

Budaya Kaizen di Cover Corporation (Studi Kasus: VTuber Hololive Indonesia)

ABSTRAK

Cover Corporation, perusahaan rintisan asal Jepang yang didirikan oleh Motoaki Tanigo, telah berhasil mengintegrasikan Kaizen, sebuah filosofi yang berpusat pada peningkatan berkelanjutan, ke dalam strategi ekspansi globalnya, terutama di industri virtual YouTuber (VTuber) yang berkembang pesat. Penelitian ini bertujuan untuk menganalisis bagaimana prinsip-prinsip Kaizen mempengaruhi efisiensi operasional dan adaptasi konten Cover Corporation di pasar Indonesia, yang memiliki karakteristik budaya, sosial, dan ekonomi yang unik. Penelitian ini mengidentifikasi elemen-elemen utama Kaizen, termasuk keterlibatan karyawan, peningkatan inkremental, dan penghapusan pemborosan, serta mengkaji penerapan praktisnya dalam ekspansi internasional Cover Corporation. Hololive Indonesia, sebagai studi kasus, mewakili perpaduan baru antara budaya pop Jepang, teknologi, dan hiburan virtual. Penelitian ini menyoroti tantangan yang dihadapi Cover Corporation dalam mengadaptasi kontennya dengan preferensi lokal, sambil mempertahankan identitas global Hololive. Penelitian ini menggunakan pendekatan kualitatif. Data penelitian dikumpulkan melalui metode observasi dan dokumen. Temuan penelitian menunjukkan bahwa Kaizen tidak hanya meningkatkan efisiensi ekspansi Cover Corporation di Indonesia, tetapi juga memperkuat daya tarik Hololive dengan mendorong inovasi, keterlibatan budaya lokal.

Kata Kunci: Cover Corporation, budaya Kaizen, ekspansi internasional, multinational corporation

ABSTRACT

Cover Corporation, a Japanese startup founded by Motoaki Tanigo, has successfully integrated Kaizen, a philosophy centered on continuous improvement, into its global expansion strategy, particularly in the rapidly growing virtual YouTuber (VTuber) industry. This study aims to analyze how Kaizen principles have influenced Cover Corporation's operational efficiency and content adaptation in the Indonesian market, which is characterized by its unique cultural, social, and economic environment. The research identifies the primary elements of Kaizen, including employee involvement, incremental improvements, and waste elimination, and examines their practical application in Cover Corporation's international expansion. Hololive Indonesia, as a case study, represents a novel intersection of Japanese pop culture, technology, and virtual entertainment. This research highlights the challenges Cover Corporation faced in adapting its content to local preferences, while maintaining the global identity of Hololive. This research employs a qualitative approach. This research obtain data through observations and official document, to offer insights into the intersection of Japanese business culture and international market dynamics. The finding of this research suggest that Kaizen not only enhances Cover Corporation expansion in Indonesia but also strengthens the brand's appeal of Hololive by fostering innovation, local engagement.

Keyword: *Cover Corporation, Kaizen culture, international expansion, multinational corporation*