

Innovative Entrepreneurship Case Study for Virtual Business: The Cultural Phenomenon of Rentaru Kareshi in a Post Modern Consumer Society



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ABSTRACT: This research explores the cultural phenomenon of Rentaru Kareshi as an innovative manifestation of entrepreneurship in virtual business among consumers in postmodern society. Rentaru Kareshi, or girlfriend rental service, is a service that offers temporary social connections through virtual and face-to-face media, reflecting changing social dynamics and identity expressions in the digital era. Using qualitative methods and a case study approach, this research analyzes various aspects of this business model, including business opportunities, marketing strategies and operational procedures. The research focus is the Instagram application on the Sewapacarbdbg account, namely @sewapacarbdbg, then the researcher will conduct in-depth interviews with informants. The data analysis technique used is the Manual Data Analysis Procedure (MDAP), from the results of interviews accompanied by triangulation of sources and theories to produce findings regarding Business Opportunities which link the themes to the propositions Inspiration, Benefits, Recognizing Needs, Current Trend, Think Uniquely and Innovatively. by using Marketing Strategy Contact Form, Advertising System, Payment System and Rental Partner operational systems, Vision Rental Partner, Agency Rental Partner, Talent Rental Partner. The research results show that Rentaru Kareshi not only meets consumers' emotional and social needs but also creates a new market niche in the digital economy. The service successfully combines effective advertising strategies and an efficient payment system to build strong and sustainable customer relationships. This research contributes to a deeper understanding of innovative business opportunities in a postmodern consumer society and offers valuable insights for the development of business strategies in the context of an evolving digital economy.

KEYWORDS: Rentaru Kareshi, innovative entrepreneurship, virtual business, postmodern consumer society, marketing strategy,

I. INTRODUCTION

Postmodern consumer society is a social phenomenon in which individual identity and social meaning are increasingly shaped by the consumption of goods and services rather than production or employment (Warde, 2022). In these societies, lifestyle and self-image take center stage, with consumption not only fulfilling basic needs, but also a means of expressing oneself, gaining status, and building social identity (Woodward, 2023). Digital technology and social media amplify this trend by providing a platform for individuals to showcase their consumption choices (Ekklesia, 2024). This has resulted in cultural values centered on hedonism, a plurality of lifestyles, and the search for unique and personal experiences (Yang & Kirillova, 2023). In this context, consumers tend to chase novelty and variety, often valuing the symbolism and story behind the product more than its functionality (Airoldi & Rokka, 2022). This phenomenon is also characterized by market fragmentation, where producers try to meet the specific needs of various consumer groups, creating diverse niche markets (Wight, 2021). Overall, postmodern consumer society reflects a fundamental shift in the way individuals interact with the world around them through the lens of consumption. The concept of postmodernism is not yet widely accepted or even understood (Atanasova, 2021; de Haas et al., 2020).

The cultural phenomenon of Rentaru Kareshi, or girlfriend rental service in Japan, is an entrepreneurial innovation in virtual business that is relevant to a postmodern consumer society (Sanasi et al., 2020). In this case study, unannounced purchasing for value reflects the way in which emotional and social needs are accommodated through the commodification of interpersonal relationships (Jyoti & Efraxia, 2023). On the one hand, the service offers a practical solution for individuals seeking emotional and social experiences without the burden of long-term commitments, reflecting an innovative response to the fast-paced and often isolating dynamics of urban life (Zhang & Gu, 2021). On the other hand, it raises ethical and social issues about the

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commercialization of human relationships, where intimacy and authenticity are traded as services (Kraus & Marchenko, 2021). This phenomenon underscores how postmodern consumer society blurs the lines between commodity consumption and emotional need fulfillment, and highlights the potential and challenges in developing innovative virtual business models (Fadillah et al., 2024). The Rentaru Kareshi phenomenon also shows how technology and digitalization play an important role in shaping consumption patterns and social interactions in postmodern society (Dirkareshza & Agustanti, 2023). This service utilizes digital platforms to reach consumers, offering easy access and flexibility in selecting and scheduling meetings. In the context of innovative entrepreneurship, this business model demonstrates the ability to identify and fulfill specific market niches, namely the need for temporary relationships and emotional support that are often overlooked by traditional services (Mehta, 2021). However, behind the convenience and comfort offered, there are challenges in maintaining a balance between commercial and ethical values, especially in maintaining authenticity and emotional well-being for both service providers and consumers (Huang & Lin, 2020). Additionally, Rentaru Kareshi reflects a shift in values in a postmodern consumer society, where social existence and self-gratification are increasingly achieved through the consumption of experiences rather than the ownership of goods (Xie et al., 2020). This kind of consumption emphasizes the importance of personal narratives and the self-image that individuals want to build and display in the digital era (Huang & Lin, 2020). Overall, these case studies illustrate the complexity and dynamics of modern markets, where business innovation must continually adapt to rapidly changing consumer needs and preferences, while considering the social and ethical implications of the services they offer (Xie et al., 2020).

The Sewapacrbdgg business, a virtual and offline partner rental service in Indonesia, is an adaptive response to the Rentaru Kareshi culture originating from Japan. This phenomenon highlights how emotional and social needs in modern society can be met through the commodification of interpersonal relationships (Eto, 2020). Sewapacrbdgg captures the essence of Rentaru Kareshi culture by offering practical solutions for individuals seeking romantic and social experiences without long-term commitment, whether through virtual interactions or in-person meetings. In the Indonesian context, Sewapacrbdgg creates a diverse market niche by identifying the specific needs of various consumer groups, such as busy professionals, lonely individuals, or those who want to avoid the social pressures of conventional relationships. Thus, these ventures not only provide relevant and innovative services, but also reflect market fragmentation in postmodern consumer societies. Sewapacrbdgg is an example of how Rentaru Kareshi culture can be adapted and applied in local contexts, showing great flexibility and potential in developing business models that suit local social and cultural dynamics (Podgórski et al., 2020). Sewapacrbdgg also shows how technology and digitalization can be leveraged to support and expand these services. By offering virtual options, Sewapacrbdgg allows for more flexible and convenient interactions, reaching consumers who may not be able or willing to meet in person. This is in line with global trends in a postmodern consumer society that prioritizes ease of access and personalization (Galego et al., 2022). In addition, offline services provide consumers with the opportunity to experience more real face-to-face intimacy and interaction, fulfilling emotional needs that cannot be fully met virtually. The success of Sewapacrbdgg can also be seen as an indication of changing values in Indonesian society, where the consumption of experiences is starting to shift the importance of material possessions (Dahesh et al., 2020). These services enable individuals to pursue happiness and satisfaction through personalized experiences, reflecting a shift in values toward the search for meaning and identity through consumption (Ingram et al., 2020). However, ethical and social challenges remain, especially in maintaining authenticity and emotional well-being for both service providers and consumers. In this way, Sewapacrbdgg is not only an answer to the Rentaru Kareshi phenomenon in Indonesia, but also serves as an interesting case study of how entrepreneurial innovation can adapt to evolving cultural needs and values. This venture shows great potential in developing business models that are not only economical but also responsive to the complex social dynamics of modern society (Macnaghten, 2020).

This research makes a significant contribution to the field of innovative entrepreneurship scholarship, especially in the context of virtual business (Pollack et al., 2021). By analyzing the cultural phenomenon of Rentaru Kareshi and its implementation through services such as Sewapacrbdgg in Indonesia, this research offers deep insight into how emotional and social needs can be commodified and adapted to local market dynamics (Lounsbury et al., 2021). This study shows how market fragmentation allows the creation of diverse market niches, where services can be tailored to meet the specific needs of different consumer groups (Macnaghten, 2020). Additionally, this research underscores the importance of digital technologies in expanding the reach and flexibility of services, which are important characteristics of modern virtual businesses.

The main contribution of this research lies in understanding cultural adaptation and business innovation in global and local contexts (Manjon et al., 2022). This research offers a theoretical and practical model of how innovative entrepreneurship concepts can be applied in various cultures and markets. It also opens discussion about the ethical and social implications of the commercialization of interpersonal relationships, providing a foundation for further research on the balance between commercial values and emotional well-being. Overall, this research enriches the literature on innovative entrepreneurship by connecting

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socio-cultural dynamics with business strategy (Badghish et al., 2023), providing guidance for practitioners and academics in developing and implementing business models (Gupta & Etzkowitz, 2021) that are adaptive and responsive to the needs of modern consumers (Saeedikiya et al., 2024).

II. THEORITICAL REVIEW

Innovative Entrepreneurship

Innovative Entrepreneurship Theory focuses on creating value through the introduction of new products, services, processes or business models that meet unmet market needs or create new markets (Malerba & McKelvey, 2020). This theory emphasizes the importance of innovation as the core of entrepreneurial activity, where innovation is not just about new technology, but also about new ways of doing business, understanding markets, and engaging customers. Innovation can take the form of developing new products or services that did not exist before or significant improvements to existing products or services. This may include new technology, additional features, or new methods of providing services. Innovation is not only limited to products or services but also to the way they are produced or delivered (Donner et al., 2020). This includes the introduction of more efficient production techniques, automation, or more effective management methods. Develop new business models that change the way value is created and delivered to customers. Examples include subscription models, freemium, or platform-based models that connect different groups of users. Innovative entrepreneurship often involves identifying and creating new markets that are not yet met by existing players. This can involve discovering hidden needs or creating new needs through marketing and education. Innovative entrepreneurship requires the ability to quickly respond to changes in the market environment, including changes in technology, consumer preferences, and regulations. Technology is often the main driver of innovation in entrepreneurship. Utilizing new technology can open up opportunities to develop products and services that were not possible before. Innovation often comes from collaboration between multiple stakeholders, including companies, governments, academia, and customers. Building an ecosystem that supports innovation can increase the chances of success. This theory highlights that entrepreneurship is not just about starting a new business, but also about finding new ways to create value. Innovation is considered a critical factor that allows businesses to compete, survive and grow in a dynamic and often uncertain environment (Hasche et al., 2020). In the context of globalization and digitalization, innovative entrepreneurship theory becomes increasingly relevant because it provides a framework for entrepreneurs to identify new opportunities and develop solutions that meet evolving market needs (Osborne, 2020).

Virtual Business Theory

Virtual Business Theory is a conceptual framework that describes business operations and strategy that focuses on the use of digital technology and virtual infrastructure to conduct business activities. The virtual business concept describes a business entity that is not limited by traditional physical boundaries (Reit, 2022), such as a physical office or store location, but operates entirely or largely in cyberspace. Virtual businesses utilize online platforms, applications and digital communication tools to connect with customers, business partners and staff virtually. This concept covers various aspects, including e-commerce, digital services, platform-based business, and cloud-based team collaboration (Yrjölä et al., 2021). In virtual businesses, key business transactions and interactions, such as product sales, customer service, and operational management, are conducted online via websites, mobile applications, or digital communications platforms. This allows businesses to reach a wider audience, improve operational efficiency, and reduce overhead costs associated with physical infrastructure. Virtual business strategy includes developing and marketing digital products, building online communities, integrating technologies that enable business process automation, and data analysis to understand customer behavior. Flexibility, scalability and adaptability are key in virtual business, because businesses must be able to adapt to changes in technology and consumer preferences. Virtual businesses also pose unique challenges, including data security, user privacy, and legal issues related to the online environment (Mishra & Mishra, 2022). However, with its significant benefits in terms of global market access, lower operational costs and the ability to innovate quickly, virtual business continues to be an important area in the modern digital economy. Virtual business theory provides a foundation for understanding how digital technology is changing the way we do business and interact, and provides guidance for developing and managing successful businesses in this digital era (Cocconi & Villarreal, 2020).

Postmodern Consumer Society

Postmodern Consumer Society is a concept that describes a change in cultural and economic paradigms, in which consumption becomes central to individual identity and social structure (Best, 2020). In this society, traditional values of need and satisfaction are replaced by the search for experience, exploration of self-identity, and expression through consumption (Angus, 2022). Individual identities are increasingly shaped by consumption preferences, lifestyle and brand image, while values such as brand

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loyalty and sustainability often become secondary to the pursuit of pleasure and personal satisfaction. Technology and social media reinforce this trend by facilitating self-expression and the exchange of consumption information between individuals, creating an environment in which personal and social images are increasingly distorted by the logic of consumption (Poster, 2020). Postmodern consumer society is also characterized by market fragmentation, in which producers seek to meet the increasingly specific needs of various consumer segments, creating a diversity of products and services and diverse market niches. This reflects the transition from an economy based on production to one centered on consumption, where cultural, economic and social values are increasingly intertwined in forming collective identities. Thus, postmodern consumer society creates new challenges and opportunities in terms of identity, culture and economics, which require deep understanding and creative responses from various parties including consumers, producers and policy makers (Bekh et al., 2020).

Rentaru Kareshi Culture

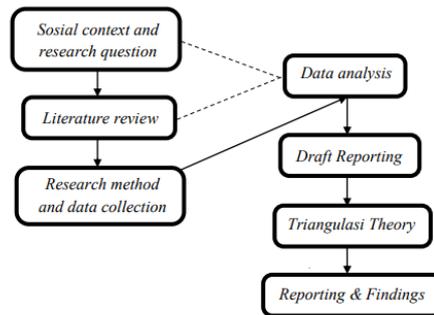
Rentaru Kareshi culture, or girlfriend rental services, is a phenomenon that reflects the changing dynamics of social relationships and expressions of identity in contemporary society, especially in Japan (Jusup et al., 2022). In these cultures, individuals may hire partners for a variety of purposes, from accompanying them at social events to obtaining emotional and intimate support without long-term commitment. Rentaru Kareshi offers experiences tailored to individual needs and preferences, reflecting a shift from traditional relationships based on commitment towards more flexible and customized relationships (Morgan-Thomas et al., 2020). This phenomenon reflects the complexity of social and psychological relationships in modern society (Matten & Moon, 2020) (Cencetti et al., 2021), where individuals often face pressure to meet social expectations and build emotionally satisfying relationships. Rentaru Kareshi provides an alternative for individuals who may have difficulty meeting these expectations or face the limitations of time and commitment required in traditional relationships. However, beyond the convenience and flexibility it offers, this phenomenon also raises questions about cultural values, ethics, and mental health, especially related to inauthentic experiences of intimacy and the potential to reinforce social isolation. Rentaru Kareshi culture also reflects the adoption of technology and digitalization in shaping social and economic interactions. The online platform facilitates partner rental in an efficient and anonymous manner, allowing individuals to access this service easily (Trujillo-Torres et al., 2023). This phenomenon also reflects how digital technology and social media influence the way individuals build relationships and express identity in contemporary society.

Overall, Rentaru Kareshi culture is a reflection of the complexity of social, economic, and technological dynamics in modern society. It highlights new challenges and opportunities in terms of social interactions, intimate relationships, and individual identity in an ever-evolving digital era.

III. RESEARCH METHODS

In this research, a qualitative method (C. Rofiah, 2023) with a case study approach ((C.Rofiah, 2023) is used to investigate the theme of entrepreneurial innovation in virtual business. A qualitative approach allows researchers to explore in depth the complex aspects of innovative entrepreneurship, such as entrepreneurs' motivations, implemented business strategies, challenges faced, and their impact in a virtual business context. The case study approach, in this case, allows the researcher to gain an in-depth understanding of a specific case or example of an innovative virtual business. By using qualitative methods, this research can explore in detail how entrepreneurs run their virtual businesses, how they innovate in product or service development, and how they respond to changes in the business and technological environment. Through interviews, observations and document analysis, this research can reveal the entrepreneurial strategies used by entrepreneurs in facing challenges and exploiting opportunities in virtual business. The case study approach allows researchers to analyze specific cases within a broad context, enabling in-depth investigation of the theoretical and practical implications of entrepreneurial innovation in virtual business. Thus, this research can provide valuable insights for the understanding of the factors that influence the success and failure of virtual businesses, as well as highlight trends and challenges in innovative entrepreneurship in this digital era. With the Methods model Simple Research Design With triangulation theory. Simple qualitative research can still be compiled without having to carry out lengthy discussions but can still be accounted for (Rofiah, 2021). This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:

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Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

Researchers will make observations on the Instagram application on the Sewapacardgg account, namely @sewapacardgg, then the researchers will conduct in-depth interviews with informants. Informant interview (in-depth interview) by owner and talent from Sewapacardgg. This research starting February 2024 until this research was completed.

Research Informant

In this research, informants were determined using the purposive snowball sampling method. This method was chosen because of its relevance in obtaining informants who have knowledge and experience relevant to the research theme, namely entrepreneurial innovation in virtual business. With the purposive snowball sampling method, the researcher deliberately selects informants who are deemed to have valuable and relevant insights for inclusion in the research, and then uses them as a starting point for referring additional appropriate informants.

No	Informant's Name	Gender	Position
1	Jeje	Female	Owner Sewapacardgg
2	Dydy	Female	Talent Sewapacardgg
3	Ahmad	Male	Talent Sewapacardgg

Source: Researcher Data, 2024

Data Collection Technique and Triangulation

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021)

IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis

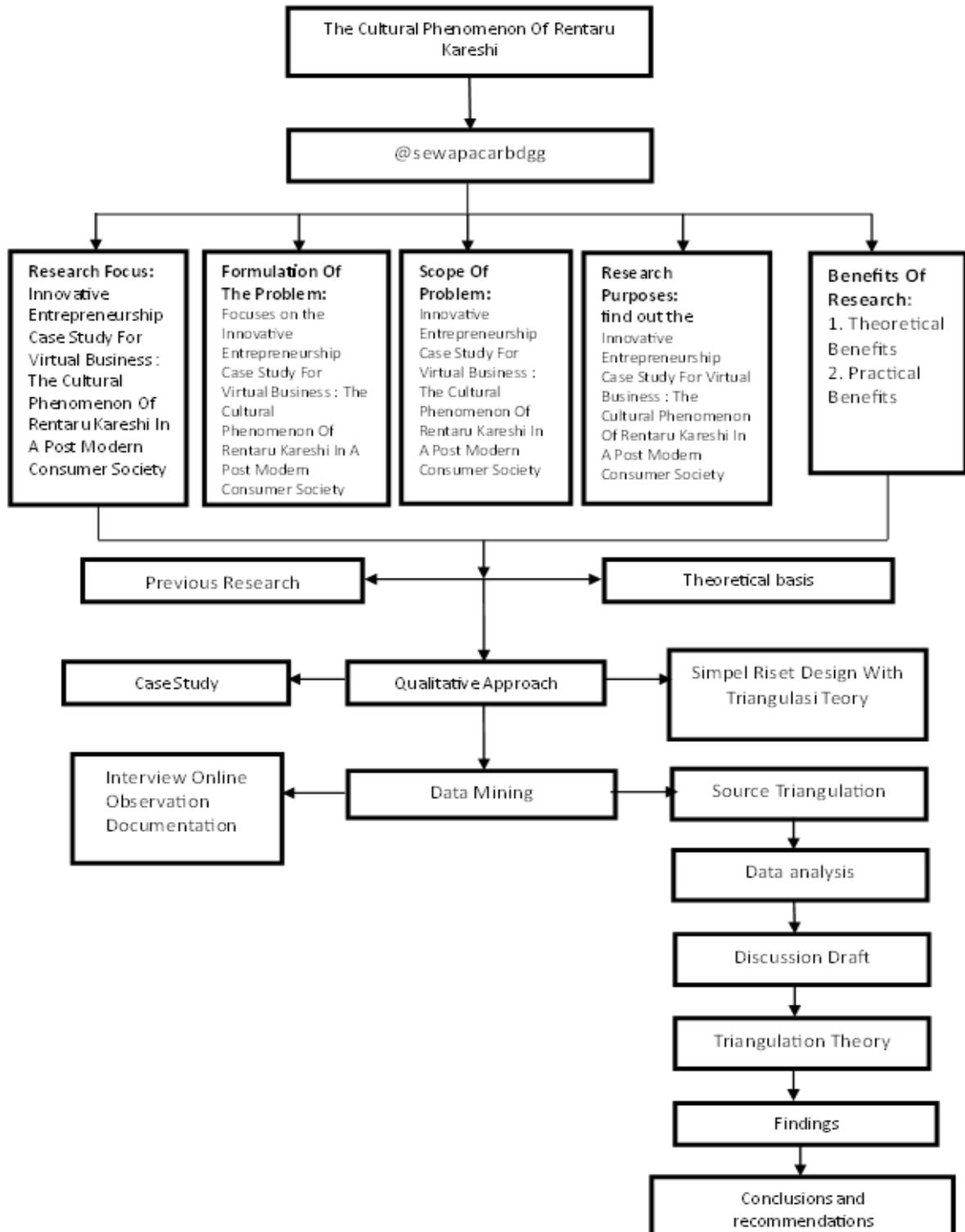
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process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

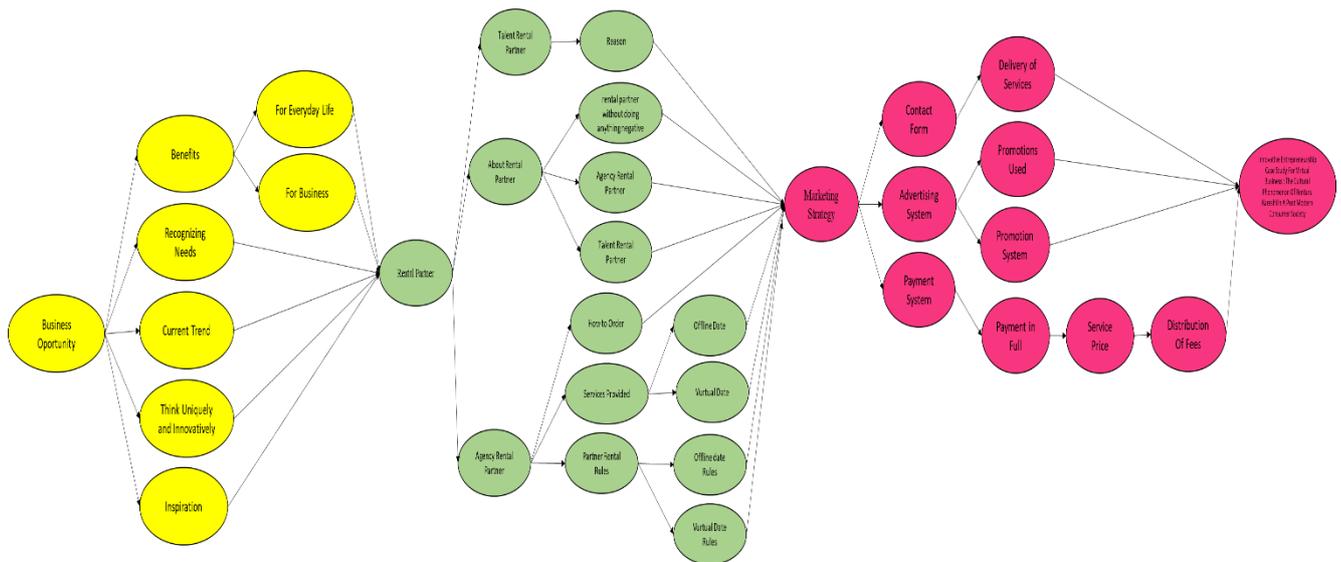
Research Line of Thought

The framework of this research can be described as follows:



Source: Researcher, (2024)

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Source: Research proposition, 2024

DISCUSSION

I. Business opportunities

I.1 Inspiration

"...the important thing is that we work halally and don't do negative things, either from talent or I as the owner can get positive benefits from this work" (Jeje, 2024)

A statement from Jeje as the owner of Sewapacardbgg, the inspiration for continuing to maintain this partner rental business is because partner rental is a halal job because they don't do negative things. Positive benefits are also obtained from both the owner and talent.

I.2 Benefits

I.2.1 Benefits for someone's interests in everyday life

"...get to know a lot of new people" (Jeje, 2024)

From the results of an interview with Jeje, who is the owner of Sewapacardbgg, he said that the benefit of the partner rental business for the owner and talent's daily life is having lots of new people to meet.

I.2.2 Benefits for someone's interests in the business world

get pocket money for everyday life

"...you can get pocket money just for everyday use" (Jeje, 2024)

The results of an interview with Jeje, owner of Sewapacardbgg, the benefit of being a talent or owner is that you can get pocket money for your daily life.

I.2.3 Bigger benefits

"The benefits are bigger, compared to part time, it's bigger for a day here" (Dydy, 2024)

The results of the interview with Dydy, talent Sewapacardbgg, the benefits of being a talent are that the benefits for one day are greater from being a talent rental partner than part time work.

I.2.4 Recognize Needs

- Playmates, ex-girlfriends, friends at family events

"Yes, I need friends to play with, to entertain my ex, I need friends to go to family events like that" (Jeje, 2024)

Statement from Jeje as the owner of Sewapacardbgg, partner rental services are useful for clients to help fulfill their desires as playmates, make jealous partners who are no longer together, and as friends when going to family events.

- Become a tour guide

"... also be a tour guide for them when they are in Bandung" (Ahmad, 2024)

From the results of the interview with Ahmad, who is a talent from Sewapacardbgg, rental partner services are useful for clients to help accompany clients while in Bandung and become tour guides while clients are in Bandung.

I.2.5 Current trends

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"Indeed, this couple rental service first existed in Japan, coincidentally I am also a talent at another agency" (Jeje, 2024)

Regarding the current trend, it creates a rental partner business opportunity because this trend existed in Japan first and is supported by the experience of the owner who has been a talent at another agency.

I.2.6 Think uniquely and innovatively

Open minded, afraid of being confused with open BO

"Just so that more people are known, sis, and people can accept it well, that means they don't misunderstand this thing about dating, especially parents like mothers and fathers like that, aren't they yet open minded, so I'm afraid it's being played like an open bo, which is rude" (Jeje, 2024)

Responding to the negative stigma of society regarding the rental partner business which is always equated with the open BO business or prostitution, Jeje as the owner of Sewapacarbdbg hopes that people will be open minded or think more openly and not misunderstand this partner rental business.

It's different like prostitution because there are rules

"It was explained that this business is more positive and different from prostitution because we have rules. As it is, there is nothing to cover up" (Ahmad, 2024)

Ahmad as a Sewapacarbdbg talent responded to the negative stigma of society regarding the rental partner business by explaining that the rental partner business is more positive and different from the prostitution business as people think because the rental partner business has applicable regulations.

In a business context, "business opportunities inspiration" refers to ideas or concepts that arise as a result of discovering or observing potential business opportunities. This can come from a variety of sources, such as market trends, unmet consumer needs, technological changes, or innovation in a particular industry. Inspiration for business opportunities often arises from careful observation of the business environment, market needs, or problems faced by consumers. Business opportunities inspiration can arise in a variety of ways, including: Identifying new or emerging trends or patterns of consumer behavior can be a source of inspiration for creating new products or services that meet emerging needs or desires. Technological developments often open up new opportunities to create innovative solutions or improve existing business processes. Inspiration for utilizing new technology in business can come from recent technological discoveries or developments in related industries. Identifying a need or problem that has not been addressed by the market can be an inspiration to create a new or better product or service. Sometimes, inspiration for a business opportunity can come from personal experiences or observations about difficulties or needs faced in everyday life. It is important to note that business opportunities inspiration is the first step in the business development process. Once the idea or concept has emerged, the next step is to conduct in-depth market research, validate the concept, and develop a comprehensive business plan before implementing the idea into a real business. Thus, business opportunities inspiration is an important initial stage in turning ideas into real business opportunities.

II. Rental Partners

Rental Partner is a business that hires men or women who are paid to accompany them on dates, travel or spend time together like a couple.

II.1 About Rental Partners

II.1.1 Hire a partner without doing anything negative

"A partner rental service is a service where you can rent a girlfriend and we provide this service, namely a girlfriend rental service without doing anything negative like a staycation" (Jeje, 2024)

From the results of an interview with Jeje, who is the owner of Sewapacarbdbg, he said that partner rental is a partner rental service without doing negative things such as staycations.

II.1.2 acquaintance but paid

"Couple rental services may book people, but not in a negative way, yes, but more so if you're going on a date with someone like that, and if you get to know someone, sometimes you get to know them for free, but here the system is paid, that's just how the time is scheduled." (Dydy, 2024)

From the results of the interview with Dydy, who is a talent from Sewapacarbdbg, the rental partner is booking people for dates or dates. The system of getting to know the opposite sex is not free but getting to know the opposite sex is paid.

II.1.3 Accompanying people but not feeling

"Girlfriend rental services are rented to accompany someone but not for feelings" (Ahmad, 2024)

From the results of the interview with Ahmad, who is a talent from Sewapacarbdbg rental partner is renting a girlfriend to accompany someone as a renting partner but not feeling or without feelings and remaining professional in working as a talent.

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II.2 Agency Rental Partner

II.2.1 Background for the side

"I took this business just for the side because it doesn't take up too much time and energy, it's flexible too. the benefits are more profitable than my job, even though there is no basic salary from this business, the monthly income is more guaranteed. also because this business also increases relationships" (Jeje, 2024)

Statement from Jeje as the owner of Sewapacarbegg, the reason for choosing a partner rental business over other businesses is for side work or what we usually call freelance, the second reason is that work in a partner rental business does not take time and energy and the time can be flexible to adjust to the main job. Another reason is because the income from this partner rental business is more guaranteed than the income from your main job.

II.2.2 Services provided

II.2.2.1 offline date

"If it's an off date, it's like walking together, chatting, sharing" (Ahmad, 2024)

From the results of an interview with Ahmad, who is a talent from Sewapacarbegg, offline date provides services such as walking together, chatting and sharing.

II.2.2.2 virtual dates

"For virtual dates there is VC, chat" (Ahmad, 2024)

From the results of an interview with Ahmad, who is a talent from Sewapacarbegg, offline date provides services such as walking together, chatting and sharing.

II.2.2.3 Rental Partner Regulations

Offline dates have rules

"Offline dates have rules, namely you can only hold hands and embrace" (Jeje, 2024)

When taking offline date services, the agency has a rule that you can only hold hands and embrace or in other words put one arm around the shoulder and waist.

"Offdate clients are definitely required to include original KTP" (Dydy, 2024)

From the results of the interview with Dydy, who is a talent from Sewapacarbegg, for offline dates, clients must include original KTP as a rule and for the safety of the talent.

II.2.2.4 virtual dates have rules

"For example, on a virtual date, you can't save contacts, you can't chat with the client" (Jeje, 2024)

When taking virtual date services, the agency has rules, namely not allowing you to save contacts, you are not allowed to flirt or what is called love of location, that is, having feelings for each other.

The offline date rules at Sewapacarbegg are that the costs are fully borne by the client (transportation, meals, etc.), negative activities such as staycations are not allowed, you must include a photo of your KTP & facial photo as collateral, and make a reservation the day before the offline date takes place. Other rules for clients who will use rental partner services at Sewapacarbegg are that they are not allowed to keep talent contacts, they are not allowed to flirt or love the location and have feelings between the client and the talent and if this is violated, they will be subject to a fine of IDR 300,000, they are not allowed to discuss matters 18+ or 21+ which has a negative and detrimental odor, it is not permissible to give tips or bonuses directly to talent unless it is gofood, it is not permissible to ask for the talent's real identity such as personal social media accounts, addresses, etc., and lastly it is not permissible to invite the talent for a staycation or do other negative things.

II.2.2.5 how to order services

"Clients can select talent via Instagram Sewapacarbegg, then contact the admin via DM, after it is fixed, the client can fill in the order form and make payment" (Jeje, 2024)

To order partner rental services at Sewapacarbegg, first the client can select talent via Instagram @sewapacarbegg, after that the client orders via DM (Direct Message), after the admin replies by sending the order format, then the client fills in the order format and makes payment

II.2.2.6. Talent Rental Partners

a. Reason

Create a side job

"If I personally did a side job, that would be a shame because my main job is something else" (Dydy, 2024)

Based on the results of the interview, the reason for becoming a talent is as a side job (freelance) from a talent's main job. Another reason is because you are bored or in other words boredom, boredom, and have nothing to do, so talent to fill your free time from your main job is to become a talent at Sewapacarbegg boyfriend rental.

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Fill the free time

"Just to fill your free time from your main job" (Ahmad, 2024)

From the results of the interview with Ahmad, who is a talent from Sewapacarbegg, the reason for becoming another talent is to fill his free time from his main job.

Rental Partners' analysis involves a careful evaluation process of various aspects of the business, including the business model, financial performance, operations and growth potential. This process can be carried out through several structured steps. Researchers obtained data related to Rental Partners, including information about the business model, target market, services offered, and financial structure. This may involve interviews with owners or management, review of internal documents, and analysis of the market situation. and not carrying out a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify internal and external factors that influence Rental Partners' performance. This helps in better understanding of strengths that can be maximized, weaknesses that need to be addressed, opportunities that can be exploited, and threats that must be faced. After that, researchers also obtained financial analysis to evaluate Rental Partners' financial performance. This includes reviewing financial statements, such as the income statement, balance sheet, and cash flow, to assess the profitability, liquidity, and financial stability of the business. Next, researchers will evaluate Rental Partners' operations, including operational processes, customer service, inventory management, and general operational efficiency. This aims to identify areas where efficiency can be improved or processes can be optimized. Based on the findings from the analysis, researchers develop recommendations for Rental Partners. This may include advice on growth strategies, operational improvements, marketing improvements, or financial restructuring, according to the business objectives and challenges facing Rental Partners. Thus, Rental Partners' analysis involves a holistic and comprehensive process to understand the condition of its business and develop relevant recommendations to help the business achieve its goals.

III. Marketing strategy

III.1 Form Contact

"...if they have fixed it and have paid, we will immediately connect it to the talent. If the system is offdate, we will create a group containing clients, talent and admin, the function of which is for them to share live and communicate" (Jeje, 2024)

When delivering services or the form of contact between the client and the talent that has been selected is by connecting the client to the talent by the admin. For those who are offline, that is by creating a group containing clients, talent and admin.

III.2. Advertising System

Promotions Used

"I usually promote on Instagram and TikTok, mostly I also promote on my own personal account, sis" (Jeje, 2024)

The advertising or promotion system from the partner rental agency Sewapacarbegg is by using social media Instagram and TikTok, apart from that the owner also carries out promotions through his personal account

The promotional process for rental partners Sewapacarbegg via social media Instagram is by creating Instagram stories every day. The promotional process from rental partner Sewapacarbegg via TikTok social media is by making posts that are likely to be fyp (for your page) or can be seen by many people and go viral.

Promotion System

"We as talents are not required to do promotions, that is the admin's job because our fees also have deductions for admin salaries and promotions, because this agency pays promotions so that they are better known" (Dydy, 2024)

The results of the interview with Dydy for the promotion system from Sewapacarbegg is that it uses paid promotions assigned to the admin, so talents do not need to promote.

III.3 Payment System

Payment in Full

"Payment is immediately paid in full and then the admin contacts the talent that the client has chosen" (Jeje, 2024)

Based on the results of an interview with Jeje as the owner of Sewapacarbegg, before the client receives talent services, the client is required to pay the bill for the services that have been chosen, after that the admin will contact the talent that the client has chosen.

Service Price

"Virtual dates starting from forty thousand to one hundred and eighty offline dates starting at ninety to nine hundred thousand" (Jeje, 2024)

Prices for services at rental partner Sewapacarbegg start from IDR 40,000 to IDR 180,000 for virtual dates, for offline dates service prices start from IDR 90,000 to IDR 900,000 depending on the time or duration taken by the client.

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Distribution of fees

"Fifty-fifty, so 50% goes to the talent and 50% goes to the agency because I pay the admin too" (Jeje, 2024)

The distribution of fees between talent and agency is fifty-fifty, namely 50% to 50% because the owner also has to give a fee to the admin from Sewapacardbgg.

Rental Partners' marketing strategy involves a variety of elements, including contact forms, advertising systems, and payment systems, designed to increase visibility, generate leads, and facilitate transactions with potential customers. First, Rental Partners uses an accessible and user-friendly contact form to make it easy for customers to contact the business. This contact form can be embedded on their website, social media pages, or in their marketing materials, providing a direct communication channel between the business and potential customers.

Additionally, Rental Partners uses an effective advertising system to increase brand exposure and attract new customers. They may use various online advertising platforms, such as Google Ads, social media, or specialized advertising websites to promote their services and offerings to appropriate target markets. Furthermore, Rental Partners has a comfortable and safe payment system to make it easier for customers to carry out transactions. This may include a variety of payment options, such as credit cards, bank transfers, or digital wallets, allowing customers to choose the payment method that best suits their preferences. By combining an easy-to-access contact form, an effective advertising system, and a convenient payment system, Rental Partners can build strong relationships with customers, increase brand awareness, and expand their market share. This is an integral part of their marketing strategy aimed at strengthening their position in the industry and achieving sustainable growth.

Triangulation Theory

Business Opportunities

From the results of observations and research at the Sewapacardbgg agency, the information obtained regarding business opportunities from the Sewapacardbgg agency is as follows:

a. Inspiration

A business comes from inspiration, inspiration is used as a way to continue to maintain a business. This was done by Sewapacardbgg who used inspiration from doing good work and not doing negative things to maintain his business.

b. Benefit

A business can be said to have an opportunity if it has benefits for someone both in everyday life and in the business world. The benefits obtained are also different for each individual, for Sewapacardbgg talents the benefits obtained are not only from wages, but also other benefits such as getting relationships.

c. Recognize needs

Recognizing various client needs is a way to take advantage of a business opportunity. Managing a business that is in line with client needs is very important to maintain the continuity of the business. Sewapacardbgg was created to meet clients' needs as playmates, dates, and so on.

d. Current trend

Sewapacardbgg is a business adaptation of a phenomenon that is currently popular in Japan, namely the phenomenon of girlfriend rental services. Several competing agencies also appeared at the same time as the Sewapacardbgg agency by offering very varied prices.

e. Think unique and innovative

A business person must be able to think uniquely and innovatively in facing various obstacles that can hinder the sustainability of the business. One of the obstacles in this partner rental business is the negative stigma of society which equates this business with the prostitution business so that business people from Sewapacardbgg must be able to think innovatively in dealing with these problems.

According to Slávik et al., (2021) The criteria for the sustainability of a business are its performance indicators, for example, number of users, number of customers, sales and profits. determining factors that influence performance, for example the quality of staff, the quality of business ideas, the structure of the business model, the choice of company development strategy and the choice of business strategy. In analyzing Rental Girlfriend business opportunities, the triangulation approach to entrepreneurial innovation theory can provide deeper and more holistic insight. First, innovation theory will help in understanding how Girlfriend Rental presents new or unique solutions in the existing market context. This involves using concepts such as product innovation, process innovation, or business model innovation to identify the added value that Girlfriend Rentals offers consumers, which may include flexibility, convenience, or a customized experience. Second, entrepreneurship theory will provide a view of how this business is started, developed, and develops. This includes understanding the motivation and vision of the entrepreneurs behind Girlfriend Rental, the growth strategies implemented, and how they manage risks and opportunities in a dynamic business environment.

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Entrepreneurship theory also helps in evaluating the competitive advantage of Girlfriend Rentals in a crowded and rapidly evolving market. Lastly, a triangulation approach will involve market and economic theory to place Girlfriend Rental in a broader economic context. This includes understanding supply and demand dynamics in rental and service markets, as well as macroeconomic factors that impact businesses such as government policies, economic conditions, and consumer trends. By combining these three theories, the triangulation approach to entrepreneurial innovation theory provides a strong foundation for understanding Rental Girlfriend business opportunities as a whole. This allows researchers to explore various aspects of the business, from innovative aspects to entrepreneurial strategies and economic context, all of which are key factors in assessing the potential success and growth of a Girlfriend Rental business.

Rental Partners

From the results of observations and research at the Sewapacarbdtgg agency, the information obtained regarding rental partners is as follows:

a. About Rental Partners

Rental partners are businesses that offer partner rental services to accompany someone who needs a partner for a certain period of time at different rates.

b. Agency Rental Partner

The rental partner agency was created as an intermediary, what is meant here is an intermediary between the client and the talent. There are two services offered, namely offline dates and virtual dates. An agency always has rules that clients must comply with to protect talent.

c. Talent Rental Partner

There are several reasons to become a talent rental partner, including:

- Side job
- Fill the free time

According to Low et al., (2023), men are paid by the tenant to accompany them on dates, travel or spend time together like lovers. People call this business the "Rented Partner" business because the concept is similar to the practice of renting in general, where one party pays the other party to be able to use the rental object for a certain period of time. In analyzing the Girlfriend Rental procedure using a theoretical triangulation approach, First, this approach will involve the use of management theory to understand the processes and procedures involved in the day-to-day operations of Girlfriend Rental. This theory can help in identifying the steps required from customer ordering to vehicle delivery or pickup, as well as an efficient inventory management process. And used to understand how Girlfriend Rental promotes their services and attracts customers. This includes an analysis of the marketing strategies implemented, such as online advertising, social media campaigns, or partnerships with travel agents, as well as how Girlfriend Rentals interacts with potential customers to facilitate transactions. And to evaluate aspects of payment and financial management in the Girlfriend Rental business. This includes an analysis of the payment systems implemented, such as cash or credit card payments, as well as the financial strategies used to manage cash flow, operational costs and business profitability. By using this theoretical triangulation approach, researchers can gain a more comprehensive understanding of the Girlfriend Rental procedure, starting from operational aspects to marketing and finance. This makes it possible to identify areas where processes can be improved or optimized, as well as identify opportunities for future innovation or business development. Thus, the theoretical triangulation approach plays an important role in understanding the Rental Girlfriend procedure as a whole.

Marketing Strategy

From the results of observations and research at the Sewapacarbdtgg agency, the information obtained regarding the marketing strategy of the Sewapacarbdtgg agency is as follows:

a. Advertising System

Using two social media, namely Instagram and TikTok. Currently, the use of these two social media is very popular as a promotional platform. Advertising strategies are very important to support promotions so that partner rental businesses can be widely known by many people. In the implementation of advertising, there is someone who is specifically assigned as an advertiser.

b. Payment system

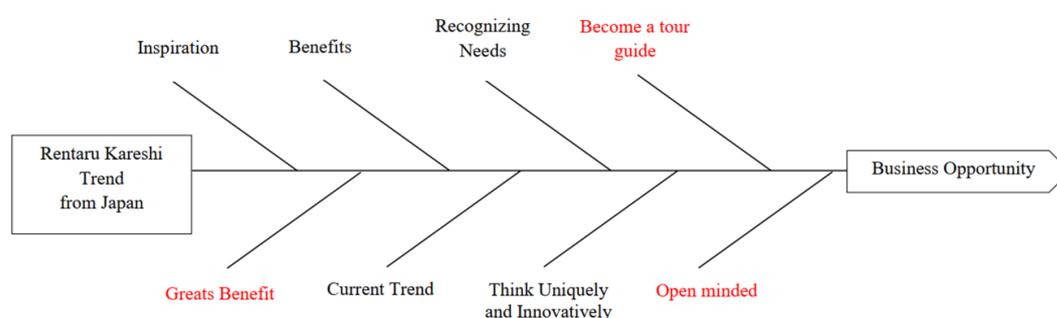
The prices for rental partner services offered vary, each service also has different benefits. Therefore, maintaining price quality for services required by clients greatly influences price variations with competing businesses. The distribution of wages between the agency and the talent must also be fair to maintain the quality of the talent when working with the client.

According to (Mukherjee, 2020) managers must be leaders who are responsible for making clear achievement targets and building a creative environment to form a digital culture to create innovation. Second, leaders need to accomplish certain tasks by building teams. Apart from developing through e-marketplace platforms, established businesses can start by creating the web and

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Instagram as market expansion options (Kolasani, 2023). In analyzing the marketing strategy of Rental Girlfriend using a theoretical triangulation approach, marketing theory in understanding the advertising strategy used by Rental Girlfriend. Covers concepts such as market segmentation, product placement, and promotion. This analysis will involve evaluating the various advertising platforms utilized by Rental Girlfriends, from social media to dedicated websites or online advertising, as well as the content strategies used to attract the attention of potential customers. as well as evaluating the payment system implemented by Rental Boyfriend. This includes understanding the various payment options offered to customers, such as cash, credit card or bank transfer, as well as the payment processing process and its security. and understand how Girlfriend Rental can develop innovative solutions in their marketing and payment strategies. This includes identifying opportunities to improve the customer experience through innovation in interactive advertising or the integration of more efficient and secure payment systems. The Rental Girlfriend marketing strategy provides a deeper understanding of everything from advertising aspects to payment systems. This allows researchers to identify the advantages and disadvantages of existing strategies, as well as explore opportunities for innovation and development of more effective strategies in marketing Girlfriend Rentals to an increasingly competitive and changing market.

Findings



Source: researcher's findings Business Opportunity, 2024

In the research and observations that have been carried out, it was found that business opportunities seen from the phenomena that are currently occurring are:

1. Greater benefits

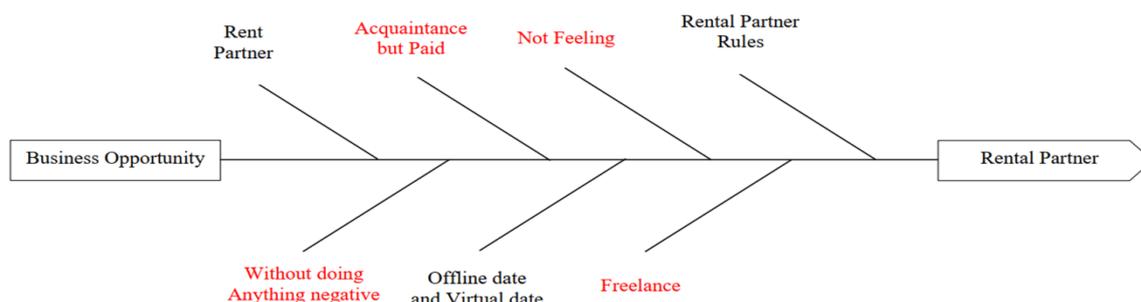
The benefits that talent gets from rental partners can be said to be quite large compared to their main job, this is an opportunity in creating a rental partner business because flexible work can generate greater income than the talent's main job, Apart from income benefits, other benefits obtained by talent are such as gaining new relationships.

2. Become a tour guide

Recognizing consumer needs is one of the 3 components in exploiting business opportunities, understanding consumer needs becomes a business opportunity and can be a way for a business to survive. For rental partners, the need to find friends when in someone else's city is an opportunity, namely to become a tour guide when the client is alone in someone else's city

3. Open minded

Overcoming society's negative stigma regarding the partner rental business which is always equated with the prostitution business, forcing partner rental business operators to always think positively and try to explain to the public because the business they run is different from the prostitution business. The partner rental business under the auspices of an agency always has rules and boundaries, so to face societal stigma that is difficult to change is to maintain these rules and boundaries.

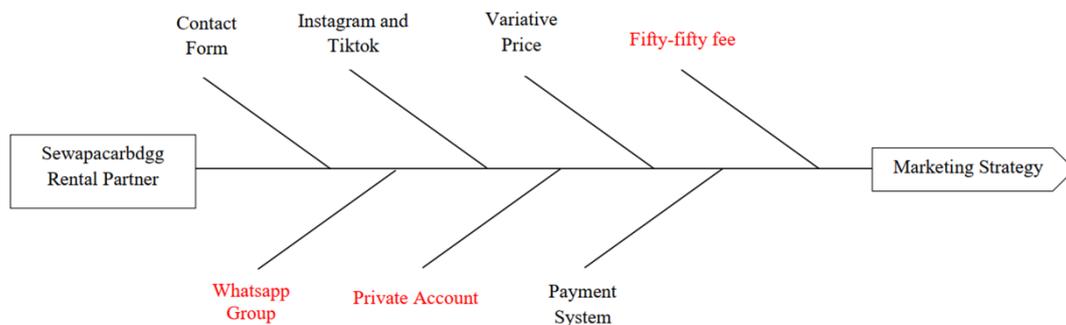


Source: researcher's findings Rental Partner, 2024

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In the research and observations that have been carried out, it was found that rental partners are:

1. Hire a partner without doing anything negative
you can be sure that hiring a partner at an agency has regulations that must be obeyed by both the client and the talent themselves. Fulfilling the client's needs regarding the desire to have a partner within a certain time should be enough to meet the needs without doing anything that could violate the rules of an agency.
2. Paid acquaintances
you need to know that in a job there must be benefits and wages for the hard work that has been done, this partner rental business has rates for the services offered even if it is just an acquaintance.
3. Rent a partner without feelings
One of the rules in a partner rental agency is not to have feelings for each other, namely between the client and the talent. This can sometimes be detrimental to several parties, so at Sewapacardbgg when the client or talent has feelings in the relationship This business will be subject to sanctions in the form of fines.
4. Side job
Partner rental business is a side job business that is created as a job in between the main job and can generate additional income from the main job. Businesses like this are usually referred to as freelancing and people who do this work are called freelancers. Even though the results are uncertain, freelance work can potentially generate more income than main work in general



Source: researcher's findings Marketing Strategy, 2024

In the research and observations that have been carried out, it was found that the marketing strategies used in the Sewapacardbgg partner rental business are:

1. Whatsapp group
In the Sewapacardbgg rental partner business, the form of contact between the client and the talent uses the Whatsapp group application when the client has made payment in full for the offline date service. The function of this Whatsapp group is to connect clients with talent by the admin and as a talent tracking tool because it is mandatory to share live locations during offline dates.
2. Personal account
Not only relying on promotions via Sewapacardbgg social media, the owner also carries out promotions via his personal account to promote partner rental businesses. On one of the Tiktok pages, posts about this business have more than 500 thousand viewers posted by the owner. Using a personal account as a promotional medium can be a strategy that can support promotions through business promotional media.
3. Fifty-fifty fee
Fair distribution of wages between the agency and talent is one of the owner's strategies to continue to maintain the performance of Sewapacardbgg talents. Talents receive wages according to their performance portion and the agency needs to finance admins as implementers of business promotions.

V. CONCLUSION

From the results of the research conducted it can be concluded that:

1. From a trend phenomenon that occurs in society, it can become a new business opportunity
2. One of the businesses that emerged in Indonesia as a result of trends from Japan is the partner rental business. This business has become a very popular trend in 2022

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3. A partner rental agency is created to protect talent while the partner rental service takes place. The agency has rules and restrictions that must be obeyed by all parties so that this business cannot be equated with the prostitution business
4. The rental partner business is a freelance business that generates more income than your main job in general.

In a business that is new and arises as a result of a trending phenomenon, it is very possible for it to subside at any time, so it is very important to maintain a business with several marketing strategies on social media pages that are frequently visited by the public. Always thinking innovatively to face all negative stigma from society is important to maintain the opinion that the partner rental business is different from the prostitution business.

Suggestion

After the research and observations have been completed, the researcher provides suggestions for:

1. Strengthen branding and business identity, starting from creating a logo that is timeless and easy for people to remember, filling Instagram posts with various posts such as what services are offered so that they are more varied
2. Utilize technology to increase operational efficiency, such as creating applications or websites that can be accessed by parties in the partner rental business and which are certainly safe for all parties
3. Continue to innovate and adapt to market changes. It is important to understand various client needs which can change at any time by offering a variety of varied services.

We hope that some of these suggestions can add input to the Rental Partner business so that it continues to survive and develop in the future.

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ATTACHMENT

Question Guidance

Topic	Question
Rental Partners	1. About rental partners
	2. Agency rental partner
	3. Talent rental partner
Marketing strategy	4. Form contact with customers
	5. Advertising system
	6. Partner rental service rates
	7. Payment/billing system
	8. Contact made at the time of service delivery
Business opportunities	9. Inspiration
	10. Benefits for someone's interests in everyday life
	11. Benefits for someone's interests in the business world
	12. Recognize market needs or desires
	13. Regarding current trends
	14. Able to think uniquely and innovatively



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