

## **Analysis of External Environmental Factors in the Development of R.A.P Studio & Production Business**

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### **Abstrak**

Tujuan penelitian ini adalah untuk mendeskripsikan masalah yang ada pada R.A.P Studio & Production sekaligus memberikan gambaran strategi pengembangan yang didasarkan dari faktor lingkungan eksternal. Lokasi penelitian berada di R.A.P Studio & Production. Penelitian ini merupakan penelitian deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara, observasi dan pengumpulan dokumen-dokumen pendukung. Hasil dari penelitian menunjukkan bahwa R.A.P Studio & Production belum memiliki izin penuh badan usaha, harga jual belum didasarkan dari tingkat perekonomian masyarakat dan pemasaran berbasis komunitas belum dilakukan. Pemanfaatan teknologi informasi dan digital marketing belum dimanfaatkan secara maksimal. Strategi pemasaran dengan branding alat-alat yang canggih menjadi alat promosi yang bagus yang disertai dengan promosi dan pemasaran berbasis digital marketing untuk meningkatkan jangkauan pasar dan kualitas jasa. Produk lain bisa dikembangkan untuk menambah pilihan jasa yang bisa ditawarkan kepada konsumen. Serta legalitas badan usaha diperlukan untuk memperkuat status usaha.

**Keywords:** External Factors, Business Development, Music Studio

### **Abstract**

*The purpose of this study is to describe the problems that exist in R.A.P Studio & Production while providing an overview of development strategies based on external environmental factors. The location of the study is at R.A.P Studio & Production. This study is a qualitative descriptive study. Data collection techniques are carried out through interviews, observations and collection of supporting documents. The results of the study indicate that R.A.P Studio & Production does not yet have a full business license, the selling price is not based on the economic level of the community and community-based marketing has not been carried out. The use of information technology and digital marketing has not been maximized. Marketing strategies with sophisticated branding tools are good promotional tools accompanied by digital marketing-based promotions and marketing to increase market reach and service quality. Other products can be developed to increase the choice of services that can be offered to consumers. And the legality of the business entity is needed to strengthen the status of the business.*

**Keywords:** External Factors, Business Development, Music Studio



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## **INTRODUCTION**

In this era of digitalization and globalization, business actors are required to be able to survive and thrive in the face of situations full of uncertainty and tight business competition, especially businesses in the creative industry. Business actors must be able to continue to innovate and increase knowledge to increase economic growth (Huggins, 2013). One of the knowledge that must be understood by an entrepreneur is external environmental factors that can be used as opportunities but can also be a business threat. Changes in the external environment can provide opportunities for certain companies but can also pose a threat to other companies (Suratman, 2021). External factors are factors that originate from outside the company that cannot be controlled by the company but can support or hinder the company's development. (Robbins & Coulter, 2013).

The external business environment and strategic planning have a strong relationship with company performance (Bachtiar et al., 2023). This is the basis that knowledge of external environmental factors is very much needed by an entrepreneur in order to create a strategy to improve company performance. The external environment affects company performance, the magnitude of the influence of the external environment in contributing to company performance based on the balance score card is 38.3% (Sianturi, 2023). Companies must focus and continuously monitor changes in their external environment in order to create a strategy and create a conducive environment to increase competitiveness (Triwijayati et al., 2023). External factors cannot be controlled, but identifying them and taking action can have a positive impact on the business (Morrison, 2006). External factors that can influence a company can come from political, economic, socio-cultural and technological factors (Sadiku, 2022).

Political factors in this case are formed or originate from regulations consisting of laws and government regulations (Purwanti et al., 2023). Strategic decisions can be influenced by economic factors such as interest rates, inflation rates and general economic stability (Iskandar et al., 2021). Culture can influence the types of products and services needed by consumers and can drive performance at the employee level (Wulandari & Ibrahim, 2023). The use of technology can help companies increase efficiency and productivity and expand market reach (Berutu et al., 2024). R.A.P Studio & Production is a pioneer music studio with a vintage concept in Yogyakarta. R.A.P Studio & Production is a company engaged in the rental of music recording studios, mixing & mastering, sound systems, music courses, lighting, and videography. External factors need to be understood by the management of R.A.P Studio & Production in order to create a strategy to increase competitiveness in its business.

## **RESEARCH METHODS**

This research is a qualitative descriptive research. Data collection techniques are carried out through interviews, observations and collection of other supporting documents. Interviews and field observations are used to see the real conditions at R.A.P Studio & Production. While documents are used to see regulatory regulations and management conditions. Primary data is a direct interview with the business owner. While secondary data is seen from the results of field observations and document analysis owned by management as well as regulatory regulations. The data analysis technique uses qualitative data analysis consisting of three components, namely data reduction, data presentation, and drawing conclusions. In addition to using qualitative data analysis, this study also uses analysis strength, opportunity, aspiration, and result (SOAR) to evaluate and provide recommendations in business development seen from external factors. This study specifically concentrates on internal factors that can affect business development such as political, economic, socio-cultural, and technological factors.

## **RESEARCH RESULTS AND DISCUSSION**

### **Political factors**

Based on Law Number 24 of 2019 concerning the Creative Economy, it aims to optimize the creativity of human resources based on cultural heritage, science, and/or technology. The management of the Creative Economy and its potential needs to be carried out systematically, structured, and sustainably, such as improving the welfare of the Indonesian people and increasing state revenue, creating a globally competitive Creative Economy Ecosystem, and optimizing potential and protecting creative economy Actors. Business licensing is also absolutely needed to support the legality of a business entity. Legality is used to protect a business entity through legal certainty, empowerment, legal protection, and ease of business development. In the Province of the Special Region of Yogyakarta (DIY), regulations related to

the empowerment and protection of the creative economy and small businesses have been regulated in the DIY Regional Regulation Number 9 of 2017 concerning the Empowerment and Protection of Creative Industries, Cooperatives and Small Businesses. From these regulations, it can be explained that the local government provides protection, assistance, and assistance related to the development of resources and the development of the creative industry. This is certainly something that R.A.P Studio & Production can utilize to increase its competitiveness. The Ministry of Industry has made a regulation so that a business can be a legal entity to increase its business potential such as a business establishment deed, business entity NPWP, business premises permit or trade business permit and business permit number. This is what is needed so that a business can be legally recognized. From the results of data collection, it shows that R.A.P Studio & Production legally already has a NPWP and business license. However, R.A.P Studio & Production is not yet a legal entity because it has not yet made a company deed and business license number. This can certainly be an obstacle related to existing regulations regarding the legality of a business entity.

### **Economic Factors**

The level of community income will be a determinant of purchasing power and demand for a business product. From the data obtained, it shows that the minimum wage of the Special Region of Yogyakarta Province is IDR 2,264,080, higher than the provinces around the Special Region of Yogyakarta such as Central Java which is IDR 2,169,348 but lower than East Java which is IDR 2,305,985. Apart from the minimum wage of the Special Region of Yogyakarta Province, what needs to be considered is the minimum wage of each district and city in the Special Region of Yogyakarta Province. The minimum city wage for Yogyakarta City is IDR 2,655,041, Sleman is IDR 2,466,514, Bantul is IDR 2,360,533, Kulon Progo is IDR 2,351,239, and Gunungkidul is IDR 2,330,263. This can certainly be used as a consideration to determine the selling price of products/services from R.A.P Studio & Production so that the selling price is not too high and not too low. From the results of data collection, it shows that the operational costs of R.A.P Studio & Production still depend on personal funds. This can certainly have an effect on business development. Also considering that personal funds cannot always be used when market conditions are quiet. So additional business capital from the government is expected to help improve business development. In addition, it is known that studio rental costs are still not based on the grouping of community groups such as students and the general public. Because the purchasing power of each group can be different from each level. The financial turnover of R.A.P Studio & Production is still dominated by the studio rental business alone, it has not yet moved to other products.

### **Socio-cultural**

From the results of observations and interviews, it shows that managers still do not have and enter into communities engaged in the music industry. R.A.P Studio & Production has never identified specific target markets so that products and marketing methods have not been arranged according to the conditions of the surrounding community. R.A.P Studio & Production has not designed a target market based on age, purchasing power, type of profession, educational background and community. But personally, the owners and employees at R.A.P Studio & Production have a strong community base in their environment such as in academics and entrepreneurs. So this can be used to include R.A.P Studio & Production in its community.

### **Technology**

In terms of technology for marketing, R.A.P Studio & Production has not yet utilized technology and social media. Order management is also still manual. Social media and websites

to support marketing reach are also not yet owned by R.A.P Studio & Production. This can certainly hinder the increase in promotion and marketing of R.A.P Studio & Production products. But from the side of musical instruments and recordings are already very modern by using musical instruments and recording instruments that have quite good technology. This can certainly be used as initial capital, considering that a customer will definitely choose a product with the latest technology to support and satisfy their desires when buying a product or service.

## Discussion

From the results of data collection, a SOAR analysis can be carried out to formulate a strategy by utilizing the potential of R.A.P Studio & Production. The SOAR analysis is as follows:

**Table 1. SOAR Analysis**

<div>External</div> <div>Internal</div>	<b>Strength (S)</b> <ul style="list-style-type: none"> <li>• Already have a business license</li> <li>• Having various types of business in one company</li> <li>• Latest tools with advanced technology</li> <li>• Strong community of owners and employees</li> </ul>	<b>Opportunity (o)</b> <ul style="list-style-type: none"> <li>• Enter the creative industry that can get government capital assistance</li> <li>• There are already regulations that support and protect the creative industry</li> </ul>
	<b>Aspiration (A)</b> <ul style="list-style-type: none"> <li>• Marketing development</li> <li>• Improving the quality of human resources management</li> <li>• Increasing service users</li> </ul>	<ul style="list-style-type: none"> <li>• Complete legal requirements to form a business entity</li> </ul>
<b>Result (R)</b> <ul style="list-style-type: none"> <li>• Increase company profits</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing of other products is not only a study rental by utilizing social media and the web which emphasizes branding of sophisticated musical instruments</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate with the government to obtain coaching and business capital</li> </ul>

Marketing strategies by prioritizing branding of the latest tools with sophisticated technology can be done by R.A.P Studio & Production. The use of social media and the web can be done to expand the reach of promotion. In addition, Information Technology is also needed to support the efficiency of company performance. The use of information technology in business can increase efficiency and productivity, as well as provide benefits in terms of cost savings and improving the quality of products and services (Anggareni & Maulani, 2023). Technology can have a significant impact on how companies operate, compete and innovate for business growth (Ginting et al., 2024). Utilizing digital technology for marketing can improve product quality and market reach (Febriayu et al., 2024).

Marketing strategies can also be focused on other products, so that companies have a more varied choice of services that consumers can choose from. In addition, in marketing its products, it is expected to highlight branding that the tools used in the services provided by R.A.P Studio & Production are the latest tools with sophisticated technology. This branding is



very important to do in order to reflect the differentiators and advantages of the products or services offered. From the results of other studies, it shows that branding has a significant influence on marketing success (Budiman et al., 2024). A strong and consistent brand branding image can create an emotional connection with consumers, increase loyalty, and build trust in the product (Azrani & Sarah, 2025).

Promotion and marketing of R.A.P Studio & Production can also be done through the community. Implementation of community-based marketing can be done in the form of events with certain themes. Events are used as a means of communication between companies and consumers to convey the message that the company is not only concerned with profit, but also provides facilities and support for community activities (Septyani & Mutiah, 2019). The use of media and social networks or communities provides added value in terms of product marketing, as well as improving community welfare (Susanti, 2018). Legality management is also very much needed by R.A.P Studio & Production. Legality is very important to strengthen the rights and legal protection of a business. Business legality or business licensing has been regulated in general in the Job Creation Law Number 11 of 2020 concerning Job Creation. The purpose of having a business legality is to create a balance in the country's economy. With business legality, business actors can access coaching from relevant government agencies and can access capital assistance from the government and banks so that they can increase sales of products or services (Widayanto, et al., 2020).

## CONCLUSION

Marketing strategy with branding of sophisticated tools becomes a good promotional tool accompanied by digital marketing-based promotion and marketing to increase market reach and service quality. Other products can be developed to add to the choice of services that can be offered to consumers, so that opportunities to increase profits can be done. Community-based promotion is one way to increase marketing. The creation of legality is very necessary for R.A.P Studio & Production to protect the rights and ease of accessing business capital assistance from the government. These strategies can be done by R.A.P Studio & Production when viewed from external factors to develop its company. We would like to express our gratitude to the parties who have helped in this research, such as the owner and employees of the management of R.A.P Studio & Production and the head of the Management Study Program, Faculty of Vocational Studies, Yogyakarta State University.

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