



INTISARI

Penelitian ini bertujuan untuk menganalisis strategi bertahan Aenigma Picture, sebuah rumah produksi, di era *gig economy*. Dengan menggunakan metode kualitatif dan pendekatan studi kasus, data dikumpulkan melalui wawancara mendalam dengan pemilik Aenigma Picture. Analisis dilakukan melalui kerangka kerja PESTEL, SWOT, dan matriks TOWS, serta teori kepemimpinan kewirausahaan yang mencakup tujuh aspek: *Able to Motivate*, *Visionary*, *Proactive*, *Innovativeness*, *Risk Taking*, *Achievement Oriented*, dan *Persistence*. Hasil penelitian menunjukkan bahwa faktor eksternal utama yang mempengaruhi Aenigma Picture adalah regulasi politik dan ekonomi, yang memberikan fleksibilitas dalam pengelolaan tenaga kerja. Pertumbuhan industri film juga menjadi peluang untuk meningkatkan kontribusi perusahaan. Di sisi internal, kekuatan Aenigma Picture terletak pada efisiensi penggunaan pekerja *freelance* dan motivasi tinggi di antara mereka, serta jaringan luas yang mendukung operasional bisnis.

Kata kunci: PESTEL, SWOT, matriks TOWS, kepemimpinan kewirausahaan, *gig economy*, rumah produksi film, Aenigma Picture, pekerja *freelance*



ABSTRACT

This research aims to analyze the survival strategies of Aenigma Picture, a production house, in the gig economy era. Using qualitative methods and a case study approach, data was collected through in-depth interviews with the owner of Aenigma Picture. The analysis was conducted using the PESTEL framework, SWOT, and TOWS matrix, as well as entrepreneurial leadership theory, which includes seven aspects: Able to Motivate, Visionary, Proactive, Innovativeness, Risk Taking, Achievement Oriented, and Persistence. The research findings indicate that the main external factors affecting Aenigma Picture are political and economic regulations, which provide flexibility in workforce management. The growth of the film industry also presents opportunities to enhance the company's contributions. Internally, Aenigma Picture's strengths lie in the efficient use of freelance workers and their high motivation, along with a wide network that supports business operations.

Keywords: PESTEL, SWOT, TOWS matrix, entrepreneurial leadership, gig economy, film production house, Aenigma Picture, freelance



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