ABSTRACT

***FEASIBILITY AND BUSINESS SUSTAINABILITY ANALYSIS OF NOTIONBOX* CV KOTAK KREATIF INDONESIA**

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This study aims to analyze the feasibility and business sustainability of NotionBox, a creative agency that operates in Makassar. *This study is motivated by the importance of business development plan mapping through in-depth analysis of the business's main aspects, as well as the long-term sustainability, particularly in the sector of a very dynamic creative industry.*

This study applied a descriptive approach. The data were collected through in-depth interviews with the internal parties of NotionBox, which were later analyzed descriptively according to five main aspects of the feasibility study, namely legal, market and marketing, technical and operational, management and organization, and finance, as well as three pillars of sustainability, namely economy, social, and environment.

The result of the study shows that NotionBox business is considered feasible for development and has sustainable potential; however, several aspects need to be anticipated, such as the legal status and financial structure of NotionBox, which are still attached to CV Kotak Kreatif Indonesia. *In addition, the technical and operational aspects, including facilities development, require strengthening to ensure they do not merely become a burden on the business. Therefore, a feasibility analysis should be carried out comprehensively at the parent company level for risk mitigation and long-term development strategy in a comprehensive manner. Thus, NotionBox has the potential for sustainable growth in the local creative industry, with a more comprehensive development strategy if considered at the parent company level.*

Keywords: Feasibility Analysis, Business Sustainability, Creative Industry

Translated by:
The AgencyES
Language Institute
File No.: 693-S1-125113