CHAPTER I

INTRODUCTION

1.1 Background of the Entrepreneurship and Innovation Program

The Professional Skill Enhancement Program (PRO-STEP) is part of the Universitas Multimedia Nusantara (UMN) curriculum that allows undergraduate students to carry out learning activities conducted outside of college grounds, one of which is the PRO-STEP Entrepreneurship & Innovation program. By participating and completing the program, the author aims to develop critical knowledge of entrepreneurship to pursue a viable business inside the growing competitive market, particularly regarding Intellectual Property (IP) as part of Indonesia's creative economy sectors.

As reported by Indonesia's Ministry of Foreign Affairs (Kemlu), Indonesia's creative economy contributed around USD 82 billion to the country's total Gross Domestic Product (GDP) in 2021 (Kemlu, 2022), highlighting its role as a key element for future national economic development. In defining the creative economy, Indonesia adopts the concepts developed by the United Nations Conference on Trade and Development (UNCTAD), which emphasizes four determinants: creativity, heritage, economics, and technology (Lestariningsih et al., 2019). Meanwhile, the sector is regulated under the Republic of Indonesia Law Number 24 of 2019 concerning the Creative Economy (Government of the Republic of Indonesia, 2019), which establishes the 17 recognized subsectors of Indonesia's creative economy.

While heritage and creativity are listed as determinants of Indonesia's creative economy, many cultural portrayals in modern media are afflicted with effects of globalization and monetization, resulting in cultural distortion and over-commercialization. A study conducted by Alauddin et al. (2025) revealed that representations of Indonesian culture underwent a transformation in the digital sphere, where commodification may risk diminishing local values and practices, potentially reducing cultural depth and authenticity. At the same time, digital media

presents opportunities to revive local culture and maintain core cultural values through interactive approaches such as storytelling, cinematography, and gamifications (Adha et al., 2021, as cited in Rayhan et al., 2025). These approaches can be conveyed through a video-formatted IP, where narration, storytelling, and animation can be combined to deliver a modern interpretation of cultural content.

IP is defined as a creation of the human mind comprising "inventions; literary and artistic works; designs; and symbols, names, and images used in commerce" (WIPO, 2020). In Indonesia, the IP market had experienced a major increase of copyright applications between the year 2015 and 2024, from 5.973 applications into 178.138 applications DJKI (2025). This highlights the creative IP market growing, particularly regarding Communal Intellectual Property (KIK) of traditional culture expression gaining momentum.

Through the PRO-STEP Entrepreneurship & Innovation program, the author and author's team developed an IP called "Prayers of Jiva" under the creative studio JIVVA GROUP. This IP is created to integrate local cultural representations through a modern narrative setting by combining storytelling, animation, and music production in the form of an Animation Music Video (AMV). Through this media, the audience is hoped to be able to engage in content that is oriented towards cultural representation to support Indonesia's creative economy.

According to Ruiz-Ruiz et al. (2022, p. 3643), "Visual identity is not only a symbolic representation but also a way to reinforce the creation of a new system of values and attributes expressed in the recognition and strengthening of identities". Benefits of applying visual identity comprises of increasing brand recognition, establishing differentiation, building trust and credibility, while also building a connection with its intended audience (Iqbal, 2024). Therefore, the author will design the brand identity of JIVVA GROUP and Prayers of Jivva to strengthen the recognizability inside Indonesian creative industry.

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1.2 Problem Formulation of the Entrepreneurship and Innovation Program

According to the background of the Entrepreneurship and Innovation Program, the problem formulations can be seen below.

1. Indonesia cultural in modern media lacks an accurate and engaging representation of its heritages and core values, diminishing cultural depth and authenticity with oversimplified and irrelevant content within modern media due to globalization.
2. There are only few developed IPs that taps into the potential of a modernized representation of Indonesian culture that fits the younger generations.
3. The development of JIVVA GROUP brand identity and Prayers of Jiva IP visual identity to create a differentiation and representation inside the creative industry.

Based on the points above, this report's research question can be compiled into: How to design the brand identity of JIVVA GROUP and visual identity of Prayers of Jiva IP?

1.3 Scope and Limitations of the Entrepreneurship and Innovation Program

The scopes and limitations of the Entrepreneurship and Innovation Program is defined by the author through two aspects, the targeted customer of the developed business product, and the scope of which the product will act within

1.3.1 Scope of Business & Design

This Entrepreneurship & Innovation Program report will include the ideation and development of the business and product, details of the production pipeline of the IP: Prayers of Jiva AMV, as well as the development of JIVVA GROUP's brand identity as a creative studio along with Prayers of Jiva brand identity as the name of an IP developed by JIVVA GROUP.

1.3.2 Targeted Customer

Defining the targeted customer of the business product (will be referred to as Prayers of Jiva) was conducted through the

Segmentation, Targeting, and Positioning (STP) framework. STP is commonly used in marketing to decide appropriate approaches towards the target market by observing the social behaviour of the customer. In the context of this program, demographic, geographic, and psychographic data was explained to gain an impression of the target customer's behaviours and will be further broken down in the next chapters.

A. Primary Customers

1. Demographic

a. Age: 18-20 years old (Middle Gen Z)

b. Education: High school

c. Occupation: Undergraduate student

d. Gender: All

e. Economy Status: Middle-high (SES B until A1)

2. Geographic

Jabodetabek (Urban)

3. Psychographic

a. Has an introvert personality due to environmental pressure to socialize in various social situations as they grew up.

b. Has a lifestyle that likes to use their free time to rest/recharge as much as possible.

c. Has an interest in pop-internet culture accordingly to their varied interests and hobbies.

d. Actively participates in pop-internet culture as the main entertainment benefactor with an internet personality.

B. Secondary Customers

1. Demographic

a. Age: 15-18 years old (Young Gen Z)

b. Education: Middle school-high school

c. Occupation: Student
d. Gender: All
e. Economy Status: Middle-high (SES B until A1)

2. **Geographic**

Jabodetabek (Urban)

3. **Psychographic**

a. Has an introverted personality with a slight tendency to close themselves off due to self-awareness and insecurities, but has the desire to socialize without experiencing excessive discrimination.
b. Has a lifestyle that likes to do recreational activities after doing high intensity activities.
c. Has an interest in pop-internet culture accordingly to their varied interests and hobbies.
d. Actively participates in pop-internet culture as the main entertainment benefactor with an internet.

1.4 Purpose and Objectives of the Entrepreneurship and Innovation Program

The purpose and objective of establishing JIVVA GROUP as a creative studio is to create meaningful storytelling media representations that could educate and engage younger Indonesian audiences. Meanwhile, the creation of an original IP called Prayers of Jiva has the goal of delivering a grounded narration whilst incorporating modernized local culture. The IP was made to popularize local culture whilst also catering an underexplored aspect of relatable storytelling for the Indonesian audience.

1.5 Benefits of Implementing the Entrepreneurship and Innovation Program

With the creation of this Entrepreneurship and Innovation Program, it hopes to be beneficial for the following parties with its intended impact as follows.

1. **The Author**
   Through the results of this Entrepreneurship and Innovation Program, the author was provided the opportunity to explore into Indonesia's creative industry, more specifically around IP surrounded by other creative works such as comics and films. The continuation of this program provided the author with new insights about the opportunities and challenges faced by aspiring newbies of Indonesia's creative industry sphere, and how the author could possibly formulate a solution for such challenges faced while developing the proposed business in this report.
2. **The Public.**
   Through the results of this Entrepreneurship and Innovation Program, the author hopes it can provide different perspectives for the public regarding the importance of Indonesia's creative industry development by keeping an open mind and opportunistic view.
3. **The University.**
   This research's output aims to further strengthen the collaborative efforts between SkyStar and UMN, and other related parties.

1.6 Timeline and Procedural Description of the Entrepreneurship and Innovation Program

The PRO-STEP Entrepreneurship and Innovation Program duration spans for a single semester with the credit weight of 15 credits. The author's even semester 2025/2026 officially started on February 2025 and will end on June 2026, which totals in 5 months spanning multiple stages of the PRO-STEP Entrepreneurship and Innovation Program. The following is the breakdown of its timeline accompanied by each major activities listed by the official handbook for the PRO-STEP Entrepreneurship and Innovation Program.

Table 1.1 PRO-STEP Entrepreneurship and Innovation Program Timeline

NO.	DATE	ACTIVITY
1	10 November 2025	**PRO-STEP Program Briefing (offline)**

		This activity represents UMN's Visual Communication Design (VCD) major briefing where every VCD student from the class of 2023 must attend to learn the details how the program will be executed for the rest of the even semester 2025/2026.
2	19 January – 23 January 2026	**Course Selection session** This activity represents the time period where students enrol into the PRO-STEP program through course selection in the my.umn.ac.id website.
3	10 November – 1 December 2025	**PRO-STEP Registration Period** This activity represents the period of time where students are to complete the required registration documents for the PRO-STEP program.
4	8 December 2025	**PRO-STEP Program Selection Stage One Announcement** Some branches of the PRO-STEP program require further selection process, which includes the author's Entrepreneurship & Innovation program.
5	12 December 2025	**PRO-STEP Proposal Revision** In the previous activity, some students may need to submit a revised proposal accordingly to the comment given by the related parties.
6	16 December 2025	**PRO-STEP Program Selection Final Stage Announcement**
7	2 February – 6 March 2026	**PRO-STEP Stage 1 Guidance Period** In this activity, students are required to fulfil a minimum amount of counselling meeting, daily task hours, and sufficient report progress to be able to participate inside PRO-STEP's first evaluation session.

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8	9 March – 13 March 2026	**PRO-STEP First Evaluation** The first evaluation of the PRO-STEP program requires a minimum of 200 supervisor daily task hours and 50 advisor daily task hours, 4 counselling meetings, as well as the recommended report progress.
9	30 March – 11 April 2026	**Midterms Examinations**
10	16 March – 22 May 2026	**PRO-STEP Stage 2 Guidance Period** In this activity, students undergo similar process of the stage 1 guidance period, where counselling meetings, daily task hours, and report progress will be aided by the related parties.
11	25 May – 29 May 2026	**PRO-STEP Second Evaluation** The second evaluation of the PRO-STEP program requires the finished 604 supervisor daily task hours and 207 advisor daily task hours, 8 counselling meetings, as well as the finished report.
12	25 May – 26 May 2026	**PRO-STEP Document Readiness Check for Evaluation Session of the Second Evaluation** This activity requires students to complete any remaining documents in the use of the upcoming examination session
13	2 June – 16 June 2026	**Final Terms Examination**
14	3 June 2026	**PRO-STEP Second Evaluation Session Registration Deadline** This activity requires students to finish their needed progress for the second evaluation, as well as register for the upcoming examination.

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15	4 June – 5 June 2026	**PRO-STEP Evaluation Session for The Second Evaluation** In this activity, students are required to undergo an examination where the PRO-STEP program report is questioned in its completion.
16	9 June – 10 June 2026	**Revision and Approval of The Final PRO-STEP Report** In the last activity, students are required to submit a revised version of the examined report from the previous activity.

Throughout the 5 months duration, the author and the team must submit daily task hours to fulfil the 640 hours of supervisor daily task, accompanied by 207 advisor daily task. As detailed down by the coordinator of PRO-STEP Entrepreneurship and Innovation program, each day of the timeline will require its students to submit 9 hours for the supervisor's daily task and 2 hours for the advisor's daily task. Daily task hours must also be accompanied by the respective descriptions of what the students had worked on for the day. These daily tasks must be completed to reach the minimum requirements of enrolling in the first evaluation, second evaluation, as well as the final examination.

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