

CHAPTER 2

COMPANY OVERVIEW

2.1 Brief History of the Company



Figure 2.1 Company logo

Source: [Let's Start Production Desty page](#)

According to the company website in Instagram, Let's Start Production is a production house working within the creative industry. They specialize in the creative agency to help companies and small businesses to own their promotional content, company information, and social media to make the business thrive. The company provides a number of services included advertisements, video profile, 2D and 3D animation, videography, and motion graphic. Let's Start Production Studio was founded in 2019 by Bayu Porsea Yudha whom offers digital media services in his studio business. Their services include making advertisements (TVC, Digital, OOH, etc.), company profiles, profile videos, VR/AR, 2D/3D animation, applications and others. The form of this studio's business is service, where the studio is contacted by clients to commission their own advertisements.

According to the company portfolio, Let's Start Production has made a lot of brands in Indonesia. For more than 3 years they have collaborated with brands like Traveloka, Smartfren, Yupi, Webtoon and more recently PediaSure, Mandiri, and PLN. As the studio grows there will be more brands that will work alongside Let's Start Production for its digital media purposes.

The Author also analyzed the SWOT of Let's Start Production studio. Strengths of Let's Start Production studios lies on their 3D media work because the animating industry in Indonesia is still pretty niche and each studio that does 3D animation has its strengths amongst other studios that does not offer the services. Weakness is the company is too diverse in services not just offering one service but most at the same time and it can create a sense of good at everything but a master of none. Opportunities of Let's Start Production having potential being a big animating studio. Last but not least the threats of this company would be the AI generative technology that now companies began experimenting

Strength	Weakness	Opportunity	Threat
3D animating services is not common and providing a niche would drive a significant demand to those are.	Providing a wide range of services might not lead to a consistent result in each department.	The company has a potential to be a really big animating studio alongside the services they provided.	AI generation could threat the entertainment industry.

Let's Start Production's Vision is "To be the best Multi Creative Digital Company as a place for Millennials in national and international levels. And keep forward being a company with good behavior, attitude, and communication. Also responsible on doing our works to provide as a good example for young generation." They also have a mission to "Keep on learning, work creatively, and willing to share experience in all aspect of digital world. Establish excellent communication, knowledge, and skills with millennials."

2.2 Company Organizational Structure

The figure below is the organizational structure of Let's Start Production studio. At the top, Director is led by Bayu Porsea Yudha, then below its Administration and Finance occupied by Lina Maryanah, Commissioner who occupied by Euis Rosdianti, and Secretary occupied by Zakiatu Rofingah, these three positions are included in the company administration. Account Director occupied by Deny Pangestu Gunawan then in the creative section there is the position of Art Director occupied by Nico Faboa Marpaung therefor the smaller project teams managed by him. All of this forms the organizational structure of Let's Start Production company.

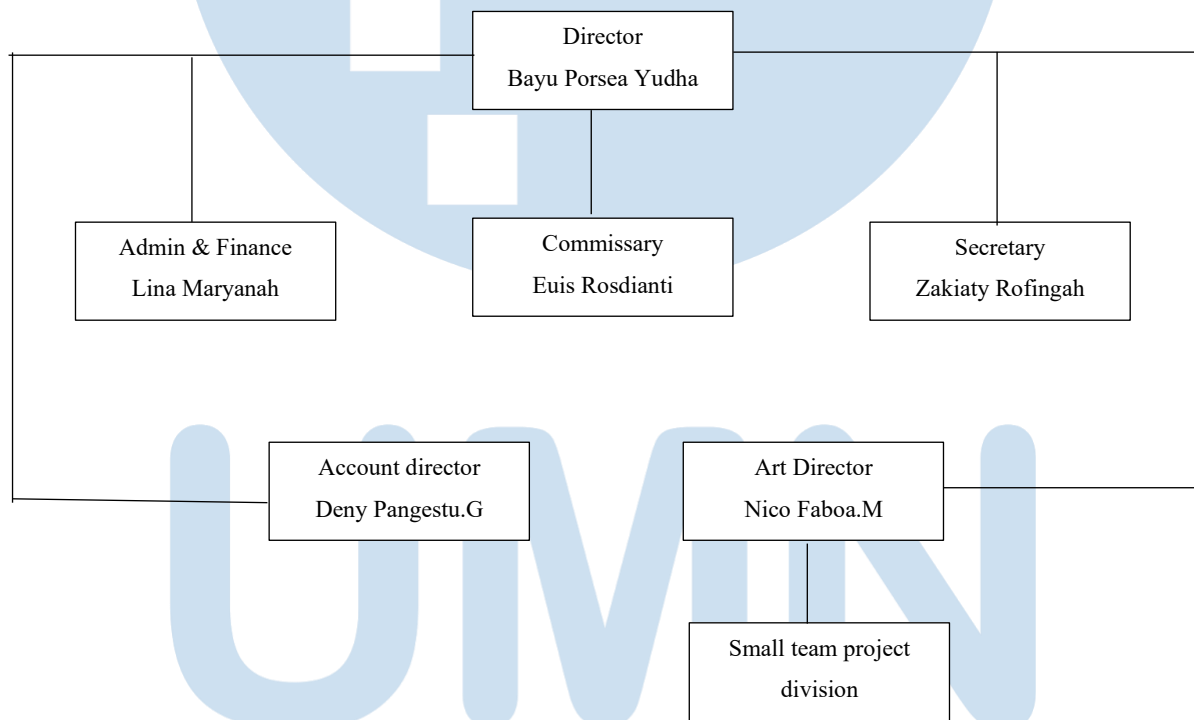


Figure 2.2 Example of Company Structure

Source: Andrew (2025)