

CREATIVE INDUSTRY SUBSECTOR PERFORMANCE: VISUAL COMMUNICATION DESIGN IN INDONESIA

MOHAMMAD BENNY ALEXANDRI¹, ZEIS ZULTAQAWA² & OEKAN ABDULLAH³

^{1,2}Business Administration Department, Universitas Padjadjaran, Bandung, Indonesia

³Antropology Department, Universitas Padjadjaran, Bandung, Indonesia

ABSTRACT

The creative industry in Indonesia has been an economic major contributor (7.38 percent). One of the creative industry's sub-sector is visual communication which has the biggest growth (10.28%). Despite it still holding the lowest position Gross Domestic Income's contribution. The growth of the creative industry, specifically in visual communication sub-sector, it also has the growth for companies. This study uses Makna Creative, Co as the sample. As a new company, Makna Creative. Co struggles with keeping its foothold in the continuously creative industry growing. Data used for discussion and analysis was found through literature study from multiple sources, such as books, journals, and articles which written in creative industry's topic, visual communication, and Makna Creative internal data. Methodology used in this study is a descriptive methodology and SWOT Analysis for strategy analysis. Nowadays, Makna Creative. Co is still new by, and it causes the most of company's struggles. Makna Creative. Co has a record of a failed project which was attributed to the lack of human resources. Recommendation is the company focus on finding exposure as well as gaining and maintaining customers' trust. To gain and maintain customers' trust, we recommend that Makna Creative. Co must focus on three things; service, consistency, and transparency.

KEYWORDS: Visual Communication Design, Makna Creative. Co, Creative Industri & Government

INTRODUCTION

Creative Industry can be called also with an economic activity related to creating or using information knowledge.

In Indonesia, Creative Industry is also called Culture or creative industry. The creative industry created from the utilization and skills possessed by each individual to be able to create new jobs and also can create prosperity in the region. Creative industry is the result of creativity and creativity of each individual.

In Indonesia, there are various sub-sectors included in the creative industry. There are 16 sub-sectors of creative industry in Indonesia. The creative industry in Indonesia has contributed well, amounting to 7.38 percent of the total national economy.

This is due to the large contribution of each sub-sector, as shown in Table 1.1 below:

Table 1: Data of Contribution of Gross Domestic Income of Creative Economy by Subsector

Contribution of Gross Domestic Income of the Creative Economy by Subsector		
No	Subsector	Gross Domestic Income
1	Culinary	41.69%
2	Fashion	18.15%
3	Craft	15.70%
4	Television and Video	7.78%
5	Publishing	6.29%
6	Architecture	2.30%
7	Applications and Game Developer	1, 77%
8	Advertising	0.80%
9	Music	0.47%
10	Photography	0.45%
11	Art Show	0.26%
12	Product Design	0.24%
13	Art	0.22%
14	Interior Design	0.16%
15	Film	0.16%
16	Visual Communication Design	0.06%

Source: Result of Special Surveys of Creative Economy BEKRAF 2016.

The data of creative economic statistics in Indonesia in 2016 states that since 2010 to 2015, the amount of Gross Domestic Income of creative economy has increased an average of 10, 14% each year, from IDR 525.96 trillion to IDR 852.24 trillion.

This value contributes to the national economy ranging from 7.38% to 7.66%, which is dominated by three sub-sectors, namely culinary 41.69%, fashion 18.15%, and craft 15.70%.

While the fastest growing sector is the visual communication design of 10.28%. Despite the most significant rise, visual communication designs remain at the lowest position in the contribution of Gross Domestic Income.

Along with the rapid growth of visual communication design, there are also various visual communication designers, one of them is Makna Creative.co.

Makna Creative. Co itself was established in 2013 by Ernanda Putra and Keenan Pearce as *founder* and *co-founder* of Makna Creative. Co.

Ernanda and Keenan have become *influencers* in social media such as *Instagram*, *Youtube*, and so on so that both are known as *content creators* creative and of course well-known audiences.

Makna Creative. Co is a creative company that produces creative content with visual form, conveying a message or communicating the value their clients will give to the intended people.

What Makna Creative. Co-creates is a form of visual communication design, but more than that Makna Creative. Co tends to be more "touch" in communication, not just working behind the scenes.

Despite his young age, Makna Creative. Co has handled many projects such as "Batik Air", "Regional Leadership Selection in Jakarta", and "Miss Indonesia".

The advantages of Makna Creative. Co as a newcomer in the field of Visual Communication Design become the main attraction for researchers to know more about the meaning of Creative and visual communication design.

Judging from the data presented earlier in table 1.1, visual communication designs occupy the lowest position with a percentage of 0.06%. A question about the condition of the visual communication design industry because the percentage is very low especially compared to culinary which reached 41.69%. But in that percentage, there is a young company called Meaning Creative and also other creative companies. Of the various obstacles experienced by the meaning of Creative and other company friends, facing various problems both in terms of internal and external. The real solution is needed by Makna Creative. Co to deal with the constraints gained from various sides for the sake of the company's survival in the creative industry.

The Creative

Economy The term Economy was first introduced by a man named John Howkins in 2001 in his book "*Creative Economy, How People Make Money from Ideas.*"

According to Howkins's definition, the Creative Economy is an economic activity in which input and output are ideas. This shows that the creative economy is the fruit of the creative process whose form can be diverse but the point remains is a form of ideas from the actor's creative activities.

While the Creative Industry definition of the Government's vision taken from the definition of the UK Department of Culture, Media and Sport, 1999 in Nenny, 2008, says

"Creative Industry is an industry that relies on individual creativity, skills, and talents that have the ability to improve living standards and the creation of manpower through the creation of (ideas) and the exploitation of IPR. "

VISUAL COMMUNICATION DESIGN

According to Jorge Frascara (2004: 1) in a book entitled *Communication Design Practice principles an Practice* says:

"Visual Communication Design, seen as an activity, is the action of conceiving, programming, projecting, and realizing visual communications that communications, art, technology, and craft are communicating. It is a social science because it is always aimed at people, and psychology, sociology, and anthropology have much to offer to the construction of effective communications. (Jorge Frascara, 2004: 198)

According to Michael Kroeger, said that *Visual Communication Design* is an exercise theory and concepts. The concept is generated through visual themes using colors, shapes, lines, and juxtapositions.

According to Wang Xiaofei (2013), *Visual Communication Design is a process of interpersonal communication with such functions as conveying message convincing the audience.*

According to Widagdo (1993: 31) visual communication design in the modern sense is a design resulting from rationality. Based on knowledge, is rational, and pragmatic. Visual communication design is always dynamic, full of motion, and change. It is because modern civilization and science enable the birth of industrialization.

As a cultural product related to social and economic systems, visual communication design also deals with consequences as mass products and mass consumption.

METHODOLOGY

Methodology in this research is a descriptive method and using SWOT analysis. SWOT analysis is used to view company maps and see opportunities that can be done by the company.

DISCUSSIONS

Current Condition of Visual Communication Design Industry in Indonesia

In today's information and digitalization era, the visual communication design is greatly helped by the increasingly sophisticated software as a tool of trade and communications warfare, as well as its hardware technologies.

For example, the development of computing, printers, interfaces, the Internet and its programming is very supportive of the age of information related to visual. With these things, there is a business opportunity for young people to develop their talents in Visual Communication Design.

So it happens in Indonesia. Creative industry Visual Communication Design experienced high growth, as evidenced by the data of Indonesian creative economy statistics 2016 that Visual Communication Design growth of 10.28%.

According to Drs. Indarsyah (Expert and Practitioner of Visual Communication Design, lecturer of Visual Communication Design ITB and University of Widyatama), it is because now the lecturers in universities with majors Visual Communication Design already supports the progress of Visual Communication Design.

In addition, BEKRAF also supports the progress of Visual Communication Design ITS industry by taking the decision to create a regulation for the creative industry sub-sector Visual Communication Design.

SWOT Analysis

Table 2: SWOT Analysis

<p>Internal</p> <p>External</p>	<p>Strenghts - S</p> <p>Ernanda as <i>founder</i> of Makna Creative. Co has a visual talent and photography hobby.</p> <p>Makna Creative. Co digawangi by those who are professional in their field and have taken formal education in the field.</p> <p><i>Founder co-founder</i> Makna Creative. Co is an <i>influencer</i> especially in social media <i>Instagram</i> and this is in line with what the core of VISUAL COMMUNICATION DESIGN is visual communication</p>	<p>Weakness - W</p> <p>Makna Creative. Co s are still not experienced in the field so often get to fail and alam project The age of the company is still young experience of work as Makna Creative. Co not many</p>
<p>Opportunities - O</p> <p>Ernanda and Keenan, Founder Meaning Creative has instagram account with follower to hundreds of thousands of people so that gain advantage in communicating content</p> <p>Makna Creative. Co get award as Influencer of the Year and Top Lifestyle Influencer at Influence Asia 2015</p>	<p>Strategy SO</p> <p>With a founder who from the beginning already has a visual talent and photography hobby and has many followers on Instagram. making it easier to promote Makna Creative. Co and gain consumer trust.</p>	<p>WO Strategy</p> <p>Although the Meaning of Creative is still fairly new in its business and often gets to fail in its project.</p> <p>But Meaning Creative has been awarded in ajag asia. Make consumers believe to use his services.</p>
<p>Threats - T</p> <p>Many older competitors emerge as Sooca Design DISCUSSION</p> <p>Percentage of VISUAL COMMUNICATION that is still very small compared to other creative industries, enabling the industry Discussion Visual Communications to diminish</p>	<p>ST Strategy</p> <p>Although many competitors are emerging or are there first but the Makna Creative. Co is still followed by many followers because the founder himself has a talent for visual communication design.</p>	<p>WT Strategy</p> <p>Show their best product result so that consumer trust with Makna Creative. Co service.</p> <p>To be more familiar with the meaning of Creative make use of their social media founder accounts that have hundreds of followers, so that the name Makna Creative.Co more in the know.</p>

Constraints and Solutions Encountered Makna Creative. Co in the Design Industry Visual Communication

Makna Creative. Co is one of the creative sub-sector of Visual Communication Design which was established in February 2014. Founded by Ernanda Putra and Keenan Pearce. Makna Creative. Co is still spelled out the new industry in creative industries Visual Communication Design. Although new, Meaning Creative has handled the project from Telkomsel, Fuji Film, Nike, Batik Air, and many more.

Success in handling the project did not preclude it from the failures and problems faced by Ernanda Putra. Failure is also often experienced Makna Creative. Co, where the design and ideas that have been delivered Makna Creative. Co is

not considered to meet the desired goals of the client company, or when the design of Makna Creative. Co is considered not to meet client expectations.

This is due to one of the lack of experience Makna Creative. Co that counts new in this industry. According to Ernanda, this is common in the creative industries such as visual communication design, it is precisely this that can make Makna Creative. Co to be a more advanced and more competent company.

Failure can be triggered from the lack of human resources in the execution of its projects, according to Ernanda Putra.

In addition, many competitors creative industry Visual Communication Design. That makes Makna Creative. Co lost prestige so that the public is more confident with the creative design industry that stood for a long time. For example industry Visual Communication Design Sooca that has been running for 6 years.

Sooca also has worked the same that is logo design, branding, and much more. Indirectly, people prefer the industry Visual Communication Design which has a longer experience.

Although they have failed, it is not a barrier in continuing its business. They keep improving their work and HR systems.

For HR problems, they do not have to worry about *skills* because their workers, including their founders, are already professionals in the field of visual communication design. But the number of human resources is still less according to Ernanda Putra.

It can happen because this industry is still fairly new. But it can be overcome by posting information on Ernanda Putra's social media along with Keenan Pearce as they have many followers. The many followers owned by Ernanda and Keenan can be a great opportunity for their success.

The number of followers shows high public confidence in the industry. Controls from Ernanda and Keenan are also needed to manage HR so that the quality of the given design can produce a consistent design.

CONCLUSIONS

Along with the rapid growth of visual communication design, there are also various visual communication designers, one of them is Makna Creative. Co.

Makna Creative. Co is a creative company that produces creative content with visual form, conveying messages and communicating the value clients will give them to the intended people.

What Makna Creative. Co-creates is a form of visual communication design, but more than that Makna Creative. Co tends to be more "touch" komunikannya, not just working behind the scenes.

Makna Creative. Co has been somewhat professional in the field and has a high rating. It does not deny the shortcomings, both internal and external. Like one of the strengths of Makna Creative. Co that has a visual and photographic talent that is certainly very supportive of this field.

Then the meaning of Creative still has such shortcomings from the age of the company that is still young so still lack of client trust in the company. But with Keenan Pearce as a co-founder fostered confidence for the client, considering

Keenan Pearce was a public figure and had owned another company before.

Promoting Makna Creative. Co can be done simply by posting information on Ernanda Putra's social media along with Keenan Pearce as they have many followers. The many followers owned by Ernanda and Keenan can be a great opportunity for their success.

RECOMMENDATION

New customers come from the actions of past customers, the phrase is written by Eric Ries, in his book *Lean Startup*. Currently, Makna Creative. Co is in its infancy. Makna Creative. Cos already has some clients who know the meaning of Creative through Keenan Pearce fame as public figures or directly recognize the company. However, in his young age, Makna Creative. Co still has to build the trust of potential customers. Therefore, the service to clients who are being handled by Meaning Creative has a high interest. According to Marjorie Adams through the Forbes website, there are three main ways to build consumer confidence.

First is the service. According to research from *Concerto Marketing Group and Research*, when a consumer trusts a brand, 83% will recommend the company to another party, and 82% will re-use the brand. Often, consumers do not always talk about good service, but a bad service can be heard loudly by unhappy customers. Gaining consumer trust starts from good service.

The last is transparency. Consumers and clients are smart people. They will know when the company is honest, or when they are given a lie. When companies promote honesty, they will appreciate the company more when they admit a mistake and are prepared with a solution to make up for the mistake.

The last way, connect directly with one of the other weaknesses of Makna Creative. Co is the frequency that is still too often in making mistakes in the project. In terms of quality control, Makna Creative. Co should further improve the supervision of the quality of the design they offer, but in addition, Makna Creative. Co should also promote honesty and good planning. In the event of an error, the Makna Creative. Co must be readily prepared in preparing a solution to correct the error and acknowledge the mistakes made to the client.

Although the meaning of Creative is still new in business and often get to fail in the project, it can disiasati by having a founder who from the beginning already has a visual talent, photography and have a lot of followers on Instagram. Creating Makna Creative. Co names become more recognizable.

Although there are many competitors who appear earlier like Sooca Design, Makna Creative. Co is still followed by many followers because the founder himself has talent in visual communication design. By showing the results of their best products, consumers will believe with the services of Makna Creative. Co. To be more familiar with the meaning of Creative can utilize their social media founder account.

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