

ABSTRACT

This project discusses about startup D'Creativ Indonesia and also uses a case study of develop D'Creativ service applications. D'Creativ is a digital agency media service platform that provides all-in-one services to support local MSMEs switch to digitization with Dshop services as a forum for local MSMEs to sell in the marketplace. Then D'Creativ provides a delivery system service that can make it easier for MSMEs to deliver their products to consumers, and can create a jobs, especially for village youths to become drivers. In addition, there are product photo services, product branding and many other innovations to solve solutions to problems that occur in MSMEs, especially in the current new normal era. So that MSMEs can survive during the pandemic, can make local MSMEs grow up and also increase income effectively and efficiently according to the problem formulation raised in the Startup D'Creativ case study.

Keywords: D'Creativ, Digital Agency Media, Marketplace, Delivery.