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BUSINESS DEVELOPMENT OF GRAPHIC DESIGN AND EDITING SERVICES KARACAK DESIGN BASED ON THE SWOT ANALYSIS AND FEASIBILITY STUDY

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Abstract

This research was conducted with the aim of finding out the feasibility of the Karacak Design design and editing services business in terms of market and marketing aspects, operational aspects, HR management aspects and legal aspects using qualitative descriptive methods, while financial aspects were analyzed using quantitative descriptive methods with a manual system with the help of the program Microsoft Excel. The analysis results obtained from market and marketing aspects, technical aspects, HR management aspects and legal aspects, Karacak Design design and editing services can still be said to be feasible to run, but there are several things that need to be evaluated from the marketing aspect related to promotional activities that are not consistent and only relying on the Instagram feature alone so that the market share absorbed is still not according to the desired target, apart from that, from the HR management aspect, Karacak Design does not yet have a partner/team. Meanwhile, the results of the financial aspect analysis show that Karacak Design design and editing services are feasible. This can be seen from the NPV (Net Present Value) which is > 0 and has a positive value, namely IDR 45,035,214. The Profitability Index (PI) obtained was > 1, namely 6.751.

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INTRODUCTION

The development of increasingly sophisticated technology is making changes to human behavior and habits. One example of human changes is in conveying information, whether information about education or business, people tend to switch to digital. This indicates that graphic design has a big role in changing human habits. The role of graphic design is very much needed in all fields of business. The need for promotional design is increasingly widespread in the business world, requiring graphic designers to be able to develop themselves in terms of visual communication design to attract public interest.

Karacak Design is a business entity operating in the field of graphic design and editing which has been established since 2019. In its business field, Karacak Design handles several types of graphic design orders such as banners, pamphlets, brochures, posters, award certificates/activity certificates, CV, logos, digital wedding/event invitations, t-shirt designs and various types of editing such as photos, videos and mockups. To support client needs, Karacak Design has 1 laptop unit and 1 smartphone unit. As a business venture, of course Karacak Design has advantages and disadvantages that need to be considered.

Karacak Design has several problems that hinder its development. These problems include lack of maximum promotion and limited human resources. However, this service business still has the opportunity to develop because of its wide market share and as time goes by, the need for community design and editing services continues to increase. Karacak Design has an Instagram social media account with the username karcak.design and has 647 followers. But since 2021 the Instagram social media account has not been managed well.

Based on the background of the problem described above, the focus of this research is the SWOT analysis and feasibility study of a graphic design and editing services business at Karacak Design which is located at Jl.

Ujungberung Indah Block 13-5, Cigending, Ujungberung, Bandung City.



Figure 1. Karacak Design Sales Data
(Source: Karacak Design Graphic Design & Editing Services Business Document 2021-2023)

Based on data on sales of Karacak Design graphic design & editing services, from 2021 to 2023 there will be a decline. This is due to the lack of optimal promotion carried out by Karacak Design. This conclusion was drawn based on the results of the questionnaire data below.

Table 1. Questionnaire on Customer Satisfaction Levels with Karacak Design Services and Performance

No	Information	Evaluation		
		Less Satisfied	Satisfied	Very Satisfied
1	Level of satisfaction with graphic design & editing services provided by Karacak Design	0	10	20
2	Level of satisfaction with the attitude provided by Karacak Design in serving	0	9	21
3	Level of satisfaction with performance results from Karacak Design	0	8	22
4	Level of satisfaction with the work process time carried out by Karacak Design	0	10	20
		No	Yes	
5	Do you know about Karacak Design graphic design and editing services via Instagram?		15	15
6	Do Karacak Design Instagram account posts often appear on your Instagram		15	15

homepage?

Source: Authors processed data, 2023

Based on the results of questionnaire data that has been carried out on clients, it can be seen that all clients who have ordered graphic design and editing services at Karacak Design are satisfied, both in terms of service, attitude, performance results and processing time. So it can be concluded that the decline in sales of Karacak Design graphic design and editing services is caused by a lack of promotion.

Promotion is very important for a business. The aim is to influence and persuade potential consumers/clients to buy the product or service. Business feasibility is analyzed based on related aspects and SWOT analysis.

Based on the above phenomenon, it is interesting to discuss and carry out a business feasibility analysis in the graphic design & editing services business Karacak Design by preparing a thesis entitled "Business Development of Graphic Design and Editing Services Karacak Design Based on the SWOT Analysis and Feasibility Study Method".

RESEARCH METHODS

The scientific method is a systematic method used by scientists to solve the problems they face using regular and controlled steps (Ivone Ruth, 2021).

The data processing used in this research is qualitative and quantitative. Qualitative data processing is used to analyze non-financial aspects which include marketing aspects, operational aspects and legal aspects. Quantitative data processing is used to analyze financial aspects by calculating Net Present Value (NPV) and Profitability Index (PI). These two analysis methods are used with the aim and hope of providing business feasibility results and knowing the problem from four sides, namely strengths, weaknesses, opportunities and threats from Karacak Design graphic design and editing services.

SWOT analysis is a strategic planning method that evaluates strengths and

opportunities, but can simultaneously minimize weaknesses and threats. (Ahmad, 2020:57).

A business feasibility study is an activity that studies in depth about a business that will be run, in order to determine whether or not the business is worth running. (Kasmir, 2020:7).

RESULTS AND DISCUSSION

Scanning Internal

Internal scanning is the process of identifying the internal parts of a business/company, including strengths and weaknesses. The following are the strengths and weaknesses of Karacak Design graphic design and editing services business:

1. Strengths
 - a) The graphic design and editing service business Karacak Design has good service, with the slogan "Edit and Design As You Like" in this case the graphic design and editing service business Karacak Design wants to always give a good impression and experience to clients after ordering services to Karacak Design, both in terms of service that prioritizes manners and friendliness as well as maximum performance results
 - b) The price is quite cheap when compared to competitors
 - c) Free revisions until complete and until the client says enough
 - d) Standard quality
 - e) Discounts
 - f) Fast process
 - g) Fulfill legal legality
2. Weaknesses
 - a) Knowledge about digital art is still minimal
Karacak Design designers and editors' knowledge about digital art is still minimal, this can be seen from the number of revisions made during the editing and design process. So, Karacak

Design designers and editors need to take design classes to broaden their knowledge in digital art and improve their abilities so that the results can be even more optimal.

b) Limited Human Resources

The limited human resources at Karacak Design certainly hinder its development, if orders are busy, the designers and editors of Karacak Design often feel overwhelmed because they are being chased by deadlines. So Karacak Design needs a designer or editor who has basic knowledge in the field of digital art. Apart from that, an admin is also needed to manage social media accounts and serve every prospective client who wants to order services at Karacak Design.

c) Promotion is less than optimal

Promotion was less than optimal due to the promotional media that was used only on Instagram feeds and stories. Karacak Design needs to utilize other promotional media, for example using the Instagram AdSense feature.

d) There is no financial planning

Karacak Design does not yet have a financial plan, this can certainly be an obstacle to the development of Karacak Design services because from the income a plan has not been prepared to develop Karacak Design. So Karacak Design requires financial planning such as preparing income allocations for employee salaries, developing design/editing equipment and allocations for promotions.

Scanning External

External scanning is the process of identifying opportunities and threats in a business from external conditions in order to maintain business competitiveness. The following are the opportunities and threats for Karacak Design:

1. Opportunities

a) Wide market share

As technology develops, graphic design and editing services are much

sought after by the public, especially students and employees. This is an opportunity for Karacak Design services to increase their market share.

b) Digital design class

By utilizing digital design classes, Karacak Design designers and editors can broaden their knowledge of digital art, so that the results obtained will be maximized.

c) Artificial Intelligence

Artificial Intelligence can be an opportunity for Karacak Design. An example of an application that can be used is Canva.

2. Threats

a) Competitors with qualified equipment and human resources

In working on design/editing projects, Karacak Design only uses 1 Android smartphone and 1 laptop. When compared with competitors, Karacak Design can be said to be lagging behind in terms of the equipment used. This could be a threat to the development of Karacak Design.

b) Instant application

Instant applications could be a threat to Karacak Design, because their application is practical and easy, potential clients would potentially prefer to use these applications rather than ordering services from Karacak Design.

SWOT Analysis

After scanning the internal and external conditions of Karacak Design. The following is an explanation of the SWOT analysis of the Karacak Design graphic design and editing services business:

Table 2. SWOT Analysis of the Graphic Design and Editing Services Business Karacak Design

No	SWOT Analysis of the Karacak Design Graphic Design and Editing Services Business
1. Strengths	S1-Service that prioritizes manners and friendliness as well as good performance results S2-The price is quite cheap S3-Free revisions S4-Standard quality S5-Discount S6-Fast process S7-Fulfill legal legality
2. Weakness	W1-Knowledge about digital art is still minimal W2-HR limited W3-Promotion is not optimal W4-No financial planning yet
3. Opportunities	O1-Wide market share O2-Digital design class O3-Artificial Intelligence

4.	Threats	T1-Competitors with qualified equipment T2-Instant application
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Source: Authors processed data, 2023

After carrying out a SWOT analysis on the graphic design and editing services business Karacak Design, the researchers obtained data on the strengths, weaknesses, opportunities and threats of the graphic design and editing services business Karacak Design. From the results of the SWOT analysis, it can be used as a reference for the graphic design and editing services business Karacak Design in developing various strategies related to plans and implementation in the future.

Calculation of Weights and Ratings

From the results of the SWOT analysis of the Karacak Design design and editing services business, the next step is to determine the calculation of the weight and rating.

Table 3. Calculation of Karacak Design IFAS

No	Internal Strategy Factors	Weight	Ratings	Value
Strengths				
1	Service that prioritizes etiquette and eternity as well as good performance results	0,10	7	0,70
2	The price is quite cheap	0,11	8	0,88
3	Free revisions	0,10	8	0,80
4	Quality standards	0,08	7	0,56
5	Discount	0,08	6	0,48
6	The process is fast	0,09	6	0,54
7	Fulfill legal legality	0,07	5	0,35
Sub Total		0,63	4,31	
Weaknesses				
1	Knowledge about digital art is still minimal	0,10	2	0,20
2	Limited human resources	0,10	2	0,20
3	Promotion is not optimal	0,11	2	0,22
4	There is no financial planning yet	0,06	4	0,24
Sub Total		0,37	0,86	
Total		1,00	5,17	

Source: Authors processed data, 2024

Based on table 3 above, there are strength factors that get a value of 4.31, while weakness factors get a value of 0.86. These results show that the Karacak Design strength value is higher than its weakness value.

Table 4. EFAS Calculation in Karacak Design

No	External Strategy Factors	Weight	Ratings	Value
Opportunities				
1	Wide market share	0,30	8	0,80
2	Digital design class	0,20	7	0,60
3	Artificial Intelligence	0,10	7	0,65
Sub Total		0,60		2,05
Threats				
1	Competitors with qualified equipment	0,20	3	0,80
2	Instant application	0,20	3	0,75
Sub Total		0,40		1,55
Total		1,00		3,6

Source : Autors processed data, 2024

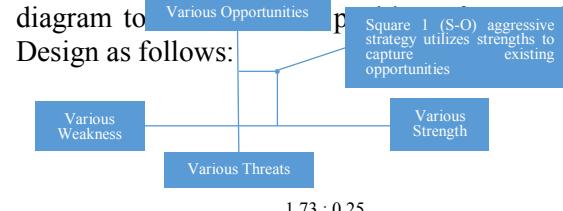
Meanwhile, in table 4 of the EFAS calculation in Karacak Design, the opportunity value is 2.05 and the threat value is 1.55. These results show that the opportunities that Karacak Design has are greater than the threats.

Table 5. Calculation Results of Internal and External Factors

IFAS and EFAS	Score Value (A)	(S-W) (O-T) (B)	(B) : 2
IFAS (X)			
Strengths	4,31		
Weaknesses	0,86	3,45	1,73
Total	5,17		
EFAS (Y)			
Opportunities	2,05		
Threats	1,55	0,5	0,25
Total	3,6		

Source: Autors processed data, 2024

Based on table 5 above, it shows positive score values, with an IFAS score of (1.73) and an EFAS score of (0.25). So, the coordinate point is located at (1.73 : 0.25), so the results can be presented on a SWOT matrix diagram to



1,73 : 0,25

Figure 2. Karacak Design SWOT Analysis Diagram
Source: Autors processed data, 2024

TOWS Matrix

After obtaining the SWOT analysis results, these results are then applied to the TOWS Matrix to develop business strategy factors. The following is the application of the Karacak Design SWOT analysis to the TOWS Matrix:

Table 6. TOWS Matrix of Karacak Design Design and Editing Services Business

IFAS	STRENGTHS-S	WEAKNESSES-W
	S1-Service that prioritizes manners and friendliness as well as good performance results S2-Pretty cheap price S3-Free revision S4-Standard quality S5-Discount S6-Fast processing S7-Fulfill legal legality	W1-Knowledge about digital art is still minimal W2-HR limited W3-Promotion is not optimal W4-No financial planning yet
EFAS	OPPORTUNITIES-O	STRATEGY-SO
O1-Wide market share O2-Digital design class O3-Artificial Intelligence	S4O1-Focus on improving quality to expand market share	STRATEGY-WO W1O2- Focus on improving digital art knowledge through digital design classes
THREATS-T	STRATEGY-ST	STRATEGY-WT
T1-Competitors with qualified equipment T2-Instant Application	S2T1-Focus on improving quality and paying attention to price to survive amidst the many competitors	W4T3- Utilize existing equipment as best as possible and use AI products such as Canva

Source: Autors processed data, 2023

After getting the results of the SWOT analysis and TOWS Matrix, the main strategy obtained was to maximize promotion and utilization of Artificial Intelligence (AI) products. So, from these results, a business feasibility test will be carried out on the strategies that have been obtained.

SWOT Analysis After TOWS Matrix

From the strategy results obtained through TOWS Matrix analysis, this strategy can help the graphic design and editing service business Karacak Design to find out the results of the TOWS Matrix strategy that will be used by the Karacak Design service business.

Table 7. SWOT Analysis of the Karacak Design Graphic Design & Editing Services Business After the TOWS Matrix

TOWS Matrix	Strategy to be used	Expected Result
SO (Strengths- Opportunities)	S4O1 (Marketing) Focus on improving quality to expand market share	S4O1 Can expand market share and always pay attention to quality

WO (Weaknesses- Opportunities)	W1O2 (Operational) Focus on improving digital art knowledge through digital design classes	W1O2 Improve design and editing soft skills so that you can maintain the quality of services provided.
ST (Strengths- Threats)	S2T1 (Operational) Focus on improving quality and paying attention to prices to survive amidst the many competitors	S2T1 Can survive in the midst of many competitors through the quality and price levels provided
WT (Weaknesses- Threats)	W4T3 (Operational) Make the best use of existing equipment and use AI products such as Canva	W4T3 One way to prevent the threat of AI products is by utilizing the products.

Source: Autors processed data, 2023

Feasibility Study

Based on the problem formulation in number three regarding the feasibility study of the SWOT analysis strategy and TOWS Matrix, the business feasibility study will be carried out through non-financial aspects and financial aspects. The aspects in the feasibility study will explain in more detail the strategy produced by the TOWS matrix, this is done so that the strategy development is more in-depth and feasible to implement.

Market and Marketing Aspects

From the results of the TOWS Matrix, the main strategy obtained is maximizing the promotion and utilization of Artificial Intelligence (AI) products. To support this strategy, market and marketing analysis is used to create marketing strategies to reach targeted consumers. Analysis of market and marketing aspects is supported through STP analysis and marketing mix (Marketing Mix 7P). This analysis is in accordance with the increasing public interest in using graphic design and editing services in this era of developing technology.

1. STP analysis, aims to find out and target the market as intended by Karacak Design graphic design and editing services. The following is an STP analysis of the graphic design and editing services business Karacak Design:

Table 8. STP Analysis of Karacak Design Graphic Design & Editing Services Business

Segmenting	Targeting	Positioning
1. Geographic Segmentation The geographical segmentation chosen by the graphic design and editing service business Karacak	The professions chosen by Karacak Design graphic design and editing services are students and	In terms of positioning, the graphic design and editing service Karacak Design wants to provide good

Design is Indonesia, because the designs and editing produced by Karacak Design are only in soft file form.	employees aged 18-40 years, because they more often require design and editing services. Meanwhile, the geographical target chosen was Indonesia.	service, namely by prioritizing a friendly and polite attitude. Apart from that, we want to be a service provider with standard prices but maximum results in accordance with our slogan, namely "Edit and Design As You Like".
2. Demographic Segmentation In the demographic segmentation of Karacak Design graphic design and editing services, it focuses on students and employees aged 18-40 years.		
3. Psychographic Segmentation The psychographic segmentation of Karacak Design graphic design and editing services is aimed at people with lower to upper middle social status and who need graphic design and editing services.		
4. Behavioral Segmentation In this segmentation, the behavior of consumers of Karacak Design graphic design and editing services prioritizes quality.		

Source: Karacak Design Graphic Design & Editing Services Documents, 2023

2. Marketing Mix 7P

a) Product

Karacak Design graphic design and editing services handle several types of graphic design orders such as banners, pamphlets, brochures, posters, award certificates/activity certificates, CV, logos, digital wedding/event invitations, t-shirt designs and several types of editing such as photos, videos and mockups. The following are some of the services offered by Karacak Design:



Figure 2. Design Services at Karacak Design

Source: Karacak Design Design & Editing Services Document, 2023

Karacak Design has several services such as banners/banners, posters, curriculum vitae, brochures, pamphlets, notes, logos, wedding/event invitations, event/activity certificates, outfit designs, social media content, activity proposals, activity rundowns and mockup designs. In the development



Figure 3. Editing Services at Karacak Design

Source: Karacak Design Design & Editing Services Document, 2023

Meanwhile, for editing services, Karacak Design provides photo editing services, such as background editing and installing/removing objects as well as video editing. In the development plan, smudge art and vector art photo editing services will be added.

b) Price

The prices offered by Karacak Design design and editing services have changed from initially starting from IDR 15,000-100,000 to starting from IDR 5,000-100,000, in line with the target market for Karacak Design design and editing services. The changes to the prices offered by Karacak Design design & editing services are as follows:

DAFTAR HARGA		
	Uraian	Gantung
Curriculum Vitae	15K	20K
Logo	10K	25K
Profile	25K	35K
Desain Media Sosial	20K	30K
Poster	25K	35K
Desain Media Promosi	20K	30K
Desain Brosur	20K	30K
Desain Buku	50K	60K
Desain Mahasiswa	40K	50K
Desain Logo	40K	50K
Desain Brosur	40K	50K
Desain Mahasiswa	40K	50K
Desain Buku	50K	60K
Desain Outfit	100K	150K

EDIT		
	Background	Peeling/Hilang Objek
Foto	5K	20K
Video	40K	80K

Figure 4. Price list for Karacak Design Design & Editing Services

Source: Karacak Design Design & Editing Services Document

c) Place

Karacak Design design & editing services are located at Jalan Ujung Berung Indah Blok 13 No.5, Cigending Village, Ujung Berung District, Bandung City, West Java 40611. The location is less strategic because it is in the inner complex.

d) Promotion

Karacak Design design and editing services carry out promotions by creating content feeds on social media such as ~~content feeds on social media~~ creating programs ~~such as~~ the order discount ~~such as~~ discounts.

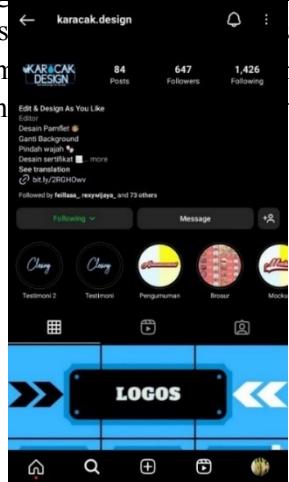


Figure 5. Instagram Feed Content Karacak Design

Source: Instagram Karacak Design, 2024

The feed content on Instagram aims to introduce ~~content on Instagram~~ and value provided by ~~content on Instagram~~ potential clients of ~~content on Instagram~~ design and editing serv~~content on Instagram~~



Figure 6. Karacak Design Weekend Discount

Source: Karacak Design Design and Editing Services Document, 2024

The weekend discount program aims to attract the interest of potential clients and increase the loyalty of existing clients to Karacak Design design and editing services. However, the promotions carried out were less than optimal, because they were not consistent.

e) People

The number of human resources in Karacak Design design and editing services is 1 person. The designers and editors at Karacak Design are the founders of the Karacak Design design and editing service itself. Karacak Design requires.

f) Process

The process of ordering design and editing services at Karacak Design can be done directly or via Instagram and the link listed in Karacak Design Instagram bio, where the link when clicked by the client will lead directly to Karacak Design Whatsapp number.

After the client orders the service, the order will be processed immediately. If the process has entered a 90% ratio, then the interim results will be sent first to the client to check whether there are revisions or not, if there are no revisions, it will proceed to the finishing and closing process.

g) Physical Evidence

In the services provided, Karacak Design prioritizes manners and friendliness towards clients. Apart from that, the design and editing processes were carried out as optimally as possible.

From the explanation above, it can be seen that the market aspect has been fulfilled, while the marketing aspect has not been maximized, because the promotion carried out only uses Instagram. Regarding the target

market, students and workers aged 18 to 40 years. Apart from that, it can also be seen in terms of 7P marketing related to varied product services, prices that suit the pockets of students and workers, easy ordering process and maximum physical evidence, but the place is less strategic, promotion is not optimal and people are still very small.

Operational Aspects

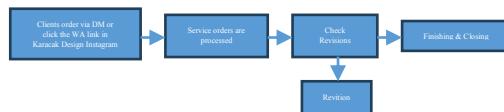


Figure 7. Production Process
Source: Karacak Design Design and Editing Services Document, 2024

Figure 7 shows the production process of design and editing services at Karacak Design, starting from the client ordering the service, the work process stage to the closing stage.

Aspects of Human Resource Management

1. Organizational Structure

In setting strategies to achieve its goals, of course every business has a business manager. The following is the organizational structure of Karacak Design design and editing services:

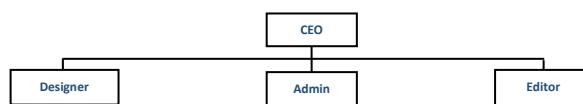


Figure 8. Organizational Structure
Source: Karacak Design Design and Editing Services Document, 2024

2. Job Description

a) Chief Executive Officer

Apart from his role as a decision maker, the CEO also plays a role in managing and checking every project progress resulting from the performance of designers and editors.

b) Admin

The admin role is to manage Karacak Design social media accounts such as Instagram and Whatsapp, post promotional content and reply to text messages from clients.

c) Designer

A designer is tasked with designing the Karacak Design Instagram account feed, designing logos, activity certificates, invitations, pamphlets, banners, outfits, etc.

d) Editor

The editor is tasked with editing photos, both backgrounds and adding or removing objects in photos/images as well as editing videos.

Economic and Social Aspects

Research in economic and social aspects aims to find out how much influence this project will have if it is carried out, especially on the economy at large and its social impact on society as a whole. Regarding this matter, Karacak Design design and editing services open job vacancies for local communities and outside communities, so that they can provide benefits to these communities.

From the explanation above regarding economic and social aspects, it can be seen that the existence of Karacak Design design and editing services can increase employment opportunities and reduce the current number of unemployed.

Le

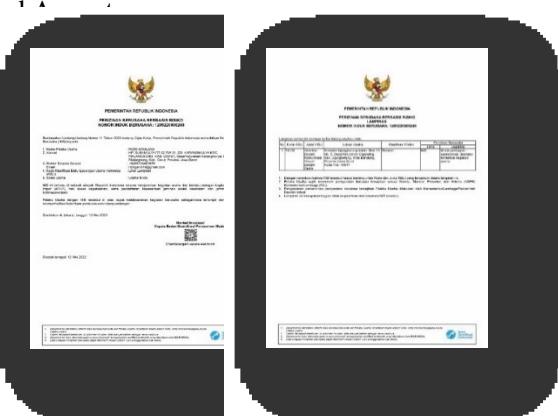


Figure 9. Business License
Source: Karacak Design Design and Editing Services Document, 2024

In this aspect, it can be seen that the Karacak Design design and editing services business has registered its business in accordance with government regulations and complies with legal requirements.

Financial Aspects

1. Initial Investment

Table 9. Initial Investment in Karacak Design Design and Editing Services

No	Items	Total	Sub Total
• Tools/Supporting Items			
1	Smartphone	1	Rp2.185.000
2	Laptops	1	Rp5.600.000
	TOTAL		Rp7.785.000
• Other Needs			
1	Cellular Data Card	4,5 GB	Rp15.000
	TOTAL		Rp15.000
	TOTAL COST		Rp7.830.000

Source: Karacak Design Design and Editing Services Document, 2024

- Smartphone Depreciation

$$\frac{\text{Rp}2.185.000 - \text{Rp}546.250}{5 \text{ Year}} = \text{Rp}27.312/\text{month}$$
- Laptops Depreciation

$$\frac{\text{Rp}5.600.000 - \text{Rp}1.400.000}{5 \text{ Year}} = \text{Rp}70.000/\text{month}$$
- Total Depreciation

$$\text{Rp}27.312 + \text{Rp}70.000 = \text{Rp} 97.312/\text{month}$$

2. Profit/Loss Projection

The following is the estimated profit and loss for Karacak Design design and editing services for 2024-2028:

Table 10. Profit/Loss Projection

Information	2024	2025	2026	2027	2028
	A. Income Plan (Rp)				
Design	26.460.000	27.720.000	28.980.000	31.640.000	34.300.000
Edt	11.340.000	11.880.000	12.420.000	13.560.000	14.700.000
Total Sales	37.800.000	39.600.000	41.400.000	45.200.000	49.000.000
B. Production Costs (Rp)	2024	2025	2026	2027	2028
	180.000	180.000	180.000	180.000	180.000
C. Gross Profit (A-B)	37.620.000	39.420.000	41.220.000	45.020.000	48.820.000

D. Business Costs					
Depreciation	1.167.744	1.167.744	1.167.744	1.167.744	1.167.744
E. Business Costs	1.167.744	1.167.744	1.167.744	1.167.744	1.167.744
F. Profit Before Tax	36.452.256	38.252.256	40.052.256	43.852.256	47.652.256
G. Business Development	3.645.226	3.825.226	4.005.226	4.385.226	4.765.226
H. Net Profit	32.807.030	34.427.030	36.047.030	39.467.030	42.887.030

Source: Karacak Design Design and Editing Services Document, 2024

Net Present Value (NPV)

The following is the Net Present Value (NPV) of Karacak Design design and editing services:

$$NPV = \frac{32.807.030}{(1+0,60)^1} + \frac{34.427.030}{(1+0,60)^2} + \frac{36.047.030}{(1+0,60)^3} + \frac{39.467.030}{(1+0,60)^4} + \frac{42.887.030}{(1+0,60)^5} - 7.830.000$$

$$NPV = (20.504.394 + 13.448.059 + 8.800.544 + 6.022.191 + 4.090.026) - 7.830.000$$

$$NPV = 52.865.214 - 7.830.000 = 45.035.214$$

From the calculation results of the net present value of Karacak Design design and editing services of 45,035,214 or (1) more than 0, the project can be accepted.

Profitability Index (PI)

The following is the Profitability Index (PI) of the Karacak Design design and editing service:

$$PI = \frac{52.865.214}{7.830.000} = 6,751$$

The results of the profitability index calculation are 6.751, so the investment proposal is accepted because the PI is greater than 1.

Based on the business feasibility calculation data above using the Net Present Value (NPV) and Profitability Index (PI) methods, the financial aspect of Karacak Design design and editing services can be said to be feasible with a Net Present Value of IDR 45,035,214 (Positive) or more than 0 and the Profitability Index value is 6.751 or greater than 1.

Conclusions and recommendations

Conclusions

Based on the discussion and results of data analysis presented in the previous chapter, the following conclusions can be drawn:

- The results of the scanning show that in internal conditions there are strengths

such as service that prioritizes manners and friendliness as well as good performance results, fairly cheap prices, free revisions, maximum results and standard quality. Weaknesses that must be minimized include minimal knowledge about digital art, not having a partner/team and lack of optimal promotion. Meanwhile, from external conditions, there are several opportunities that can be maximized because society's need for design and editing services is increasing. What must be minimized from external conditions are threats such as the number of competitors and instant applications.

2. From the results of the SWOT analysis and TOWS Matrix, several strategies can be utilized to maximize strengths and opportunities, as well as strengths against threats. Apart from that, several strategies were also obtained to minimize weaknesses and overcome existing threats by using opportunities such as:

- a) SO: Focus on improving quality to attract market share.
- b) ST: Focus on improving quality and paying attention to prices to survive amidst the large number of competitors.
- c) WT: Improve digital art knowledge and maximize promotions.
- d) WT: Looking for a partner/team, making the best use of existing technology possible and utilization of Artificial Intelligence (AI) products.

With these strategies, Karacak Design design and editing services can survive in the competition of similar businesses.

3. SWOT analysis and TOWS Matrix of the Feasibility Study on Karacak Design design and editing services can be said to be feasible because in non-financial aspects such as market and marketing, operational and legal aspects it can support the main strategy of the TOWS Matrix, namely by improving quality, paying attention to price and maximize promotions. Apart from that, in the

financial aspect, based on data calculating the feasibility of the Karacak Design design and editing services business, it can be said to be feasible.

Recommendations

Some of the suggestions given are:

1. Increase knowledge about digital design and editing by utilizing existing sources and experienced contacts in this field.
2. Utilize the Adsense feature to increase market share and expand reach to potential Karacak Design clients.
3. Create a team to maximize performance.

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