PERBEDAAN BUSINESS MODEL CREATIVE SUITE
DAN CREATIVE CLOUD DALAM BUSINESS MODEL CANVAS

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ABSTRACT

Adobe has just launched a new innovation from its series of products – *Adobe Creative Cloud*. This innovation will affect the digital creative industry since Adobe products are known as industry standard in digital creative. The old *Creative Suite* and the new *Creative Cloud* has different *Business Model* which need to be identified the difference between them. This research will provide a comprehensive comparison between *Adobe Creative Suite* and *Adobe Creative Cloud* using *Business Model Canvas* The result shows that there are various improvement in each element in *Business Model Canvas*. *Adobe Creative Cloud* also implements subscription model, freemium model, and multiplatform *Business Model*. These findings could have raised some trends in software business such as cloud computing, data security & privacy, and piracy.

Kata Kunci : *Business Model*, *Business Model Canvas*, *Creative Suite*, *Creative Cloud*

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Adobe telah meluncurkan sebuah inovasi baru dari beberapa produk yaitu *Adobe Creative Cloud*. Inovasi ini berpengaruh kepada industri digital kreatif karena produk *Adobe* memang sudah menjadi standar industri dalam industri digital kreatif. *Creative Suite* dan *Creative Cloud* memiliki *Business Model* yang berbeda sehingga diperlukan identifikasi perbedaan antara dua produk tersebut. Penelitian ini memberikan perbandingan secara komprehensif antar *Adobe Creative Suite* dan *Adobe Creative Cloud* menggunakan *Business Model Canvas*. Hasilnya menunjukkan bahwa terdapat beberapa perkembangan di setiap elemen *Business Model Canvas*. *Adobe Creative Cloud* mengimplementasikan *Subscription Model*, *Freemium Model*, dan *Multiplatform Business Model*. Temuan ini menunjukkan adanya tren pada industri perangkat lunak seperti *Cloud Computing*, keamanan data dan privasi, serta pembajakan.

Kata Kunci : *Business Model*, *Business Model Canvas*, *Creative Suite*, *Creative Cloud*