

SWOT ANALYSIS IN CREATIVE INDUSTRY PHOTOGRAPHY IN INDONESIA

MOHAMMAD BENNY ALEXANDRI¹, ZEIS ZULTAQAWA² & OEKAN ABDULLAH³

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

³Anthropology Department, Universitas Padjadjaran, Bandung, Indonesia

ABSTRACT

The creative industry is a sector that has big contributes for the national economy. In many developed countries, this sector is an important sector in increasing the income of the country, therefore Indonesia needs to pay attention and provide a lot of assistance to the creative industry sector to increase state revenues and exploit the potential of human resources available. Creative industry has 16 subsectors, one of which is photography. Photography belongs to the creative industry because this field requires high creativity in its application. In this study, the author aims to discuss some understanding of the creative industry, photography, how the constraints faced by this industry, how the solution of obstacles, examples of creative industry value chain and how the case examples of this photography subsector, The object of this research is photography in creative business with a focus on the discussion of a creative business owned by Rio Motret with descriptive qualitative research method. Method of data collection that is by library study and internet research from sources that is documentation, literature like journal and websites. The results of this study can be concluded that the creative photography industry has great potential to continue to grow. Photographic creative industry business people can be more innovative and see the opportunities that exist. In addition, open thinking, creative thinking and innovative, utilizing technology to maximize marketing is an important thing in the continuity of this industry development.

KEYWORDS: Creative Industry, Creative business, Photography, Photographer & Rio Motret

INTRODUCTION

Currently, the creative industry is one of the industrial sectors that have a big influence on the economy in Indonesia.

In addition to agriculture, the creative industry is one of the sectors that contribute quite high for the national economy. It is different from other sectors that are heavily dependent on natural resources.

In the creative industry, human resources are the main force. This is because the products produced by this sector come from the creative ideas of human thought.

The Indonesian Creative Economy Agency (Bekraf) has set 16 subsectors that are supported in the creative industry, among which are application and game development, architecture, interior design, visual communication design, product design, fashion, film, photography, craft, culinary, music, advertising, performing arts, fine arts, as well as television and radio.

Indonesia creative economic statistics data in 2016 states that since 2010 to 2015, creative economy GDP amount increased by 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 subsectors, namely culinary with 41.69%,

fashion 18.15%, and craft 15.70%. To date, the government's support for creative industry players is still ongoing. Based on Bekraf press release, the government is optimistic that the creative economy will become the backbone of the national economy. According to Saleh Husin, Minister of Industry, Ministry of Industry continues to encourage the development of national creative industry, which increases 7% every year.

One of the business opportunities in the creative industry that is growing at the moment is the photography business. Photography today is not only a hobby but also a lifestyle as well as a new business field for photography enthusiasts.

Photography takes up 0.45% of all industry sub-sectors. According to Darwis Triadi (2008), a senior photographer and senior Indonesian fashion photographer explains Photography comes from 2 words ie Photo which means light and Graph which means writing or painting.

In fine arts, photography is the process of painting or writing using light media. As a general term, photography means a process or method for generating images or photographs of an object by recording the reflection of light that objects to it on a light-sensitive medium.

The introduction of human visualization has been around since infancy when the eye functions as a visual device. Starting from recognizing *image*, *graphic*, then color and *typography*. That all indirectly is the process of recognition of the basic foundation of visualization or that is now in the industrial world is advertising, both advertising with print media and advertising with electronic media.

To get into the creative industry, photographers not only need good techniques and skills but also required to be able to create well and understand and convey the message in a photo. By 2016 the sector's overall GDP is at IDR 641 trillion, contributing to the sub-sector of photography, film and video only 1.3 percent of total GDP.

Therefore, the photography sector needs more attention from the government and society to continue to explore the potential of this sector.

In a case study research will be conducted on Rio Motret. Co. Rio Motret. Co was chosen as the research subject because of Rio Motret. Co. is one of the emerging photography companies.

Rio Motret. Co is quite famous to do personal Photo Session among celebrities, has done the photo session of some famous brands and has held a single exhibition.

The formulation of the problem of this research are: (1) What is the condition of the photography industry in Indonesia? (2) What are the constraints faced (Rio Motret Co.) in the photography industry? (3) How is the solution to overcome the obstacle faced by company (Rio MotretCo.) to survive in the photography industry?

LITERATURE STUDY

"Creative industries practitioners have to work within commercial realities, but often prefer to understand Reviews their work in terms of cultural and social development." Matheson Billy (2006: 58) in an explanation explained that practitioner creative industry should work in reality commercial but not only that it is noticed.

The creative industry must also understand the changes of culture and social development. This opinion is corroborated by an explanation of the theory of industrial creativity in Australia which explains that *"Creative industries*

theorists in Australia have pointed out that it is not the technological innovation that is creative." Matheson Billy (2006: 64) points out that creative cultural content can drive the creative industry.

"Have their origin in individual creativity, skill and talent"(Department for Culture, Media and Sport (DCMS), 2001, p. 5)."As such, the descriptions generally include the commercial and non-commercial industries of architecture and design; film, television, video, radio and publishing; fine arts; music and the performing arts; software and computer gaming; advertising; and crafts. "(United Nations Conference on Trade and Development, 2008). It explains what the creative, skilled, and talented individuals have in common.

The creative industry is generally based on the opinion of J Cult Econ (2008: 168) states that "*The creative industries are regularly defined in terms of industrial industrialization of what they do, what they produce, and how they do it.*" That explains the so-called with the creative industry seen from what they do, what they produce and how they do it.

"Creative Industries for an economy's innovation performance is twofold. On the one hand, the Creative Industries may develop and introduce innovations as an economy's innovative output. "Muller Kathrin, et al (2009: 149).

The statement explains that innovation is part of the business activity in the creative industry and directly contributes to innovative economies, that the main goal of economic policy is to achieve higher productivity through innovation.

"The conceptual description is used to reclassify creative industries. Ideally, the three features of creative industries - innovation, copyright, and technology - are measured by the level of occupations or firms, which is unfortunately usually impossible due to a lack of data. "Fahmi, et al (2015: 68).

Based on the statement, in the creative industries, there are three creative features of innovation, copyright, and technology measured at the level of corporate occupation, but that usually can not be done because of lack of data.

"UK's DCMS (1998) in Maryunania SR, Mirzanti IR (2015), the UK's DCMS (1998) in Maryunania SR, Mirzanti IR (2015 : 390).

The creative industry is an industry where industry inputs are individual creativity, skills, and talents that have the potential to gain financial benefits and create employment by generating and exploiting the creative power and creativity of the individual.

One part of the creative industry sub-sector is photography. "Photography as one of the areas of concern in the Indonesian creative industry, is part of the Film, Video and Photography sub-sector, one of 15 subsectors handled by the Ministry of Tourism and Creative Economy today.

Photography as part of Indonesia's creative industry is an industry that encourages the use of individual creativity in producing images of a photographic object using photographic devices, including light recording media, file storage media, and media that display information to create wellbeing and employment opportunities. "Santoso W. B and Ghazali A (2015: vii).

To develop the creative economy, Indonesia has assessed in accordance with Regulation aturan-rule in the mainly sub-creative economy the photography sector is Law No.28 of 2014 on Copyright, which provides intellectual property protection for creative works.

So based on these statements it can be concluded that the creative industry is an industry derived from the utilization of creativity, innovation, skills and talents of each individual in the industry that can produce high productivity and also create jobs by generating and exploiting the creative power and creativity of the individual. Creative industry practitioners must work in commercial realities and also have to understand the changes of culture and social development, because creative cultural content can drive the creative industries.

DISCUSSIONS

Currently, the photography industry is one of the big business opportunities in Indonesia. In addition to having a beauty value, photography is also very useful to capture important moments in a person's life.

Photography consists of several types of photography ie landscape photographs in the form of beautiful scenery in the environment or nature.

Wildlife photography is photography that focuses on animals and their natural habitat. Aerial photography is a photograph taken from the air using aircraft, air balloon, parachute, drone or taken from the top of a skyscraper.

Sports photography is a photograph that captures moments in sports like at sporting events. Portrait photography is portrait that captures one's mood with emphasis expression. Architectural photography is related to the image of a house or building of various angles that can create a positive impact on potential buyers of real estate.

Wedding/event photography is a portrait of a wedding or event. Fashion photography is photographing fashion items such as bags, shoes, clothes, accessories, and makeup. Macro photography is taking pictures with a range closer to display details of the subject you want to highlight can be flowers, textures, motifs, and others.

And the last is family photography that is usually done by the family to capture the moment with family.

In today's digital age, photography is something we can meet anywhere such as social media, photo exhibitions, events (*weddings, birthdays, product promotions*) and more.

In creating a good photographic result, not only requires equipment such as a camera, lens, or light is adequate but also required perseverance, training, and good skills about editing.

Many photography companies are emerging and have good potential and creativity in Indonesia. In Indonesia, there are some *photographer* famous who has gained a lot of knowledge in the world of photography.

The *photographer* famous Indonesian is able to produce good quality photo shoots and satisfy them are Andreas Dervish Triadi, Stanley Allan, Jimmy Iskandar, Diera Bachir, Rio Photography, and many more.

And that will be discussed in this research is Rio Photography (Rio Motret)

Rio Wibowo or known as Rio Motret is an upscale photographer with a target market that is Indonesian celebrity. There are 130 artists have been immortalized by Rio Motret in the form of photo profile, pre-wedding, marriage until pregnancy photos.

At first, Rio Motret is very interested in fashion which then began to be immortalized in a photo shoot, from the results of good photographs that Rio has an interest in the world of photography and began to pursue it.

Rio Motret started his career in the field of photography about 12 years ago in 2004 while still sitting on the bench lecture.

His desire to pursue passionnya in the field of photography does not go smoothly, he experienced obstacles where while sitting in the lecture bench in Indonesia there has been no special school of photography and he was forced to major in graphic design.

Rio Motret also does marketing through word of mouth media and help the people closest to market the expertise he has to be a business activity that makes money.

After the lecture, Rio Motret works for a fashion magazine as a photographer. From this job lah, Rio began to know many famous artists. Because of his persistence, Rio continues to deepen the science of photography gradually, ranging from *wedding photography*, *prewedding*, and photos of pregnancy.

Rio began to be known to the artists when he started doing photo sessions of several leading brands such as "L-man", "Hi-Lo", "Commonwealth", "Osella", "Arnet" and much more.

Because the results of his photos are very good, Rio began to get Job from the artist to do personal photo session like *wedding*, *pre-wedding*, and pregnancy photo.

In addition, Rio began to open his own studio in Pluit area, North Jakarta. Currently, he already has 2 studios with 20 employees. In order to make his career even more visible by the public media, Rio also held a solo exhibition at Grand Indonesia titled "Alkisah" which is a photo exhibition featuring 17 folklore from Java and Sumatra.

The photo exhibition invited many enthusiastic artists to help Rio in their inaugural exhibition. Even many artists who become models even willing to not be paid in the shooting exhibition is in fact in the process of shooting requires considerable energy.

Constraints faced by the Creative Industry Photography

In Indonesia, there are some obstacles faced by photographers, such as copyright infringement.

Copyright infringement is common in the creative world, including photography. During this time, photographers whose photographs are used without permission do not know where to complain because there is no firm law.

IPR is not the only problem facing the photography industry. As the sub-sector of creative industry economy, the contribution of photography is quite low. Referring to the 2013 data from the Ministry of Tourism and Creative Economy (Kemenparekraf), photography that falls into one category alongside the film and video subsector, contributes an additional value of IDR 8.4 trillion to the national GDP of the creative economy sector.

By 2016 the sector's overall GDP is at IDR 641 trillion, contributing to the sub-sector of photography, film and video only 1.3 percent of total GDP. Of the 16 sub-sectors of the creative economy, the contribution of Indonesian photography industry is at the rearmost. This fact also makes Kemenparekraf place photography as a sub-sector that needs big attention.

In addition, for some Indonesian photographers, competition is also one of the obstacles faced. The growing number of photography companies is emerging, demanding photographers to continue to innovate, create and improve skills so as to create consumer buying interest and can compete in the market.

Solutions from Constraints Faced by the Creative Industry Photography

Looking at the problems facing the photography industry in Indonesia, photography enthusiasts do not remain silent, many figures who care about photography begin to take action so that the sustainability of the photography industry in Indonesia can improve.

Now the perpetrators of unauthorized photo taking or without listing sources need to think two or three times before using a photo without the owner's permission. Because there is an association of Indonesian Photographic Society (MFI) that will ensure the photographer has a loud voice so that his efforts are rewarded.

MFI (Indonesian Photographers Society) was born from the first Indonesian Photography Congress on October 12, 2014. This organization is ready to facilitate communication and information delivery among stakeholders in the photography industry, one of them is about Intellectual Property Rights issues. Not only photographers, but also educational institutions, business actors, and governments.

MFI is an umbrella organization that encourages cooperation and coordination among stakeholders, both personal and all forms of association, community, the professional association of photography and so on to develop the photography sector in Indonesia.

MFI began to realize the program through several activities aimed at educating the stakeholders in the world of photography. Not only that, for photographers who feel his work is used without permission, MFI will prepare information on the site in the form of what steps can be taken to claim their rights.

The government's effort to improve the development of photography in Indonesia is to encourage the presence of a venue that facilitates photography stakeholders. Long before the implementation of the Indonesian Photography Congress or the embryo of MFI, the government has conducted Forum Group Discussion (FGD) in a number of major cities in Indonesia that invite photography stakeholders, such as photographers, photography community, publishers, printing, advertising agencies,

The results of the FGD then became the subject of congressional discussions, which ultimately led to the discourse and suggestion of the importance of MFI presence, as an independent and non-commercial container, MFI was ready to facilitate the photography stakeholders.

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.

Industry Mapping Through Directories

Information-related to photography in Indonesia is arguably still scattered. For example, when someone wants to find a photographer, it is difficult to find a credible source that provides detailed information. Hermanus (chairman of MFI) said that to fill the lack of information, MFI will be mapping the photography industry presented in directory form.

In the directory, it will contain information related to educational institutions, photographers, communities, and business actors. In mapping to complete the directory, MFI does not work alone. This organization is assisted by partners spread across several cities in Indonesia.

MFI WORK PROGRAM

Photography Data

Centre A photography data center contains documentation and mapping of a photographic landscape in Indonesia, including photographers, organizations, educational institutions, business actors, and related government institutions, including its activities. With the creation of an photography, data center is expected to provide a comprehensive understanding of power maps and photography potential in Indonesia.

MFI Talk

MFI talks are open meetings and discussions among actors in the field of photography conducted in one place, involving 4 stakeholders to open insight, increase understanding and knowledge, trigger discussion related to photography issues. This MFI talk show presents various speakers from various scopes of the field, even outside of photography to provoke interesting discussion.

Round Table Photography

Is an arena of discussion and study of photographic issues, both domestic and global. Collaborate with the competent parties in various fields. It is expected that the results of these meetings and discussions will produce recommendations and strategic steps that encourage the development of photography in Indonesia. The results of this discussion can be accessed openly.

SWOT Analysis from Rio Motret

	Opportunity Rio Motret has links with artists to strengthen its market share and media campaigns that he has stronger because the artist has many fans who will get exposure to Rio Motret promotions.	Threat Many other forographers have links with artists and have a formal education in photography.
Strength Rio Motret is a diligent person to continue to learn and deepen the science of photography that is seen from the results of his photography is getting better and more classy.	SO Rio motret can use these strengths and opportunities by having a link artist who will influence in the promotion with the results of his photography. For example through social media artists who can be directly seen by many audiences.	ST Although Rio motret is a great photographer, he also has to compete with other photographers with the same market share, Rio motret must keep renewing and honing his ability in photography and expanding artist links to be worth his competitors.
Weakness Rio Motret never had a formal photography education.	WO Rio motret can learn more autodidact and more in depth about photography because the links he has is good and can promote themselves easily. With a link artist he can ask critics and suggestions from artists who have often photographed about the results of his photograph so he can continue to evaluate the quality.	WT Threats Rio motret is if he does not hone his photography skills so he will lose compete with professional photography who received formal education.

Strength Opportunity

Rio motret can use these strengths and opportunities by having artist links that will influence the promotion with the photographs. For example through the social media artists who can be directly seen by many audiences that attract the general public to use services owned by Rio Motret and can be used as a marketing tool for business that he has.

Strength Threat

Although Rio motret is a great photographer, he also has to compete with other photographers with the same market share, Rio motret must keep renewing and mangasah ability himself in the field of photography and expand the artist's link in order to be worth the competition. For example, as today's demand for pregnancy photography, Rio Motret must be deeply in the field of the autodidact and always pay attention to the times.

Weakness Opportunity

Rio Motret's can be more self-taught and more in-depth about photography because the links that he has is good and can promote themselves easily. With a link artist, he can ask critics and suggestions from artists who have often photographed about the results of his photograph so that he can continue to evaluate the quality and also receive criticism and suggestions from audiences through social media Instagram is on the comment column in order to know what is desired by the market.

Weakness Threat

The threat of Rio Motret is that if he does not hone his photographic skills he will lose the competition with professional photography who have formal education. Therefore Rio Motret must continue to pay attention to the development of the world of photography and learn it autodidact.

CONCLUSIONS

In Indonesia, photography is one sub-sector of the creative industry that plays an important role in increasing national economic growth. Photography is an activity or process of producing an art of images/photos through light media with a device called a camera with a specific purpose and purpose. In the world of photography, there are different types of photography that can be explored in accordance with the passion. Art is something created by humans that contain elements of beauty or the essence of creativity. The most important art in photography is the composition, with a good composition then the resulting image will have the meaning and the story that can be delivered.

Each type of photography has different techniques and skills that are Landscape photography, Wildlife photography, Aerial Photography, Sports photography, Architectural Photography, Portrait Photography, Wedding / Event Photography, Fashion Photography, Photographic Macro, Baby / Family Photography.

Photography is a work of art that must be protected from its ownership such as Intellectual Property Rights (HAKI).

In addition to intellectual property, the creative photography industry is a creative industry sub-sector that still has small GDP compared to other creative industry sub-sectors such as culinary, fashion, and others. Therefore, the government began to give special attention and take action in an effort to increase the GDP that will be generated by photography, given the photography has a great opportunity to continue bekrembang. One of the efforts made by the

government is to inaugurate the MFI (Indonesian Photographic Society) which is an umbrella role, encourage cooperation and coordination among stakeholders, whether individual or all forms of the association, community, association of photography profession and so on to develop photography sector in Indonesia.

MFI has programs that will overcome the obstacles faced in the photography industry in Indonesia such as industry mapping through directories, holding discussions among peers who have photography interests, and others.

In conducting a successful creative business a businessman must pass through a chain value consisting of a creation of a product, an operational process for making a product, distributing output as well as commercializing the product it has produced. It should be considered as effectively and efficiently as possible for business sustainability.

One of the photographic companies taken by researchers is Rio motret who is a top photographer who has 2 photo studios and also has a celebrity market share.

Rio motret possesses highly qualified photography capability even though no formal education in the field of photography of Rio Able to target market share of celebrities, this can provide an opportunity for Rio Motret to promote himself to the audience. Business held by Rio Motret there is a threat where there is a photographer with share the same market but have a formal education in the field of photography.

As a businessman, Rio must be able to cope with it by constantly improving the quality and results of photography.

RECOMMENDATIONS

As the creative industries contribute little to the national GDP, it is better for the government and the people interested in photography to explore more potentials and resources in Indonesia. Given the large opportunities of this photography industry with the many important events that are often performed in Indonesia such as sports events, music concerts, and others and see the natural wealth of Indonesia that has value to immortalized.

To avoid illegal photo taking, it would be nice for the government to enforce strict punishment/sanction to the perpetrators so that the photographers in Indonesia feel appreciated his work and the government can also reward photographers who have good initiative and creativity that will spur people for more explore this industry. So this industry can continue to progress and develop.

Rio motret is a photographer with a celebrity market share and already has 2 photo studios. However, as a Rio businessman also has an obstacle in which his education is not in the field of the photographer, if he does not continue to hone his skill then it will opportunities for the competitors. Therefore, he must do some business strategy so that his business is always kept in a stable state. The strategy that should be done Rio Motret is:

Open Thinking

Where Rio Motret should be able to see opportunities and keep updating the ability of photography should also observe what kind of photography is being sold in the market. For example, pregnancy photography is done in the open.

Utilizing Technology to Maximize Marketing

Currently in promoting a business must take advantage of social media or the latest technology. Such as Instagram and website, Rio can show the results of photography to be seen by audiences and able to expand its market share.

Creative and Innovative Thinking

Innovation and creativity are important capital in running a business. Every businessman or businesswoman must equip himself with various other science and discourse as a source of inspiration. Creative ideas can be a source of inspiration in creating a particular product innovation that will provide greater success opportunities in the business run.

REFERENCES

1. Bennett SH D. 2017. Creative industries work across multiple contexts: common themes and challenges. *Personnel Review*, Vol. 46 Iss 1 pp. 68 - 85.
2. Fahmi, et al. 2015. The location of creative industries in a developing country: The case of Indonesia. Elsevier BV 59: 66–79.
3. Maryunania SR, Mirzanti IR 2015. The Development of Entrepreneurship in Creative Industries with Reference to Bandung as a Creative City. *Procedia - Social and Behavioral Sciences* 169: 387 – 394.
4. Matheson Billy. 2006. A culture of creativity: design education and the creative industries. *Journal of Management Development*, Vol. 25 Iss: 1 pp. 55-64.
5. Muller Kathrin, et all. 2009. The role of creative industries in industrial innovation. eContent Management Pty Ltd. *Innovation: management, policy & practice*. 11: 148-168.
6. Potts Jason, et all. 2008. Social network markets: a new definition of the creative industries. Springer Science+Business Media, LLC. 32:167–185.
7. Santoso W. B, Ghazali A. 2015. Ekonomi Kreatif: Rencana Pengembangan Fotografi Nasional 2015-2019. PT. Republik Solusi.
8. Shylcka Sofiana Ramdhani Rustandi, Retno Utari, Ulfah Rahinda Harahap, Rayhani Ghina Ayuni (2017) Analisis Swot Pada Industri Kreatif Fotografi (Studi Kasus Pada Rio Motret)
9. <https://kumparan.com/soprema-ugm/inilah-tiga-subsektor-industri-kreatif-yang-menjadi-unggulan-perekonomian-kreatif>
10. <https://daily.oktagon.co.id/upaya-masyarakat-foto-indonesia-majukan-industri-fotografi-di-indonesia/>
11. https://id.wikipedia.org/wiki/Fotografi#Sejarah_Fotografi
12. <http://anazwijayanto.blogspot.co.id/2014/08/pengertiansejarahdan-jenis-jenis.html>
13. <http://www.sjm.sch.id/p/pengertian-dan-sejarah-fotografi.html>
14. <https://kelasfotografi.wordpress.com/2013/08/25/pengertian-dan-sejarah-singkat-fotografi/>
15. <https://tirto.id/mitos-pemotretan-bayi-yang-baru-lahir-b1Aq>

16. <http://indonesiakreatif.bekraf.go.id/iknews/forum-khatulistiwa-fotografi-dalam-industri-kreatif/>
17. https://www.researchgate.net/profile/Achmad_Ghazali/publication/318885571_Ekonomi_Kreatif_Rencana_Pengembangan_Fotografi_Nasional_2015-2019/links/59835779aca272a947c72870/Ekonomi-Kreatif-Rencana-Pengembangan-Fotografi-Nasional-2015-2019.pdf
18. <http://www.bekraf.go.id/berita/page/8/regulasi-untuk-mendukung-pengembangan-ekonomi-kreatif/>

