

Implementation of Social Capital on Building Creative Agencies (Case Study: MAKNA Group) = Implementation of Social Capital on Building Creative Agencies (Case Study: MAKNA Group)

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Abstrak

.....The emergence of creative agencies in Indonesia is in response to marketing strategy concerns that are not too diverse. However, previous studies still focused on the economic capital of a person or a company to build creative agencies (Tasrudi, 2017; Rahayu. 2017; Isyaeva, 2011). To build and maintain a creative agency, they must utilize their social capital to build good cooperative relationships with all parties related to the company. Good relations can be established with employees, suppliers of goods, consumers and also the competition that is around. There is a large role of social capital and technology that continues to grow, which then makes creative agencies as a pioneer in creative industry. Using a qualitative approach, and an in-depth interview, this thesis provides an overview of how social capital is implemented in building creative agency company. This thesis resulted that trust, integrated value, and network play a big role in the growth of the company that later affects the company's revenue. MAKNA as one of the creative agencies in Indonesia that applies their social capital in the company's internal and out to their clients is proven to still be one of the biggest creative agencies in Indonesia, even in difficult conditions, they can still survive. In the dimension of trust, the company creates trust with the principle of kinship. The company's network has been established and developed with many connections. Within the company there are also norms where the benefits can be felt by both parties.