

Perencanaan Program “Nara Info”: Meningkatkan Brand Awareness Nara Synergy sebagai Waste Management Organization = Nara Info Program Planning: Increasing Nara Synergy's Brand Awareness As a Waste Management Organization

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Abstrak

<p>Profil Perusahaan</p>	<p>PT Nara Synergy Lingkungan atau biasa disebut dengan Nara Synergy merupakan lini bisnis profesional yang bergerak di bidang lingkungan. Nara Synergy berada di bawah naungan Yayasan Nara Kreatif yang didirikan oleh Nezatullah Ramadhan. Awalnya perusahaan ini bernama Nara Bepro, namun per Januari 2020 berganti nama menjadi Nara Synergy. Nara Synergy menawarkan pelayanan jasa berupa Waste Management Program, CSR Supporting Partner, Green Event Organizer, dan Environmental Consultant. Selain jasa, Nara Synergy juga menjual produknya yang berasal dari daur ulang kertas seperti: notebook, kalender, kartu nama, dan lain-lain. Selama menjalani bisnisnya, Nara Synergy bekerja sama dengan ibu-ibu dan istri petani di Cigudeg, Bogor, Yayasan Rumah Organik, Bank Sampah Indonesia dan Yayasan Nara Kreatif. Nara Synergy tidak hanya fokus pada isu lingkungan tetapi juga pada isu sosial karena keuntungan dari Nara Synergy mayoritas digunakan untuk menghidupi kegiatan sosial Nara Kreatif.</p>
<p>Analisis Situasi</p>	<p>Kekuatan</p> <ul style="list-style-type: none">Nara Synergy menjadikan Sustainable Development Goals (SDG's) sebagai acuan dalam menjalankan layanan-layanannya.Internal team yang kuat dan bersifat kekeluargaanBisnis berbasis lingkungan dan sosialPemberdayaan komunitas dan anak asuh Nara KreatifPernah berkolaborasi dengan komunitas dan influencer <p>Kelemahan</p> <ul style="list-style-type: none">Kurang sumber daya manusiaTidak aktif bersosial mediaEngagement di sosial media rendah <p>Peluang</p> <ul style="list-style-type: none">Berada di bawah naungan Kementerian Lingkungan Hidup dan Kehutanan (KLHK), sehingga memiliki banyak networkingBisnisnya didukung oleh UU No. 18 tahun 2008 tentang pengelolaan sampah <p>Ancaman</p> <ul style="list-style-type: none">Kompetitor yang sudah menjadi Top of MindMasih banyak masyarakat Indonesia yang belum peduli isu lingkungan dan sampah
<p>Rumusan Masalah</p>	<p>Sulitnya mendapatkan informasi mengenai perusahaan dan program ataupun layanan yang disediakan serta meningkatkan brand awareness Nara Synergy.</p>
<p>Usulan Program</p>	<p>Program marketing public relations yang diusulkan untuk menjawab permasalahan Nara Synergy diberi nama “Nara Info”. Nara Info sendiri terbagi menjadi empat subprogram, yaitu:</p> <ol style="list-style-type: none">Website OfficialSocial Media ActivationNara Synergy Goes to OfficeWebinar
<p>Tujuan Program</p>	<p>Meningkatkan penyebaran informasi dan brand awareness dari Nara Synergy melalui marketing public</p>

	Pesan Kunci
<p>Program Nara Info ingin mengajak masyarakat maupun perusahaan untuk lebih peduli terhadap isu sampah dan isu lingkungan sehingga mereka tahu peranan Nara Synergy selaku Waste Management Organization dalam membantu suatu perusahaan untuk melakukan waste management dan program peduli lingkungan lainnya. Untuk mempermudah penyampaian pesan kunci, maka program Nara Info menggunakan tagline “Manage Your Waste, Manage Your Life”.</p>	<p align="center">Target Khalayak</p>
<p>Perusahaan yang memiliki kepedulian terhadap isu lingkungan maupun isu mengenai sampah dan berlokasi di Jakarta dan sekitarnya.</p>	<p align="center">Target Primer</p>
<p>Demografis</p> <p>1. Jenis Kelamin: Laki-laki dan Perempuan</p> <p>2. Usia: 21 – 40 tahun</p> <p>Geografis</p> <p>Target khalayak berdomisili di Jakarta dan sekitarnya.</p> <p>Psikografis</p> <ul style="list-style-type: none"> Technology savvy Peduli dengan isu lingkungan dan isu mengenai sampah. 	<p align="center">Target Sekunder</p>
<p>Jadwal</p> <p>Januari – Juni 2021</p>	<p align="center">Anggaran</p>
<p>Rp16.110.000</p>	<p align="center">Evaluasi</p>
<ul style="list-style-type: none"> Input – Evaluasi terhadap perencanaan rangkaian program. Output – Evaluasi terhadap hasil setelah berlangsungnya rangkaian program. Outcome – Evaluasi terhadap dampak jangka panjang rangkaian program. 	

<p>Company</p>	<p>Profile</p> <p>PT Nara Synergy Lingkungan or commonly called as Nara Synergy is a professional business line focused on environmental. Nara Synergy is under the auspices of Nara Kreatif Foundation, founded by Nezatullah Ramadhan. Initially, the company was named Nara Bepro, but as of January 2020 it changed its name to Nara Synergy. Nara Synergy offers services in the Waste Management Program, CSR Supporting Partners, Green Event Organizers and Environmental Consultants. In addition to services, Nara Synergy also sells its products obtained from recycled paper such as notebooks, calendars, wallpapers, and others. While doing the business, Nara synergizes with farmers' wives and women in Cigudeg, Bogor, Yayasan Rumah Organik, and Nara Kreatif Foundation. Nara Synergy does not only focus on environmental issues but also on social issues, because the benefits of Nara Synergy are used to support Nara Kreatif's social activities.</p>
<p>Situation</p>	<p>Analysis</p> <ul style="list-style-type: none"> Strengths <ul style="list-style-type: none"> Nara Synergy uses the Sustainable Development Goals (SDG) as a reference in carrying out its services A strong, family-friendly internal team Environmental and social based business Empowering the community and Nara Kreatif's foster children Have collaborated with the community and influencers Weakness <ul style="list-style-type: none"> Lack of human resources Not active in social media Low social media performances Opportunities <ul style="list-style-type: none"> Nara Synergy is

under the auspices of the Ministry of Environment and Forestry (KLHK), so it has a lot of networking.

- Its business is supported by Law No. 18 of 2008, concerning waste management.

Threats

- Having a top of mind brand as competitors
- Less awareness about environmental issues and waste from Indonesian people

Problem Statement	Difficult to get information about the company and the programs or services provided and to increase Nara Synergy's brand awareness.
Programs	The public relations marketing program proposed to address the Nara Synergy problem is named "Nara Info". Nara Info is divided into four sub-programs, such as:
<ul style="list-style-type: none"> Official Website Social Media Activation Nara Synergy Goes to Office Webinar 	Goals
Key Message	Increase information dissemination and brand awareness from Nara Synergy through marketing public relations.
Target Audience	Nara Info wants to engage the public and companies to be more concerned with waste and environmental issues so that they know the role of Nara Synergy as a Waste Management Organization in helping a company to conduct waste management and other environmental care programs. To deliver the key messages, Nara Info uses the tagline "Manage Your Waste, Manage Your Life".
Primary Target	Companies that focus on waste and environmental issues, located in Jakarta or surrounding areas.
Secondary Target	<ul style="list-style-type: none"> i. Demographic <ul style="list-style-type: none"> 1. Gender: Male and Female 2. Age: 21 – 40 years old ii. Geographic <ul style="list-style-type: none"> Target audiences located in Jakarta and surrounding areas. iii. Psychographic <ul style="list-style-type: none"> - Technology savvy - Concern in waste and environmental issues
Timeline	January – June 2021
Budget	Rp16.110.000
Evaluation	<ul style="list-style-type: none"> 1. Input – program planning evaluation. 2. Output – result evaluation after the programs done. 3. Outcome – evaluation of the long-term impact of the program in the form of increased awareness.