

RINGKASAN EKSEKUTIF

Lima Gundu adalah sebuah bisnis yang bergerak dalam industri kreatif dengan bentuk penyelenggara acara yang memiliki fokus dalam melestarikan permainan tradisional. Bisnis Lima Gundu didasari oleh beberapa hal; dampak globalisasi yang menyebabkan anak terpapar *gadget*, lahan di perkotaan yang semakin sempit sehingga mengurangi lahan lapang untuk anak-anak melakukan aktivitas fisik, dan semakin berkurangnya perhatian kepada permainan tradisional.

Layanan yang ditawarkan Lima Gundu berbentuk acara, yaitu *workshop* dimana Lima Gundu menjadi promotor dan juga berupa *event organizer* atau pemasok wahana permainan tradisional untuk acara lain. Pada acara tersebut, peserta mendapatkan pengetahuan sekaligus praktik secara langsung permainan tradisional. Selain itu, Lima Gundu juga menjual *merchandise* berupa alat-alat permainan tradisional.

Untuk memenuhi target penjualan, Lima Gundu membentuk sebuah tim yang dapat bekerja fleksibel sesuai keadaan lapangan karena pekerjaan dan waktu kerja pada bisnis *event organizer* tidak tetap. Bahkan satu orang dapat memegang lebih dari satu proyek dalam satu bulan.

Pada akhir Juli 2016, pemasukan Lima Gundu adalah sebesar Rp26.814.000,00. Sesuai peluang yang ada, Lima Gundu memiliki target pasar yaitu Pria dan Wanita berdomisili Jakarta dengan SES A dan B berusia 18-44 tahun.

Konsep memberikan pengenalan, pelestarian, dan edukasi kebudayaan Indonesia secara menyenangkan melalui permainan tradisional merupakan jiwa utama dari bisnis ini.



EXECUTIVE SUMMARY

Moving in a creative industry, Lima Gundu is a business which has its focus on preserving Indonesian traditional games. Observing at the urban city phenomenon with vast growth in business districts also housing and property, public spaces for children to conduct outdoor activities are decreasing drastically every year. Major traffic problem cuts children spare time to do extra activities after school. Moreover, children shift their focus on playing with gadgets which is the major drawback of technology development. Furthermore, modernization takes huge space in city affecting its citizen to care less about traditional games. Seeing those as opportunities, Lima Gundu decided to become an active role in the society.

Lima Gundu offers workshops which Lima Gundu becomes the promotor and event organizer. Lima Gundu provides workshop where participants can also play traditional games. This event's main focus is to educate the participant about Indonesian traditional games including the benefit, how to play, and the philosophy. Lima Gundu also sells the tools of the traditional games as the official merchandise.

In three months, Lima Gundu develops its service where Lima Gundu becomes an event organizer or a traditional games supplier for client's event. Demand from relatives and an urge to compete with similar business lead Lima Gundu to launch this product.

To fulfill the sales target, Lima Gundu creates a team. For its keep changing surroundings, the company recruits people who can work in flexible condition-

corresponding to its current state. Even one person could responsible for more than one project in a month.

At the end of July 2016, the income from workshop Rp26.814.000,00. Looking at the opportunities, Lima Gundu has several criteria for the target market, which are Male and Female in Jakarta with SES A and B, aged 18 until 44.

Introducing, preserving, and educating Indonesia traditional games in a fun way is the core soul of this business.

