

RINGKASAN EKSEKUTIF

Proyek perbaikan dalam laporan akhir ini dilakukan di PT Bunga Surga Gandhali (LaMunai Records) dengan fokus pada program budaya besutannya, Koboï Kota. Proyek ini dilakukan dalam beberapa tahapan melalui teknik DMAIC. Dimulai oleh proses penelitian dengan menggunakan berbagai metode atau teknik penelitian seperti metode kualitatif dan kuantitatif. Hasil penelitian tersebut kemudian digunakan oleh penulis dalam mengidentifikasi permasalahan yaitu kurangnya *brand awareness* serta *program awareness* terhadap LaMunai Records. Peneliti menetapkan beberapa pendekatan konseptual seperti AIDA, *brand awareness*, *community marketing*, *IMC*, *brand activation*, dan *content marketing*.

Proyek perbaikan berlanjut dengan proses pencarian akar permasalahan dan penciptaan solusi terbaik dari beberapa alternatif solusi. Dengan menggunakan diagram fishbone dan diagram interelasi, penulis menganalisis akar penyebab masalah prioritas yaitu belum adanya strategi pemasaran yang jelas. Melalui pendekatan konseptual yang telah ditentukan, penulis membuat tiga alternatif solusi, yaitu meningkatkan program *B2B* LaMunai Records melalui Koboï Kota dengan harapan besar akan meningkatkan LaMunai Records secara *brand*, *event organizer*, maupun label musik dengan klasifikasi yaitu membuat *brand activation* untuk terlaksanakan kolaborasi melalui pihak eksternal agar calon sponsor dapat *chip-in* untuk program berikutnya.

EXECUTIVE SUMMARY

The improvement project in this final report was carried out at PT Bunga Surga Gandhali (LaMunai Records) with a focus on its cultural program, KoboI Kota. The project is carried out in several stages through the DMAIC technique. It starts with a research process using various research methods or techniques such as qualitative and quantitative methods. The results of this study were then used by the authors to identify the problem, namely the lack of brand awareness and the awareness program for LaMunai Records. Researchers define several conceptual approaches such as AIDA, brand awareness, community marketing, IMC, brand activation, and content marketing.

The improvement project continues with the process of finding the root of the problem and creating the best solution from several alternative solutions. By using fishbone diagrams and interrelationship diagrams, the authors analyze the root causes of priority issues, namely the absence of a clear marketing strategy. Through a predetermined conceptual approach, the authors created three alternative solutions, namely increasing the LaMunai Records B2B program through KoboI Kota with great hopes that it would improve LaMunai Records as a brand, event organizer, and music label with a classification, namely creating brand activation to carry out collaborations through third parties. externally so that potential sponsors can chip-in for the next program.