

RINGKASAN EKSEKUTIF

Tugas akhir *Project Improvement* ini dilakukan di PT Datascrip di divisi Canon Indonesia yang memiliki fokus pada acara **PIXMA Roadshow Canon Indonesia**. Masa magang dimulai dari bulan Oktober 2023 hingga Desember 2023. Kami mengambil data primer dari beberapa *stakeholder* yang bersangkutan melalui *Zoom Meetings* dan wawancara langsung. Kami bertugas untuk mencari akar penyebab masalah dari acara ini yang digelar secara rutin dan dilanjutkan dengan mencari alternatif solusi untuk menyelesaikan permasalahan tersebut. Pengambilan data dilakukan dengan cara riset kualitatif melalui wawancara mendalam yang dilakukan dengan pihak kepanitiaian PT Datascrip. Masalah prioritas yang kami dapat dari hasil analisa wawancara adalah **“jumlah kuantitas pelaksanaan event PIXMA Roadshow tidak sesuai perencanaan awal”** yang didapat melalui metode *Performance and Importance Matrix*. Pendekatan konseptual yang digunakan untuk merancang alternatif solusi adalah DMAIC, Event Management.

EXECUTIVE SUMMARY

The final project of this Project Improvement was carried out at PT Datascrip in the Canon Indonesia division which has a focus on the **PIXMA Roadshow of Canon Indonesia**. The internship period starts from October 2023 to December 2023. We took primary data from several stakeholders concerned through Zoom Meetings and direct interviews. We are tasked with finding the root cause of the problem from this event which is held regularly and continuing by finding alternative solutions to solve the problem. Data collection was carried out by means of qualitative research through in-depth interviews conducted with the PT Datascrip committee. The priority problem that we got from the results of the interview analysis was that **"the number of PIXMA Roadshow events was not in accordance with the initial plan"** obtained through the Performance and Importance Matrix method. The conceptual approach used to design alternative solutions is DMAIC, Event Management.