

BAB II

GAMBARAN UMUM PERUSAHAAN

2.1 Sejarah Singkat Perusahaan

Visinema Pictures adalah sebuah rumah produksi film yang berbasis di Indonesia, didirikan oleh Angga Dwimas Sasongko pada tahun 2008. Sejak awal berdirinya, *Visinema Pictures* dikenal karena menghasilkan karya-karya berkualitas yang sering kali mengangkat tema-tema yang relevan dengan masyarakat Indonesia. Mereka terkenal karena pendekatan *storytelling* yang kuat, sinematografi yang menarik, dan sering bekerja sama dengan talenta lokal yang luar biasa.

Beberapa film terkenal yang diproduksi oleh *Visinema Pictures* termasuk *Cahaya dari Timur: Beta Maluku* (2014), yang memenangkan penghargaan sebagai Film Terbaik di Festival Film Indonesia, serta film *Filosofi Kopi* (2015), yang berhasil menginspirasi lahirnya fenomena kafe kopi di Indonesia. Selain film, *Visinema Pictures* juga terlibat dalam produksi serial televisi dan konten digital. Dengan visi untuk menjadi salah satu pemain utama dalam industri perfilman Indonesia, *Visinema Pictures* terus berkembang dan memberikan kontribusi besar bagi perkembangan industri film lokal.



Gambar 2.1 Logo *Visinema Pictures*

Sumber: <https://visinema.co>

Adapun *SWOT* (*Strengths, Weaknesses, Opportunities, Threats*) yang dimiliki oleh *Visinema Pictures* menurut penulis yaitu:

Strengths:

- Kualitas Produksi Tinggi
- Kreativitas dan Inovasi
- Jaringan Kerja yang Luas
- Dampak Sosial yang Luas

Weaknesses:

- Terbatasnya Sumber Daya di Pasar Global
- Ketergantungan pada Proyek Besar
- Modal Produksi
- Ketergantungan pada Pasar Domestik

Opportunities:

- Pertumbuhan Industri Perfilman Indonesia
- Ekspansi ke Platform Digital
- Pasar Internasional
- Kolaborasi dengan Brand dan Platform *Streaming*

Threats:

- Persaingan Ketat
- Perubahan Preferensi Penonton
- Teknologi dan Bajakan
- Ketidakpastian Ekonomi

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Business Model Canvas

Key Partners

Whom will you work with to run the business? Name your partners and the roles they will take on.

- **Film Distributors:** Cinema chains (e.g., CGV, XXI), streaming platforms (e.g., Netflix, Disney+, Vidio).
- **Content Platforms:** Partnerships with TV stations, YouTube, and OTT services.
- **Production Partners:** Talent agencies, independent directors, and production crews.
- **Sponsors and Brands:** Corporate sponsors and product placement partners.
- **Investors:** Financial backers and co-producers.
- **Merchandise Partners:** Partners who produce and distribute film-related merchandise.

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Key Activities

What are the tasks and activities to keep the business running every day?

- **Film Production:** Scriptwriting, casting, filming, and post-production.
- **Marketing & Distribution:** Promoting films via digital campaigns, offline media, social media, and securing distribution deals.
- **Content Licensing:** Licensing film content for TV, streaming, and international markets.
- **Brand Partnerships & Endorsements:** Collaborating with brands for product placement and promotional tie-ins.

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Key Resources

What are the tangible and intangible things you will use to make the product?

- **Talent Pool:** Directors, actors, screenwriters, and production crew.
- **Film IP (Intellectual Property):** Copyrights of films and media.
- **Production Equipment:** Cameras, lighting, sets, etc.
- **Distribution Networks:** Partnerships with cinema chains and OTT platforms.
- **Financial Resources:** Investments, funding, and partnerships with investors.

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Value Proposition

What need are you trying to address? What value will your product bring to the target audience?

- **High-Quality, Local Storytelling:** Indonesian stories that resonate with local and global audiences.
- **Innovative and Diverse Content:** Visinema offers a range of genres and formats (e.g., drama, animation).
- **Cultural Representation:** Showcasing Indonesian culture and stories to a global audience.
- **Engagement with Younger Audiences:** Through social media, digital platforms, and interactive experiences.

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Customer Relationships

What relationships will you establish with each customer segment?

- **Audience Engagement:** Direct engagement through social media (Instagram, YouTube, etc.).
- **Fan Communities:** Building and nurturing communities of fans and film enthusiasts.
- **Customer Feedback:** Gathering insights and feedback through reviews, social media interactions, and audience surveys.
- **Celebrity Endorsements:** Promoting films through the fame of actors and directors.

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Channels

Where will your product be available? List the ways you plan to reach your target audience.

- **Theatrical Releases:** National and international cinema releases.
- **Streaming Platforms:** Netflix, Disney+, Vidio, YouTube.
- **Home Entertainment:** DVD sales and digital downloads.
- **Merchandise Sales:** Branded merchandise for movies.
- **Film Festivals:** Showcasing at domestic and international film festivals.

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Customer Segments

Who is your target market? What are the characteristics of your early adopters? List the groups that you expect to use your product.

- **Mainstream Moviegoers:** Indonesian audiences who enjoy local films.
- **Global Audiences:** International viewers interested in Indonesian culture and films.
- **Film Enthusiasts:** Fans of indie films, unique narratives, and cultural stories.
- **Streaming Platform Subscribers:** Viewers who prefer watching movies on-demand.

1

Cost Structure

What are the fixed and variable costs of launching your product? Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.

- **Production Costs:** Script development, cast and crew salaries, location rentals, set design, and post-production.
- **Marketing & Promotion:** Digital marketing campaigns, event promotion, film premieres.
- **Distribution Costs:** Revenue sharing with cinemas and OTT platforms, distribution logistics.
- **Talent & Licensing Fees:** Paying actors, directors, and crew.
- **Technology Costs:** Equipment maintenance, post-production software, etc.

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Revenue Streams

How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

- **Box Office Sales:** Revenue from theater tickets.
- **Streaming & Licensing Fees:** Payments from OTT platforms and broadcasters.
- **Merchandise Sales:** Branded products, toys, and other related merchandise.
- **Product Placement:** Revenue from brands paying for placement in films.
- **Film Festivals:** Earnings from awards, grants, and screenings.
- **Home Entertainment:** DVD, Blu-ray, and digital download sales.

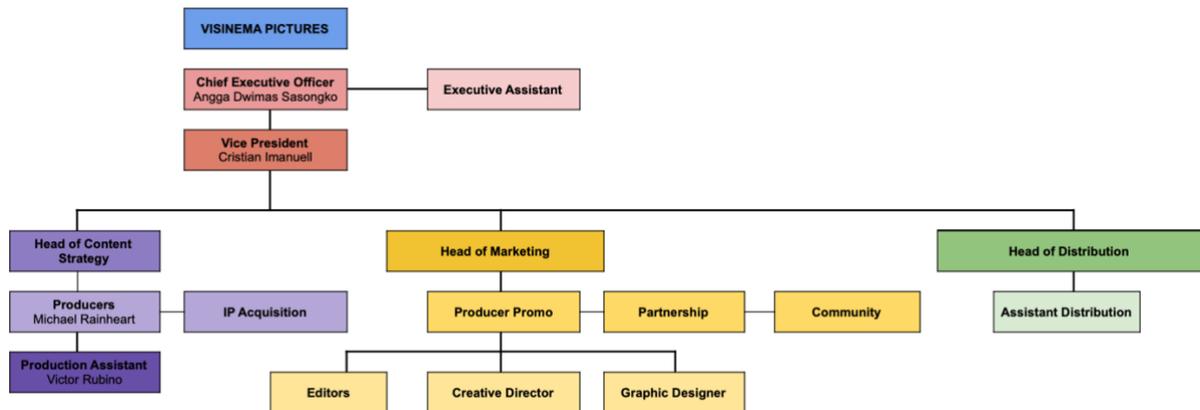
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Gambar 2.2 Business Model Canvas Visinema Pictures

Sumber: Data Pribadi



2.2 Struktur Organisasi Perusahaan



Gambar 2.3 Struktur Perusahaan *Visinema Pictures*

Sumber: Data dari *Visinema Pictures*

Visinema Pictures memiliki struktur organisasi yang jelas dan terbagi menjadi beberapa departemen utama. Di puncak organisasi terdapat *CEO*, Angga Dwimas Sasongko, yang memimpin keseluruhan perusahaan. Kemudian ada *Vice President* yaitu Cristian Imanuel. Di bawahnya, terdapat tiga pihak yaitu *Head of Content Strategy*, *Head of Marketing*, dan *Head of Distribution*. Setiap departemen memiliki tugas dan tanggung jawab yang spesifik untuk memastikan kelancaran perusahaan.