

ABSTRAK

Perkembangan industri fesyen di Indonesia serta perkembangan teknologi informasi dan internet, membuka ruang bagi usaha agensi model untuk berkembang, sehingga banyak agensi model baru bermunculan. Terhitung pada Januari 2020, terdapat sebelas agensi model di Jakarta yang memiliki model-model profesional dan hingga Mei 2020, terdapat 72 agensi model yang tersebar di berbagai kota di Indonesia. Banyak agensi model baru bermunculan membuat persaingan usaha agensi model semakin kompetitif. Tidak hanya persaingan yang kompetitif, sebagai bagian dari industri hiburan, permasalahan yang juga dihadapi agensi model adalah fenomena bahwa kegiatan hiburan di Indonesia terpusat di ibu kota Jakarta. Indomodel Management adalah sebuah agensi model untuk artis yang dalam kegiatan usahanya menyalurkan bakat model untuk melakukan pemotretan dan *catwalk* serta bakat akting untuk bintang iklan dan film.

Melalui pembahasan tersebut di atas, dapat dirumuskan permasalahan utama pada penelitian ini yaitu bagaimana Indomodel Management merespons tantangan persaingan industri agensi model yang kompetitif dan terpusatnya kegiatan hiburan di ibu kota Jakarta. Menggunakan metode penelitian kualitatif dengan teknik analisis data interaktif. Penelitian ini melibatkan wawancara informan dan observasi sebagai prosedur pengumpulan data. Penulis melakukan penelitian “Strategi Pengembangan Usaha Menggunakan Kanvas Model Bisnis, Studi Kasus: Indomodel Management” dengan tujuan melihat kanvas model bisnis Indomodel Management saat ini, melakukan analisis SWOT, dan menentukan strategi pengembangan, yang kemudian bisa menetapkan kanvas model bisnis yang seharusnya dimiliki Indomodel Management. Adapun alat analisis yang digunakan dalam penelitian ini adalah kanvas model bisnis, analisis SWOT, matriks IFE, EFE, diagram SWOT, matriks SWOT, dan kerangka pengembangan bisnis.

Kata kunci: Teknologi informasi, analisis data, ilmu informasi, pengumpulan data, penelitian kualitatif, agensi model.

ABSTRACT

The development of the fashion industry in Indonesia as well as the development of information technology and the internet has opened up space for model agency businesses to develop, so that many new model agencies have sprung up. As of January 2020, there are eleven model agencies in Jakarta that have professional models and as of May 2020, there are 72 model agencies spread across various cities in Indonesia. Many new model agencies have sprung up making the model agency business competition more competitive. Not only competitive competition, as part of the entertainment industry, the problem also faced by model agencies is the phenomenon that entertainment activities in Indonesia are centered in the capital city of Jakarta. Indomodel Management is a modeling agency for artists that in its business activities channel model talent for photo shoots and catwalks as well as acting talent for commercials and film stars.

Through the discussion above, the main problem in this research can be formulated, namely how Indomodel Management responds to the challenges of the competitive model agency industry competition and the centralization of entertainment activities in the capital city of Jakarta. Using qualitative research methods with interactive data analysis techniques. This study involved interviewing informants and observation as a data collection procedure. The author conducted a research "Business Development Strategy Using a Business Model Canvas, Case Study: Indomodel Management" with the aim of seeing the current Indomodel Management business model canvas, conducting a SWOT analysis, and determining a development strategy, which can then determine the business model canvas that should be owned by Indomodel Management. . The analytical tools used in this research are business model canvas, SWOT analysis, IFE matrix, EFE, SWOT diagram, SWOT matrix, and business development framework.

Keywords: Information technology, data analysis, information science, data collection, qualitative research, model agency