

CHAPTER 2

COMPANY OVERVIEW

2.1 Brief History of the Company



Figure 2.1 Company logo Source: [Let's Start Production Desty page](#)

Let's Start Production claims itself to be a production house in the industry of digital media and creativity. Their unique specialization as a creative agency helping other companies and smaller businesses. Let's Start Production creates mainly promotional content for business, social media, and trailers to help their product and business thrive. Let's Start Production included but not limited to creating live action advertisements, 2D media, 3D animations, and motion graphic. The founder of the studio is Bayu Porsea Yudha in 2019, offering services in digital media as his business model. The services he provides is 2D and 3D animation, company profiles, live action advertisements and more. Providing customers service by commissioning businesses.

In the company portfolio of Let's Start Production has been commissioned by of local or private brands in Indonesia like PediaSure, Mandiri and BRI, PLN, and Siloam. The studio is steadily growing with its client commissions for their digital media services.

Below is the table of Let's Start Production studio's Strength, Weakness, Opportunity, and Threat.

Table 2.1 SWOT Analysis

Strength	Weakness	Opportunity	Threat
Providing niche services in the entertainment industry of Indonesia such as 3D animation	Is a Semi hybrid company, the artists working for the company is often working remotely.	Let's Start Production can dominate in the 2D and 3D animating digital media.	The development of AI generation could potentially harm the entertainment industry without proper laws from the government.

Source: Writers private analysis (2025)

“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.” Is the Let's Start Production's established Vision. “Keep on learning, work creatively, and willing to share experience in all aspect of digital world. Establish excellent communication, knowledge, and skills with millennials.” Is their Mission. Both are great example for a solid, high-quality work they are doing.

2.2 Company Organizational Structure

The Structure shown below is the structure of the Let's Start Production company. From the top is the main director Bayu Porsea Yudha. Branching into 3 separate entity below is the Admin, Commissary, and Secretary by Lina Maryanah, Euis Rosdianti, last but not least Zakiaty Rofingah. The Second branch is both the Account director and the Art director. Deny Pangestu as the Account director and

Nico Faboa as Art director. The Art director gets the most responsibility into handling all of the artist team, including individual artist contracts.

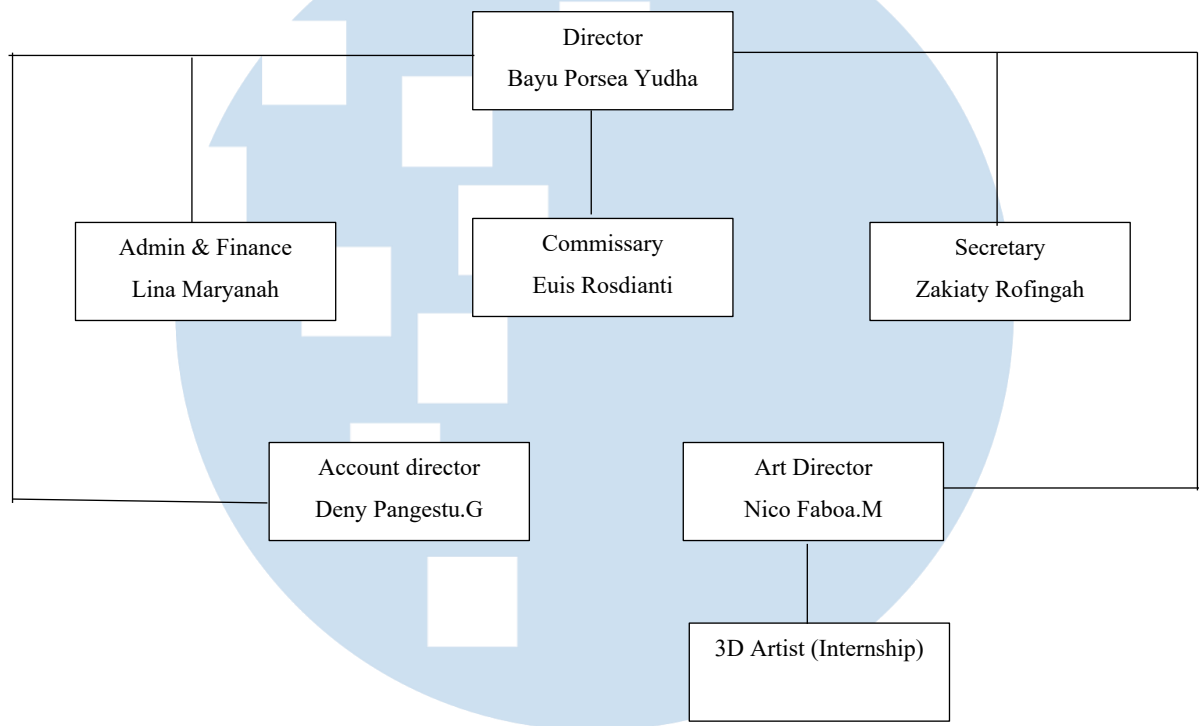


Figure 2.2 Example of Company Structure. Source: Writers private observation (2025)

