi dengan membuat *jobdesc* tertulis beserta dengan pelaksanaan *behavior modeling training*. Dengan solusi ini, penulis berharap dapat memperbaiki kinerja panitia acara yang berdampak pada operasional *workshop*. Jika diperhitungkan dengan *Benefit Cost Ratio Analysis*, AKG Entertainment dapat menghasilkan yang dapat diartikan bahwa setiap Rp1,00 yang dikeluarkan oleh perusahaan dapat menghasilkan Rp3.14.

EXECUTIVE SUMMARY

The author conducted a Project Improvement program at AKG Entertainment, focusing on the analysis of the Pokémon TCG Academia event. After identifying issues through observation and interviews, the author found that the Pokémon TCG Academia event still faced several challenges, particularly in the operational aspects of the workshop activities. Therefore, with the main issue being "Unorganized workshop operations," the improvement target is "AKG Entertainment creates a training program accompanied by job descriptions for the workshop event committee of Pokémon TCG Academia, aiming to achieve a minimum KPI of 70% by November 2024." After using fishbone and inter-relation diagrams, it was found that the root cause was the lack of written job descriptions for the event committee. This problem can be addressed by creating written job descriptions along with implementing behavior modeling training. With this solution, the author hopes to improve the performance of the event committee, which will positively impact the workshop operations. When evaluated using Benefit Cost Ratio Analysis, AKG Entertainment could achieve a ratio of 3.14, meaning that every Rp1,00 spent by the company could generate Rp3.14 in return.