

ABSTRACT

Clicksquare is an example of a company that adapts sharing economy. Besides providing space and facilities, Clicksquare also provides community development where Clicksquare develops creative community that has potential through incubation services. Because of the different concept, the applied business model is unknown.

This research aims to determine the business process at Clicksquare Indonesia, to know the business model of Clicksquare Indonesia using Sharing Business Model Compass, and to know the strategy that applied by Clicksquare Indonesia in increasing the creative industries in Bandung City.

The method used to get the data is interviewing three speakers, i.e. Antariksa Erlanda as the CEO of Clicksquare Indonesia, Eric Wiradipoetra as the Program Director of 7th Sky Foundation, and Guruh Ramadian as the Chairman of 7th Sky Foundation.

Based on the data processing, it can be seen that there are 2 different business process at Clicksquare Indonesia, which involves Clicksquare as an intermediary of the user and community, and which doesn't involves Clicksquare as an intermediary of the user and community. In addition, Clicksquare's business model using sharing business model compass is already good. It can be seen from the numbers of platform type used, as well as transaction types that not only use the balance in the mobile apps but also use points.

And the strategy that used by Clicksquare in increasing creative industries is (1) empower and develops communities, (2) cooperate with other creative hub in Bandung City, and (3) held a workshop with communities as the speaker.

Keywords: Sharing Economy, Creative Industries, Business Process, Sharing Business Model Compass, Creative Industries Improvement Strategies