

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