

## Penetrasi pasar dan peningkatan brand awareness pada usaha mikro kecil menengah bidang kreatif = Market penetration and brand awareness of smes in craft industry / Shabryna Riskia

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### Abstrak

#### <b>ABSTRAK</b>

Tesis ini merupakan hasil analisa dari proses business coaching UMKM bidang kreatif kepada Kriya & Me. Melalui proses interview serta observasi, dihasilkan prioritas permasalahan dalam perbaikan proses bisnis UMKM yaitu permasalahan brand awareness yang minim serta penetrasi produk yang belum maksimal. Penambahan channel distribusi, meningkatkan brand awareness melalui kegiatan public relation & periklanan, memperluas market dengan menysasar wisatawan, serta penambahan variasi produk merupakan usulan model usaha yang diberikan serta disetujui oleh UMKM. Hasil dari penelitian ini adalah pemilihan channel distribusi, pengaplikasian visual merchandising sebagai sarana pengkomunikasian brand image serta menarik awareness masyarakat akan produk, dan juga pemberian strategi pricing. promosi dilakukan oleh pemilik Kriya & Me untuk meningkatkan awareness masyarakat yang diharapkan dapat menarik konsumen untuk membeli produk dan meningkatkan omset perusahaan.

#### <hr><i><b>ABSTRACT</b>

This thesis is the analysis result of business coaching process in Kriya & ME as a SME in craft industry. The result of interviews and observations is priority issues that need an improvement in the business processes of SMEs caused by lack of brand awareness and product penetration in the market. The addition of distribution channel, increasing brand awareness through public relations and advertising activities, expanding market segment, and creating new product variety are proposed as a new business model canvas through discussion with SMEs owner. The results of this research are the selection of distribution channels, application of visual merchandising as a tool for communicating brand image and attracting public awareness of the product, and the provision of pricing strategies. Promotion process executed by Kriya & Me hopefully will create awareness that leads market to purchase the products and increase in company's profit.</i>