

FINAL PROJECT

**OPTIMIZATION OF DIGITAL MARKETING ON CV SLIME TOY PRODUCTS.
SLIMEDAY INDONESIA**

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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2025/2026

APPROVAL PAGE

**OPTIMIZATION OF DIGITAL MARKETING ON CV SLIME TOY PRODUCTS.
SLIMEDAY INDONESIA**

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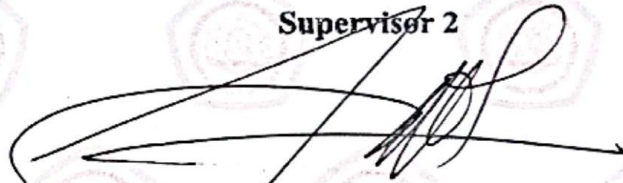
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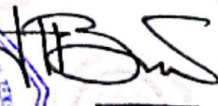
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AGREEMENT PAGE

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SLIMEDAY INDONESIA**

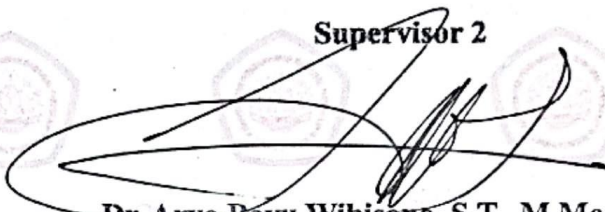
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STATEMENT OF FREE PLAGIARISM

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I declare that this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are written cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, Mei 21, 2026

Who Made the Statement



Devina Putri Sholikhah

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FOREWORD

All praise and gratitude for the presence of God Almighty who has given His guidance and guidance in this study entitled "**Digital Marketing Optimization on Slime Toy Products Cv. Slimeday Indonesia**", as a requirement for graduation from the first strata (S1) majoring in Visual Communication Design, Faculty of Architecture and Design, "Veteran" National Development University, East Java.

The author states that in the process of this research there is support and direction from various parties, so the author expresses his gratitude to:

1. Both the author's parents and family in supporting financial, psychological, and logical aspects
2. Bayu Setiawan, S.Sn., M.Sn., the first supervisor for all the guidance, direction, and advice given to the writer
3. Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom. the second supervisor for all guidance regarding journals and materials in the process of making this Final Project
4. Mrs. Sulastri as the director or owner of "CV. Slimeday Indonesia" stakeholder who helps the author channel the media in this design to the target segment through research activities
5. Sabitha Angelina Putri as a resource person who has provided advice and knowledge about Social Media Management and Digital Marketing that is needed in the design of this Final Project
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Surabaya, May 15, 2026

Devina Putri Sholikhah

TABLE OF CONTENTS

APPROVAL PAGE	i
AGREEMENT PAGE	ii
ABSTRACT	iii
ABSTRACK	iv
STATEMENT OF FREE PLAGIARISM	v
FOREWORD	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
CHAPTER I	1
INTRODUCTION	1
1. Background of the Problem	1
1.2 Identify the problem.....	5
1.3 Problem Formulation	5
1.4 Problem Limitations.....	6
1.5 Purpose of Planning	6
1.6 Benefits of Planning Results.....	6
1.7 Planning Framework.....	8
CHAPTER 2	10
FOUNDATIONS OF EXISTING THEORIES AND STUDIES	10
2.1 Operational Definition of Title.....	10
2.1.2 Definition of slime products Slimeday	11
2.1.3 Definition of Slime	11
2.2 Theoretical foundations.....	12
2.2.1 Fire	12
2.2.2 Brand Awareness.....	13
2.2.3 Marketing.....	14
2.2.4 Advertising.....	15
2.2.5 Unique Selling Proposition (USP).....	16
2.3. Stakeholders.....	17
2.4. Existing Studies	17

2.5. Comparative Studies	22
2.6. Competitor Studies.....	24
CHAPTER III	29
DESIGN METHODOLOGY	29
3.1. Design Method.....	29
3.2. Object of Planning	30
3.3 Data Collection Techniques	31
3.3.1 Primary Data	31
3.3.2 Secondary Data	33
3.3.3 Target Audience	33
3.4 Data Analysis Techniques	34
3.4.1 Analysis of Interview Data.....	35
3.4.2 Questionnaire Data Analysis.....	38
3.4.3 Observational Data Analysis.....	43
3.4.4. Consumer Insight Analysis	44
3.4.5. Consumer Journey Analysis.....	45
3.5 Data Synthesis.....	46
CHAPTER IV	48
DESIGN CONCEPT AND IMPLEMENTATION	48
4.1 Concept formulation	48
4.1.1 Keyword Formulation.....	48
4.1.2 Verbal Concepts	50
4.1.3 Visual Concepts.....	51
4.1.4 Media Concepts	54
4.2 Design Design Process.....	57
4.2.1 Pre-Production	57
4.2.2 Production	67
4.2.3 Post-Production.....	70
4.2.4 Design Validation.....	72
4.2.5 Final Design.....	72
4.3 Design Implementation.....	74
4.3.1 Main Media Videos, Ads and Feeds.....	74

4.3.2 Supporting Media.....	74
4.4 Project Budget Draft	77
4.4.1 Media Budget.....	78
4.4.2 Budget during research and work	79
CHAPTER V	80
CONCLUSION.....	80
5.1 Conclusion	80
5.2 Suggestions	81

LIST OF FIGURES

Figure 1 1 Lowest Sales Data 2025	10
Figure 1 2 Results of the Slime by slimeday questionnaire.....	12
Figure 1 3 Results of the interest questionnaire with slime	13
Figure 1 4 Frame of Mind.....	15
Figure 2 1 Brand or brands	19
Figure 2 2 Pyramid aaker brand awarenes.....	20
Figure 2 3 Philip Kotler's 5A Concept	23
Image 2 4 Slimeday Social Media TikTok.....	27
Image 2 5 Instagram Social Media Slimeday	28
Figure 2 6 Shopee slimeday store	28
Figure 2 7 Screenshoot web shopee bintaro slime.....	31
Figure 2 8 shopee slime bintaro	32
Figure 2 9 Social media Instagram potatos_slime	34
Figure 2 10 Social media tiktok potatos_slime.....	34
Figure 3 1. Interview documents at Slimetay's office.....	45
Figure 3 2 Documentation of interviews with marketing experts.....	46
Figure 3 3 Consumer interview documentation 1	47
Figure 3 4 Age of respondents	48
Figure 3 5 Respondent Status	48
Figure 3 6 Respondent gender	49
Figure 3 7 domicile of the Respondent.....	49
Figure 3 8 Respondent's slime knowledge.....	50
Figure 3 9 Respondents' slime favorites	50
Figure 3 10 Respondents know the benefits of slime	51
Figure 3 11 data on whether or not the respondents bought or not.....	51
Figure 3 12 data Purchase purpose by respondents	52
Figure 3. 13 Social Media TikTok and the number of views of slimeday	53
Figure 3 14 Market place slimeday.....	53
Figure 4 1 Keyword chart	58
Figure 4 2 visual style.....	62
Figure 4 3 slimeday logo.....	62
Figure 4 4 auroral fonts from capcut.....	63
Figure 4 5 monaz fonts from capcut	63
Figure 4 6 color pallete	64
Figure 4 7 Visual references.....	77
Figure 4 8 Instagram feed design section	77

Figure 4 9 Instagram Brochure and Carousel design sketch.....	78
Figure 4 10 Ad shooting process.....	81
Figure 4 11 Reels and Feeds Content Editing Process.....	82
Figure 4 12 WhatsApp Screenshoot.....	82
Figure 4 13 Final Design and Layout Feeds	83
Figure 4 14 Finals and refinements of Video ads.....	84
Figure 4 15 Screenshoot cover video Advertisement	85
Figure 4 16 Slimeday Catalog.....	85
Figure 4 17 Slime blindbox brochure and packaging	86
Figure 4 18 Event Booth Design.....	86
Figure 4 19 Apron for offline store	87
Figure 4 20 Totebags, stickers and ganci etc.	88

ABSTRACT

This Study discusses the desing to optimization of digital marketing strategies for children's toy products in the form of slime produced by CV Slim Day Indonesia through an educational approach to increase brand awareness and product image. The background of this project is based on the low level of digital media engagement and the lack of optimal delivery of product advantages to the target audience, which has an impact on low purchase intention and sales performance. Based on the results of observations, interviews, and questionnaires, it was found that the primary target consumers are parents aged 20–35 years who pay close attention to product safety, functionality, and the impact of toys on children's motor and sensory development through the message concept "Dexterity toys play an important role in developing children's motor skills".

Therefore, the communication strategy is designed by highlighting product advantages such as SNI certification, attractive product variations, and the benefits of slime as a sensory play medium. The media design focuses on educational and informative digital video advertisements supported by complementary media aligned with the customer journey. A cheerful, soft, and persuasive visual approach is applied to build consumer trust. The results of this project are expected to enhance product appeal, strengthen Slim Day's brand image as a safe and educational children's toy, and increase brand awareness and purchase intention.

Keywords: Slim Day, Slime, Sensory Play, Digital Marketing, Brand Awareness, Advertising