

## **ABSTRACT**

*PT. Unilever Indonesia, Tbk has grown to become one of the leading company for Home & Personal Care and Foods & Ice Cream products in Indonesia. The various of Unilever Indonesia Products including favourite top brands in the world such as Ponds, Pepsodent, Lux, Lifebuoy, Dove, Sunsilk, Clear, Rexona, Vaseline, Rinso, Molto, Sunlight, Walls, Blueband, Royco, Bango, etc. To increase sales of these products, we require a tool or media campaign which is called Point of Sales (POS). In this case PT. Unilever Indonesia, Tbk has a special division which is handle all POS issues for each of the brands, named Visibility division. Visibility division of PT Unilever Indonesia, Tbk is a part of the Activation & Implementation (AIM) departement . Visibility division has full responsibility for the results of the implementation of POS across the channel stores throughout Indonesia. In this case the Visibility division is always connected with various suppliers and contractors who have registered in the bussiness partner circle of PT. Unilever Indonesia, Tbk. starting from the development, building design, mock-up production, until the in-store installation. After the POS installed , the task of Visibility division is not finish yet, because they need to monitoring and ensuring that the POS was installed properly until the end of the contract which has been approved by the store before. This is the important thing of application of a visibility maintenance process, especially at Ponds backwall which is the main visibility that serves as a brand image increase.*

*Keywords : Application, Web Based, Maintenance, Backwall*

*xiii + 78 pages, 46 pictures, 39 tables, 2 attachements*

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PT. Unilever Indonesia, Tbk telah tumbuh menjadi salah satu perusahaan terdepan untuk produk *Home & Personal Care* serta *Foods & Ice Cream* di Indonesia. Rangkaian Produk Unilever Indonesia mencakup merek ternama yang disukai di dunia seperti Ponds, Pepsodent, Lux, Lifebuoy, Dove, Sunsilk, Clear, Rexona, Vaseline, Rinso, Molto, Sunlight, Walls, Blueband, Royco, Bango, dan lain-lain. Untuk meningkatkan penjualan produk tersebut, diperlukan sebuah alat atau media promosi yang biasa disebut *Point of Sales (POS)*. Dalam hal ini PT. Unilever Indonesia, Tbk memiliki sebuah divisi khusus yang tugasnya menangani semua persoalan POS dari masing-masing merek tersebut, yaitu divisi *Visibility*. Divisi *Visibility* pada PT. Unilever Indonesia, Tbk adalah bagian dari Departemen *Activation & Implementation (AIM)*. Divisi *Visibility* bertanggung jawab penuh terhadap hasil implementasi POS di seluruh *channel* toko di seluruh Indonesia. Dalam hal ini divisi *Visibility* selalu terhubung dengan berbagai *supplier* & kontraktor yang sudah teregister di dalam lingkaran *business partner* PT. Unilever Indonesia, Tbk. mulai dari tahap *development*, *design building*, pembuatan *mock-up*, sampai dengan installasi di toko. Setelah POS terpasang di toko, tugas divisivisibility tidak langsung selesai, melainkan harus tetap memonitor & memastikan POS tetap terpasang dengan baik sampai dengan batas kontrak yang sebelumnya telah disetujui oleh pihak toko. Disinilah pentingnya sebuah proses *visibility maintenance* diterapkan, khususnya pada *backwall* Ponds yang merupakan *visibility* utama yang berfungsi sebagai peningkatan *brand image*.

Kata kunci: Aplikasi, Berbasis *Web*, *Maintenance*, *Backwall*

xii + 78 halaman, 46 gambar, 39 tabel, 2 lampiran

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