

RINGKASAN EKSEKUTIF

Fotografi merupakan salah satu subsektor ekonomi kreatif yang saat ini sedang berkembang di Indonesia. Pada tahun 2013, kontribusi Nilai Tambah Bruto subsektor film, video, dan fotografi mencapai 8.4 triliun dengan rata-rata pertumbuhan sebesar 6.94% (tahun 2010-2013). Selain itu, jumlah tenaga kerja Indonesia di subsektor ini berjumlah 63,755 dengan rata-rata pertumbuhannya mencapai 3.85% (tahun 2010-2013). Hal ini membuat Pemerintah Indonesia turut mendukung pengembangan industri fotografi dengan membuat sebuah kebijakan perencanaan pengembangan fotografi nasional tahun 2015-2019. Menelusuri lebih dalam, ditemukan adanya kebutuhan fotografer dalam hal kenyamanan, kepraktisan, dan keamanan selama menjalankan aktivitas fotografi.

Sunday Shutter, sebagai merek lokal pertama yang hadir dengan inovasi pakaian fotografi berdesain kasual untuk menjadi solusi kebutuhan bagi pelaku kegiatan fotografi. Sunday Shutter menawarkan pakaian fotografi dengan fitur khusus berupa kantong untuk menyimpan aksesoris fotografi, seperti *lens cap*, *SD card*, dan baterai, juga dilengkapi *attachable microfiber* untuk membersihkan lensa kamera. Kehadiran pakaian fotografi Sunday Shutter juga mengharapkan agar penggunaanya dapat merasa lebih percaya diri dengan terlihat sebagai fotografer yang handal di mata klien.

Sasaran konsumen Sunday Shutter adalah fotografer semi-profesional berusia 18 hingga 34 tahun yang berdomisili di Jabodetabek. Koleksi pakaian fotografi pertama Sunday Shutter menawarkan dua desain, yakni *Vignette* dan *Vibrant Collection* yang masing-masing desain memiliki tiga pilihan warna.

Sunday Shutter akan menjangkau target pasar melalui media *online*, seperti *website*, *e-commerce*, dan media sosial, juga media *offline*, seperti konsinyasi dengan toko kamera dan toko pakaian. Menawarkan pakaian fotografi dengan memberikan pengalaman konsumsi terbaik kepada konsumen adalah bentuk nilai dan upaya Sunday Shutter untuk memberikan dampak positif bagi pasar.

Kata Kunci	:	Pakaian fotografi, desain kasual, aksesibilitas tinggi, fotografer semi-profesional, dan pakaian fungsional.
Bidang Usaha	:	<i>Fashion</i>

EXECUTIVE SUMMARY

Photography is one of the creative economic sub-sectors that are currently developing in Indonesia. In 2013, the contribution of the Gross Value Added to the film, video and photography sub-sectors reached 8.4 trillion with an average growth of 6.94% (from 2010 to 2013). In addition, the number of the Indonesian workers in this sub-sector amounted to 63,755 with an average growth of 3.85% (from 2010 to 2013). This makes the Indonesian government supports the development of the photography industry by making a national photography development planning policy for 2015-2019. Furthermore, more research highlights the needs for photographers in terms of comfort, practicality, and safety while carrying out photographic activities.

The Sunday Shutter, as the first local brand that comes with an innovation in casual design for photography clothing, has become a solution for the needs of photographers. The Sunday Shutter offers photography clothing with special features like pockets for storing photographic accessories, such as lens caps, SD cards, and batteries, also equipped with an attachable microfiber cloth to clean the camera lens. The presence of the Sunday Shutter as a photography clothing also enables the users to feel more confident as they are perceived to be reliable photographers in the eyes of the clients.

The target Sunday Shutter consumers are semi-professional photographers, aged between 18 and 34 years, who live in Jabodetabek. The Sunday Shutter's first photographic clothing collections offers two designs, namely: Vignette and Vibrant Collection, each of which has three color choices.

The Sunday Shutter will reach the target market through the online media, such as websites, e-commerce, and social media, as well as offline media, such as consignment with camera shops, and clothing stores. Presenting photography clothing by providing the best consumer experiences to our consumers is a form of the Sunday Shutter's values and efforts to have a positive impact on the market.

Keywords	:	Photography apparel, casual design, high accessibility, semi-professional photographer, and functional apparel.
Field of Business	:	Fashion