

**TABLE OF CONTENTS**

<b>TITLE.....</b>	<b>i</b>
<b>AUTHORIZATION .....</b>	<b>ii</b>
<b>STATEMENT OF AUTHENTICITY OF WRITTEN THESIS.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iv</b>
<b>TABLE OF CONTENTS .....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>ix</b>
<b>LIST OF FIGURES.....</b>	<b>x</b>
<b>LIST OF APPENDICES .....</b>	<b>xi</b>
<b>ABSTRACT .....</b>	<b>xii</b>
<b>ABTRAK.....</b>	<b>xiii</b>
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
1.1    External Environment Background.....	1
1.2    Internal Environment Background.....	7
1.3    Problem Statement .....	8
1.4    Research Questions .....	9
1.5    Research Objectives .....	10
1.6    Research Contribution.....	10
1.7    Organization of the Thesis .....	11
<b>CHAPTER II: LITERATURE REVIEW .....</b>	<b>14</b>
2.1    Theoretical Framework .....	14
2.1.1    Business Model Canvas .....	14
2.1.2    The Empathy Map.....	30
2.1.3    General Depiction of the Cultural and Creative Industry .....	33
2.1.3.1    General Depiction of the Film Industry .....	34
2.1.3.2    General Depiction of the Video Production Industry.....	35
2.1.4    Sustainable Development Goals .....	36
2.2    Conceptual Framework .....	38
<b>CHAPTER III: RESEARCH METHOD.....</b>	<b>41</b>
3.1    Research Design.....	41
3.2    Data Collection Method .....	42
3.2.1    Research Instrument.....	43
3.3    Method of Analysis .....	54
3.3.1    Content Analysis .....	54



3.3.2	Data Analysis .....	55
3.3.3	Economic Analysis.....	56
<b>CHAPTER IV: STRATEGY AND PLAN</b>	<b>58</b>	
4.1	Business Model Analysis .....	58
4.1.1	Interview with the First Existing Business Owner/Practitioners ..	58
4.1.2	Interview with the Second Existing Business Owner/Practitioners..	66
4.2	Empathy Map Analysis .....	73
4.2.1	Interview with the First Potential Business-to-Business Customer ..	73
4.2.2	Interview with the Second Potential Business-to-Business Customer	
	79	
4.2.3	Survey Analysis.....	87
4.2.3.1	Screening Questions.....	88
4.2.3.2	Respondents Profile Questions .....	89
4.2.3.3	See .....	92
4.2.3.4	Hear .....	94
4.2.3.5	Think and Feel.....	96
4.2.3.6	Say and Do .....	98
4.2.3.7	Pain.....	99
4.2.3.8	Gain .....	102
4.3	Business Model of SKY Production House .....	104
4.3.1	Customer Segments.....	104
4.3.2	Value Propositions.....	105
4.3.3	Channels .....	106
4.3.4	Customer Relationships .....	106
4.3.5	Revenue Stream .....	107
4.3.6	Key Resources.....	109
4.3.7	Key Activities.....	110
4.3.8	Key Partners .....	111
4.3.9	Cost Structures .....	111
4.4	Economic Analysis.....	114
4.4.1	Normal Scenario Financial Projection .....	114
4.4.2	Optimistic Scenario Financial Projection.....	116
4.4.3	Pessimistic Scenario Financial Projection .....	117
4.5	Risk and Mitigation Strategy .....	118



<b>CHAPTER V: ACTION PLAN.....</b>	<b>119</b>
5.1    Activity Matrix.....	119
5.1.1    Preparation Phase .....	119
5.1.2    Execution Phase .....	119
5.1.3    Evaluation Phase .....	120
5.1.4    Activity Planning and Implementation Timeline .....	120
5.2    Person in Charge .....	121
5.3    Key Performance Indicators.....	122
<b>REFERENCES.....</b>	<b>123</b>
<b>APPENDICES.....</b>	<b>127</b>



## **LIST OF TABLES**

Table 3.1 Questions to Interview 1 .....	44
Table 3.2 Questions to Interview 2 .....	47
Table 3.3 Questions of the Questionnaire .....	49
Table 3.4 Profile of Interviewees (Business Owners/Practitioners).....	55
Table 3.5 Profile of Interviewees (Potential Customers) .....	55
Table 4.1 Result of the First Section of the Empathy Map .....	88
Table 4.2 Result of the Empathy Map (See) .....	92
Table 4.3 Result of the Empathy Map (Hear) .....	94
Table 4.4 Result of the Empathy Map (Think and Feel).....	96
Table 4.5 Result of the Empathy Map (Say and Do) .....	98
Table 4.6 Result of the Empathy Map (Pain).....	100
Table 4.7 Result of the Empathy Map (Gain) .....	102
Table 4.8 Rate for B2B Service of SKY Production House.....	107
Table 4.9 Revenue of the B2C Service of SKY Production House .....	109
Table 4.10 Initial Investment SKY Production House .....	112
Table 4.11 Operational Cost SKY Production House .....	113
Table 4.12 Normal Scenario Financial Feasibility Analysis .....	115
Table 4.13 Optimistic Scenario Financial Feasibility Analysis .....	116
Table 4.14 Pessimistic Scenario Financial Feasibility Analysis .....	117
Table 5.1 Gantt Chart for Activity Planning and Implementation Timeline .....	121
Table 5.2 Person-in-Charge Table .....	121
Table 5.3 SKY Production House Key Performance Indicators .....	122



## LIST OF FIGURES

Figure 2.1 Business Model Canvas.....	15
Figure 2.2 The Empathy Map .....	31
Figure 2.3 The Sustainable Development Goals by the United Nations.....	38
Figure 2.4 Conceptual Framework.....	39
Figure 4.1 Business Model Canvas of Poolside Studio .....	65
Figure 4.2 Business Model Canvas of PT Dwiwarna Sentosa Ria (Tobali Film). .	73
Figure 4.3 Empathy Map of Universitas Pembangunan Nasional “Veteran” Yogyakarta .....	79
Figure 4.4 Empathy Map of PT Buana Alam Tirta (Gembira Loka) .....	87
Figure 4.5 Result of the Respondent’s Gender.....	89
Figure 4.6 Result of the Age Group .....	89
Figure 4.7 Result of the Last Education.....	90
Figure 4.7 Result of the Main Job .....	90
Figure 4.8 Result of the Familiarity with Sustainability-Related Contents .....	91
Figure 4.9 Result of the Amount of Sustainability-Related Contents Consumption .....	91
Figure 4.10 Result of the Motivation to Sustainability-Related Contents Consumption .....	92
Figure 4.11 Empathy Map of the Conducted Survey.....	103
Figure 4.12 Business Model Canvas of SKY Production House .....	113



## **LIST OF APPENDICES**

Appendix 1: First Business Owner/Practitioner Interview Transcript .....	127
Appendix 2: Second Business Owner/Practitioner Interview Transcript.....	140
Appendix 3: First Potential Customer Interview Transcript .....	151
Appendix 4: Second Potential Customer Interview Transcript.....	169
Appendix 5: Documentation of Data Collection.....	184