

## **ABSTRACT**

### **DESIGNING VALUE PROPOSITION FOR MUSIC VIDEO PRODUCTION HOUSE (STUDY ON: FLOWDY PICTURES)**

**By,**

**MUHAMMAD HANIF ARROISY**

**1401150033**

During this time, indie musicians in disseminating their music were greatly assisted by their own persistence in making gigs or events independently, distribution of physical releases was also helped by local music, but it was felt still lacking to help the promotion of indie musicians, the lack of the role of media in helping introduce the work of the State children increasingly extinct and replaced by mainstream songs originating from major labels. Flowdy Pictures is a production house whose daily activities are the focus of producing a Videography Content. Flowdy Pictures was formed on 10 October 2017 and located in Gang Awiligar, Cikutra Street, Bandung.

The purpose of this study is to know how the condition of the company Flowdy Pictures using value proposition canvas, which is seen from the point of view of the current value map and the customer profile of one of the indie bands in Bandung named Merah Senja. In the end, it will be seen whether there is conformity between the value map with the Customer profile owned by Flowdy Pictures, so that will produce a new proposition value redesign for Flowdy Pictures to meet the market needs Indie band for music video production.

The research methods used are qualitative. Primary data collection is done by digging the information through an interview to Flowdy Pictures Editor to know the value map and 1 indie band that consists of 6 people to know the customer profile. Furthermore, the collection of secondary data is sourced from articles, past research, books, and related reference journals.

**Keywords: Flowdy Pictures, Value Proposition Canvas, Design Thinking, Business Design**