

Conference Paper

Analysis Of Management Strategy Of Business Management And Mapping Of Creative Industry Placers Of Visual Communication Design Sub Sector

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Abstract

The creative industry of visual communication design is growing rapidly in line with the increasing record media technology. In the city of Malang, it has attracted many actors who had diverse expertise backgrounds. One of the problems faced by Small and Micro Enterprises is marketing. This study uses a qualitative approach to explore all phenomena that occur in the creative industries of visual communication design relating to business success, especially in terms of marketing management. To start an ideal business, planning is needed in the form of a written document containing basic ideas and considerations for the company. In addition, one must create a blueprint containing the business mission, proposals, operations, strategies, financial details, possible market opportunities and capabilities and self-taught management skills. This study explores the benefits of syndication, working with designers in other studios. The key to success is perceived differently by business owners, but the basic ones are motivation, age, experience, and education.

Keywords: Creative industries, Marketing, UKM, Visual Communication Design

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1. Introduction

Small Micro Medium Enterprises (UKM) is a very important sector as the driving force of the nation's economy. SMEs have a strategic role in national economic development, employment and also play a role in the distribution of development results.

The success of an UKM business is generally determined by a business management strategy that includes marketing, production, financial, and human resource management within the company. This is implicitly determined by the type of company and the character of the owner of the company.

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The performance of the UKM sector on economic development basically depends on the individual performance of each business. The growth of small businesses is a complex problem. This includes the convergence of owner-manager ambitions, and competencies, organizational internal factors, specific resources and infrastructure, and external relations and network configuration (Shaw and Conway, 2000)

Small and Micro Enterprises (UKM) have the problem of marketing, in addition to problems involving aspects of legality and capital. For (UKM) must be smart to find new breakthroughs in marketing their products. (Nugrahani, 2011).

From the above statement it can be concluded that the determinant of business success related to marketing aspects is the management of marketing management that is applied comprehensively. However, the key to success in marketing management for some business actors is that which is specifically managed for their company.

Creative economics is an issue that is currently being talked about about its potential for economic growth in various countries. Creative economic industry (creative economic industry) is a big wave of the industrial era that is quite promising and has the potential to be side by side with other industry lines. Globally this industry has been able to bind the world market so that the creative industry becomes an expectation of economic growth for developed and developing countries.

The development of creative industries is currently starting to explore various sub-sectors. In its development, the creative industry players have different experiences about the key to the success of their business. In the marketing management line, the key to the success of a creative industry business is largely determined by the characteristics of the field of business. Another phenomenon is that the creative industries are people with varied educational backgrounds, so for those who do not have an educational background who study marketing management, they manage their businesses self-taught.

The creative industry of visual communication design is a line of creative industries that is growing rapidly in line with the increasing record media technology. In the city of Malang, the creative industry of visual communication design grew into an activity that attracted many actors with diverse expertise backgrounds. This is because the market share of the creative industry of visual communication design is quite large and is not always concentrated in certain areas like other creative industries. Consumers of visual communication design services are quite evenly distributed, ranging from personal to corporations and institutions.

Like other creative industries that started from UMKM, the most fundamental problem in business development is marketing. Every creative industry has a challenge to try

to learn their own marketing strategies that are appropriate to their line of business. This allows there to be a different approach to the marketing model in each area of the creative industry business. The activity of applying this marketing model will determine the extent of the strength of a business entity in surviving in the business environment. This was explained in a previous study by Julisar (2013) that one of the keys to the success (UKM) is the availability of a clear market for Small and Micro Enterprises products. Meanwhile, the fundamental weaknesses faced by Small and Micro Enterprises (UKM) in marketing are low market orientation, weak competition in complex and sharp and inadequate marketing infrastructure.

Another opinion about the key to the success of the creative industry is also supported by Kamarudin (2013) which states that: the barriers to the success of animation technopreneurship are: limited access to financial resources; financial management; lack of skilled talents; limitation of local market; and bureaucratic procedures. And the followings are possible factors that may well contribute to the success of such a technopreneurship: access to financial resources, talent pool, government's initiatives; promotion and marketing; networks and collaboration; IP; content quality; technology; diversification of products; entrepreneurial skills; and business location.

Research on the key to the success of the creative animation industry in Malaysia by Kamarudin (2013) above states the conclusion that there are internal and external factors that are crucial. In this research it is stated that access to promotion and marketing also determines the key to success.

General opinion above is not yet focused on the Visual Communication Design industry but is identically identical to the keywords of the creative industries. The success of visual communication design creative industry businesses, which are mostly started from small businesses, need to be examined in depth whether there are similarities or differences with other creative industry sub sectors. The focus to be observed is the marketing management activities of the creative industries of visual communication design which include marketing strategies, marketing mix, and marketing models in the research sample. Therefore, based on the explanation, the writer is interested to know how the phenomena that occur in the creative industries of visual communication design, about the key to the success of his business, also to explore how the business management strategy in the creative industries of visual communication design in Malang City and the analysis of the distribution of industrial players.

2. Method

This study uses a qualitative approach to explore all phenomena that occur in the creative industries about the key to business success, especially in terms of marketing management. Through this qualitative approach the researcher will understand social reality, see the conditions as they are in the ongoing effort of the creative industries of visual communication design. This qualitative approach is sought to be directed at identifying the marketing model that occurs in the visual communication design business.

Qualitative research is research that intends to understand phenomena about what is experienced by research subjects holistically, and by means of descriptions in the form of words and languages, in a special natural context and by utilizing various scientific methods (Moleong, 2007: 6).

This research is included in the type of phenomenological research that uses descriptive methods, namely trying to find an appropriate and sufficient explanation of all activities, objects, processes and humans. Descriptive-qualitative research tends to interpret and tell the data concerned with the situation that is happening, attitudes and views that occur in society, 2 / more conditions, relationship between variables, differences between facts and influence on a condition.

In this research method used respondents search was divided using the FGD (Focus Group Discussion) method intended to obtain primary data from actors and observers of the creative industries of visual communication design. Data collection methods used are survey methods and interview methods. Survey method consists of primary data survey and secondary data survey. The primary data survey is intended to obtain information on data from the first source, namely visual industry design creative industry players, while secondary data is data that is already available both in the relevant agencies and in conditions in the field.

The informants were taken based on the snowball sampling strategy. This is because the phenomenon under study can develop deeper and wider than previously determined so that it is adjusted to the needs of the data that has been obtained. This strategy is used to obtain accurate and in-depth data about the conditions of the existing phenomena.

Data analysis methods that will be used in this study include qualitative data analysis. This research is a descriptive study, with more of a description of the results of interviews and documentation studies. The data that has been obtained will be analyzed qualitatively and described in a descriptive form.

The data analysis technique used in this study is to use steps such as the following:

1. Data Collection
2. Data Reduction
3. Data display
4. Conclusion Drawing and Verification

3. Result

This research collects data through in-depth interviews with a number of speakers who are entrepreneurs of visual communication design including: Utero Indonesia, Creative Workers, MM Advertising, Lohjinawi visual communication, and design heroes. The following is a summary of data exposure from in-depth interviews about the Entrepreneurship Management Model in the Creative Industries Visual Communication Design Sub Sector.

3.1. Management of design studio entrepreneurship management

The management of design studio entrepreneurship management currently has various points of view. To start an ideal business, planning is needed in the form of a written document containing the basic ideas and considerations of the establishment of the company, as well as a blueprint containing the business mission, proposals, operations, strategies, financial details, possible market opportunities and skills and abilities. the manager. Utero Indonesia stated that entrepreneurial management was initially handled directly by the business owner in his plan to use a business plan. but after running for 2 years, business owners begin to think that visual communication design work cannot be handled alone but rather must use a team. This resulted in a business plan reshuffle that had to break down in more detail from studio management. Lohjinawi communications form states that a business plan is needed in business planning. Moreover, the business has a vision to develop marketing reach. A business without a business plan cannot last long. On the other hand, the Business Plan itself can be updated according to the industry context being faced. Pahlawan Design also states, business plans for design studios are not always the same format, some are detailed, some are summarized. But at least there is a blueprint to start a business, if not planned, the studio is less able to adapt to the dynamic conditions in the market

Perceptions about businesplan by 3 studios:

Velox, MM Advertising, and Orkha in general there are similarities that a business plan is important, but if the business is already running. Generally visual communication design studios start businesses without a business plan. Armed with only a portfolio and limited insight about marketing, the visual communication design studio was able to start its business

To start a business venture requires planning in the form of a written document containing the basic ideas and considerations of the establishment of the company, as well as a blueprint containing the mission, proposals, operations, financial details, business strategies, possible market opportunities, and the capabilities and skills of its managers.

Some elements that must be present in the business planning carried out by the studio are:

1. Summary of implementation
2. Profile of Business
3. Strategy of Business
4. Goods
5. Strategy of Marketing
6. Competitor analysis
7. Summaries of employees and owners
8. Operational plan
9. Financial data
10. Proposal / loan proposal
11. Operational schedule

But there are also studios that use theory-based, that is, business planning includes a number of topics:

1. Executive summary
2. Mission statement
3. Business environment
4. Marketing plan
5. Management team
6. Financial data
7. Legal consideration
8. Insurance requirements
9. Key person

10. Suppliers

11. Risk

3.2. Marketing methods in design services

Marketing methods in visual communication design services have diversity in their procedures and types of media. Utero Indonesia stated that conventional media such as business cards are still quite effective today. The IMC approach is also still needed, but Utero at the beginning of starting a business up to now emphasizes more on the offline method because it is considered to achieve more marketing interactions that are "closing". On the other hand, online is also good because of its speed and viral effect. MM Advertising also does the same thing. The Offline method is still superior because of its good interactions. According to MM advertising, "Offline is still my first choice. I am willing to go to Jakarta, Malang in a day, to meet physically with my client. There are weaknesses, in that way only meeting one person per day. The designer is left wanting as many clients as possible but buying out, or one but sustainable "

For 3 other studios, online is a must-do method. Because the reason is effective and efficient, it also responds to the trend Heroes of design states, "90% of our clients go online. With online marketing, we have the opportunity to enter the international marketing level. But keep in mind, our online marketing is not just showing a portfolio, but more likely to pick up the ball. There is a Customer Service team that is in charge of communicating by email, chat and telephone "

Lohjinawi stated "the combination of the two needs to be there, although online according to most people is very mandatory because of its viral effect."

3.3. Operational Standardization of UKM in the creative industry of visual communication design.

Standard operational procedures for the design work operations management process of all studios state that they have already done so. But there are differences in the format and specific ways of handling projects. Utero emphasized the briefcase as the main instrument and conducted an evaluation to suppress the many revisions. The same thing is done in marketing, studio hero design uses SOP that emphasizes the flow of coordination of the process and handles it in the electronic office system to facilitate coordination with freelance designers. In addition to the SOP that is used as a reference. The design studio also cooperates with other studios that might be competitors as well.

Utero Indonesia explained "I use SOP with many variations. Currently there is an SOP that I use for the concept of syndication. Namely cooperation to create a new project by involving my competitors' friends. I created a subdivision called Odigiro which involved 3 studios that worked together. I am one of them syndicated with Lohjinawi "

3.4. Management model of marketing management creative industry visual communication design

The management model of marketing management in the creative industry designs visual communication using E-WOM patterns and syndication concepts in collaboration. Visual communication design studios all have a preference for Electronic Word of Mouth

Word of mouth marketing in the perception of Utero Indonesia is oral, written, and electronic communication between communities relating to excellence or experience buying or using products or services.

Customers Recommendations are usually considered more trustworthy than promotional activities that come from the company and can greatly influence the decisions of others to use a service. In fact, the greater the risk that customers feel in buying a service, the more actively they search for and rely on word of mouth to help make their decisions. Uninformed consumers about a service are more dependent on WOM than customers who already understand. eWOM is a positive or negative statement made by potential, actual, or former consumers about products or companies via the internet. Instagram and Facebook are important strengths in business and marketing.

3.5. The key to the success of the visual industry creative communication design business.

The key to the success of a design studio business is influenced by motivational factors. According to MM Adv, "from my business trip, motivation or intention of encouragement has a huge effect on the success of a design business. I used to have no other choice in opening a business the first time, because it was derived from parents. But what I experienced with my father's era was very different. My father works on billboards, I am working on branding "according to Utero Indonesia, one's intention influences the key to success later. Fundamental problems such as ups and downs of orders must exist, but with strong intentions will persist. According to Utero Indonesia, the intention for success can be planned in a business plan.

According to Orkha and Lohjinawi, age and experience, become a key part of the company's success. Lohjinawi said "business cannot be measured relative to success because of a lot of money. What is important is growing. A young age is good for idealism, but that maturity position is precisely what makes a person realistic. "Orkha states" age and education are still the key to business success because grade standards are measurable when we work on projects. The background of a designer who is outside design education like me feels he is trying harder to pursue the knowledge gained by friends majoring in design. I believe that visual communication design is knowledge. Not just skill.

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