

ABSTRACT

Intense competition in the digital agency industry demands consistent and efficient service quality. This case study on Fortus Media identifies operational challenges stemming from non-standardized workflows. Therefore, this research aims to design a Service Blueprint as a strategic tool to analyze and optimize the social media management service process.

This study employs a qualitative approach with a case study design. Primary data were collected through in-depth interviews with three informant groups management, operational team, and clients supported by participant observation to gain a holistic understanding. The results successfully mapped the current service flow into a comprehensive Service Blueprint.

The analysis of this blueprint revealed several key critical points, including inefficiencies in backstage processes due to a lack of system integration and standardization, as well as a transparency gap in the frontstage customer experience. Consequently, this research produces a proposed optimized Service Blueprint design, focusing on the development of Standard Operating Procedures (SOPs), tool integration via a centralized platform, and increased process visibility for clients.

Keywords: *Service Blueprint, Social Media Management, Service Quality, Digital Agency, Standard Operating Procedure (SOP).*