

SWOT ANALYSIS IN CREATIVE INDUSTRY PHOTOGRAPHY 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 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