

ABSTRACT

Photography in Indonesia has evolved into an expressive medium that plays a significant role in cultural, technical, and economic progress. Thirteen.pose emerges as an innovative photography platform that facilitates collaboration between freelance photographers and clients through digital services utilizing multichannel marketing strategies on TikTok and Instagram. This thesis explores the digital marketing strategies, business feasibility, and operational planning of Thirteen.pose to enhance its competitiveness in the dynamic photography market.

This study employs a qualitative method, analyzing internal and external environments through the SWOT model. The findings reveal significant potential through digital marketing on social media platforms, despite challenges such as service consistency and intense competition. Financially, Thirteen.pose demonstrates promising profitability with positive cash surplus and net profit during the evaluation period. Proposed strategies include resource management, digital marketing optimization, and service diversification to expand market reach.

This thesis provides strategic recommendations to improve service quality and sustain Thirteen.pose's growth as a competitive and adaptive freelance photography agency in an evolving market landscape.

Keywords: *freelance photography, digital marketing strategy, business feasibility, business plan*