MARKETING

STRATEGIC POLICIES AND BUSINESS MODELS FOR ARTIFICIAL INTELLIGENCE-BASED DIGITAL PRINTING STARTUP IN INDONESIA

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Abstract. This study is aimed to examine based on industrial competition analysis, functional business analysis, Lean Canvas Model and Blue Ocean Strategy and the feasibility of investing in the formation of digital-based reality Start-upper printing at AIGOO.ID. The method used is descriptive qualitative and explanatory methods, namely the Mix method which is the observation and interviewing, coding, and triangulation. The results of STP's research that lead to positive and sustainable market trends can be seen from the Augmented Reality-based digital printing business plan has a good opportunity. It is derived from sharing with competitors who are already successful like their predecessors and so are the results of the marketing mix design made with reference to the 7P + 1 marketing mix. The basis for achieving consistency in public services is an effort to maximize the application of standard operating procedures in every aspect of the production process. In the financial sector, companies prepare financial technology software in the future and try to solve human errors.

Keywords: start-up companies, augmented reality, business, strategy, digital printing.
JEL Classification: M21, L84.

INTRODUCTION

In the current industrial era 4.0, it is hard to find the replacement on the role of printing industry with primary media format. The printing industry has been considered as one of the primary needs of every human being. Along with the times, printing has become one of the industries that have an increasing global demand trend. Year by year, more commercial printing business units are found in various parts of the world including Indonesia. Three categories of the printing industry itself can be distinguished, namely commercial printing, labeling and others. General commercial, Rapid Printing, Newspaper Printing, Book Printing, Finance, Legal Printing, Screen Printing, and Digital Printing, including commercial printing categories which are further divided into several sub-categories (Yuyun, 2014).

In this study, the authors raised the category of Digital printing because this sub-category has a type of commercial printing machine that has advantage on printing speed sheets of documents directly through a computerized system without the help of intermediaries such as film, or plate printing as in conventional offset printing. Several groups can be distinguished from POD (Print on

Demand), large format printers/wide format printers, DCP (Digital Color Proofing), and Digital Photography which is digital printing needs.Digital printing can be grouped again in product service groups which include, Digital printing of paper, fabric, PVC. The products that can be done through the media of Digital Printing Machine are types of screen printing (screen printing) which its media is very diverse, such as t-shirts, mugs, and ID cards, etc. In the process of making this type of digital printing product, customers can determine their own designs according to their needs and desires with a digital file format. For the price it can be cheaper because the consumer can order the product with the amount according to their needs so that it does not require much material to implemented (Porter and Leo, 1982).

Digital printing (Digital Press) of this type uses paper or sticker media that function as pamphlets, brochures, or catalogs and consists of various sizes such as A5, A4, or A3. In order for the pamphlet to look attractive, it must be designed in such a way as include font selection, image composition, tables and basic colors of the pamphlet. This makes pamphlets as one of the main products of the digital printing business. The brochures and catalogs are also products of sophisticated digital printing technology. The world of information technology has developed a technology called Augmented Reality. The Augmented Reality (AR) or extended augmented reality applications can make users see the objects in three dimensions (3D) and even interact with objects (Megginson, Byrd and Megginson, 2003).

Thus, using a mobile phone that has downloaded the Augmented Reality application in a short time prospective customer can interact with the 3D home model through the internet connection on their computers and mobile phones. Prospective buyers can see the appearance in the house in detail, and equipped with a view of the environment around the house that will also feel more alive by supporting animations such as passing cars, flying birds, and so on. Therefore this Augmented Reality technology will be an attraction for prospective buyers by viewing 3D views (Porter, 1990).

By using the Augmented Reality (AR) technology on Smartphone, consumers are expected to know the product in more detail. There have been many developments of Augmented Reality (AR) technology in various fields, one of which was developed to be used to promote products to make them look real. The merging of real and virtual objects in a real environment interacts interactively in real time and there is integration between objects in three dimensions (3D) as use of Augmented Reality (AR) technology. Suitable display technology it is possible to combine real and virtual objects. Application development uses AR Sound software while most designers use 3DSMax software for making 3D objects. Stages of the process of making 3D objects through Solar System Science book learning application carried out then designing the application, and designing markers. There is also the application of Augmented Reality technology.The application of Digital Marketing using AR on a mobile-based system will certainly be a very good product marketing media. Especially considering that the packaging of a product is generally mass-printed with the same design, so that the manufacturer can apply marker technology to the product design, the Augmented Reality technology will instantly be able to reach consumers with a very modern packaging (Pratomo, 2010).

Augmented Reality application was developed based on the Linear Sequential method and Unified Modeling Language (UML) object-oriented analysis. Augmented Reality technology means to deliver more specific and interactive information. Combining Augmented Reality technology with the marker code on mobile technology has its own benefits for consumers to check the price of the product or how to use the product. This technology will greatly assist consumers in getting information faster and easier by simply pointing the Smartphone to the logo or image that has been implanted with the marker code of the item, the detailed information of the item will instantly appear automatically. Prospective customers is no longer need to search for information by opening a browser first because it will take a little longer and sometimes the information is not necessarily appropriate and complete (Young, 2015).

Learning in the field of education has been good so far to help improve the application of Augmented Reality (AR) technology. The promotion of inclusive learning using AR is also growing rapidly. The main findings of this research on education provide the latest state of AR research. Innovations in Augmented Reality are still limited and need to be further developed, especially in the things above. The number of Internet users in Indonesia continues to increase quite rapidly each year, the Indonesian Internet Service Providers Association based on data from (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017a). Especially the services that are accessed, such as; banking 7,39%, selling goods 8,12%, registration 16,97%, buying goods 32,19%, email 33,58%, uploading files 35,99%, articles 55,30%, downloading pictures 56,77%, video downloads 70,23%, see videos 69,64%, see pictures/photos 72,79%, search engines 74,84%, social media 87,13%, chat 89,35%. From this trend, it is very apparent that people's lifestyles in Indonesia, particularly in big cities have an attachment to the internet media, especially for the need to socialize among them.

By using the internet marketing costs, it is become more efficient by utilizing social media which is accessed easily and free. The internet world is also strengthened by the results of a survey by the Indonesian Internet Service Providers Association regarding the business market potential which shows that the number of internet users in the economic sector is very significant, which shows in (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017b).

This study aimed to examine based on industrial competition analysis, functional business analysis, Lean Canvas Model and Blue Ocean Strategy and the feasibility of investing in the formation of digital-based reality Start-upper printing at AIGOO.ID. Electronic commerce or so-called e-commerce is a business using the ordinary internet. All forms of trade transactions or trade in goods and services using electronic media can be interpreted generally as e-commerce. It is clear that apart from those mentioned above, these commercial activities are part of business activities. Based on existing data and business opportunities that are wide open to be developed, the authors are interested to explain a digital printing business based on Augmented Reality technology with an electronic advertising marketing strategy.

METHODOLOGY

This study uses mix methodology using qualitative research with exploratory methods, and quantitative research in its financial projections. The sampling of data sources is done in a qualitative interactive manner with combined data collection techniques and the results are more emphasized on a meaning rather than generalization. The main purpose of exploratory research is the process of identifying the boundaries of an environmental phenomenon, the opportunity, or place of a situation and also to identify important factors that exist in the environment or important factors associated with a research. The object of this research is a business feasibility test based on analysis of industry competition and functional business planning and innovation planning.

Information collection techniques used by the author in this study are: 1. Observation, 2. Interview, and 3. Documents. According to (Sugiyono, 2014) Records of events that have passed or about future forecasts can be said with document information. A person's writing, drawing or monumental work forms within the document Information.Document study is a complement and a synchronization tool so that it becomes an objective work in this qualitative research.

Qualitative data analysis is implemented by coding. Can be measured or understood the qualitative data grouping process so that it is easily a coding. In qualitative research that has the characteristics of post positivism where the principle is that truth is not absolute (Bachri, 2010).

The degree of trust (credibility), transferability, dependability, and confirmability is the implementation of data checking techniques based on a number of certain criteria. The trustworthiness test is using the data validity test in the qualitative research of Lincoln and Buba, 1985 in (Indrawan and Yaniawati, 2014) which consists of several steps such as credibility (internal

validity), transferability (external validity), and dependability (reliability), confirmability (objectivity).

Triangulationsare the data analysis approach synthesizes data from various sources. Triangulation according to Susan Stainbanck in (Sugiyono, 2007) stated that "The same social phenomenon aims not to determine the truth, rather than increasing one's understanding of whatever is being investigated is a triangulation goal". While, according to WiliamWiersma in Sugiono, "Qualitative cross validation is triangulation, convergence of multiple data sources or multiple data collection procedures according to assessing the adequacy of the data". Source triangulation is the method of getting the data from different sources with the same technique (Sugiyono, 2007). In this research, triangulation of sources was carried out, where data were obtained from four expert informants who had different backgrounds, namely expert informants with a background in design thinking, rapid prototyping, digital printing, Augmented Reality, and Virtual Reality. The selection of informants aims to increase the understanding of the concept of AIGOO.ID business planning.

Data analysis was performed using the version of Miles and Huberman, in (Sugiyono, 2007) that the activities in the qualitative analysis were carried out interactively and took place continuously until they were finished so that the data was saturated (showing the same pattern). Activities include data reduction, data display, and verification.

RESULT AND DISCUSSION

1. Profile of Company
AIGOO.ID is a start-up provider of goods and services in the digital printing industry based on Augmented Reality application technology(Adhari, 2018).
Here are some categories of product fields provided:
a. Hardware: Billboard billboards (size.5x10meter - 4x6 meters), Neon Box, Stickers, exhibition stands, embossed letters, banners, brochures, invitations, business cards, ID-cards, books, agendas, calendar, and etc.
b. Software: Website development and development, mobile applications, fintech applications, Augmented Reality applications and virtual reality, SEO services.
While, the company identification is as follows (Adhari, 2018):

Brand Name   : AIGOO
Line of Business   : Provider of printing-based printing goods and services.
Business Location   : Indonesia (Bandung City)
Capital Structure   : 100% Own Capital (Adhari, 2018).

2. Formulation of Strategy
The formulation of the AIGOO.ID strategy starts after formulating the context of the company's vision, mission, values, brand, catchword (slogan) and location concept. Then proceed with the SWOT analysis, external analysis (PESTEL Analysis) and analysis of Porter's five forces industry competition.

2.1 Analysis of External (PESTEL Analysis)
Analysis of PESTEL is very important for companies to determine the condition of a country's macro environment where a business place will be established. Many factors in the macro environment will influence the management decisions.
a. Conditions of Political
At present the conditions of political in Indonesia can be said to be quite stable with so many inflows of funds coming in from outside to be invested in Indonesia. Indirectly this condition will benefit AIGOO.ID because of the good political stability and of course this condition will have an impact on the growth of the business being run.

b. Conditions of Economic

The economyof Indonesian has shown quite positive developments marked by macroeconomic conditions and stable macroeconomic indicators. Based on data from Bank Indonesia and BPS:

• The economic growth in the first quarter of 2017 (year on year) of 5.01%. Economic growth in the first quarter of 2018 was 5.06%. (Source: bps-ri 2018).

• The exchange rate of the rupiah on May 8, 2018 per 1 USD was 14,150 from the previous exchange rate on May 2, it still touched 13,950 per USD.

This level is far above the assumption on 2018 state income and expenditure budget of 13,400 per US dollar. However, according to the fiscal policy body (BKF) Ministry of Finance of the Republic of Indonesia, explaining the weakening of the rupiah exchange rate increases state revenues and expenditures. From the results of the BKF calculation they get the result that revenues in the state budget are higher than the expenditure due to the exchange rate.

c. The Conditions of Social

Changes in Social trends in society will have an impact on the demand for products or services offered by the company. The social conditions that must be considered are as follows:

• The Changes of Lifestyle

Changes of Lifestyle that occur in big cities, such as Jakarta and Bandung, with routines especially workers need a speed and ease in every communication interaction in the delivery of advertisements or public notice.

• Cultural of Ethnic and Factors of Religious

The Republic of Indonesia is the only country in the world that has the most ethnic cultures with a total of 1,340 ethnicities. There are 6 different religions in Indonesia which are legalized and protected by law in Indonesia, namely Islam, Catholic Christianity, Protestant Christianity, Hinduism, Buddhism, Confucianism. If related, this news is an opportunity.

• Education and Demographics (Age, Sex)

Demographic growth is one of the determining factors for increasing the intended market share. AIGOO.ID itself focuses on urbanites with middle to upper strata aged 17 to 55 years who have a high enough education and understands the importance of visual interaction from conventional advertisements or notifications.

• Jobless

With the digital printing business plan based on Augmented Reality application technology in AIGOO.ID will create new jobs so that it will reduce jobless rates especially in Bandung and East Borneo Indonesia.

d. The Conditions of Technology

The impact is quite strongto the development of business activities, namely technology has, especially in printing services and mobile applications. Due to the rapid condition of technological development, AIGOO.ID must anticipate quickly by:

• Using the latest technology for equipment and printing equipment and computerized systems based on technology that is environmentally friendly and energy efficient, but still promotes quality and time efficiency. To conducts research using latest technologyin the dissemination of information and as well as the use of communication facilities to its customers.

e. Conditions of Legal

• In carrying out its business, AIGOO.ID must comply with regulations or laws in force in Indonesia, such as trade regulations, taxes and labor laws.

• Protection of Consumer

The rights of consumer must always be considered by providing the best service because consumers are a source of income for the company or in other terms the consumer is king. Indeed, the company has provided full service damage guarantee, with applicable terms and conditions.

f. Conditions of Environmental

• Weather and Climate

The products and materials used will be adapted to weather and climate in Indonesia with a tropical climate so that the products produced will be more durable.

• Ecology

AIGOO.ID will use products and materials that are environmentally friendly so as not to damage the environment and dispose of waste separately in the form of liquids, paper or recyclable goods, and wet materials (green environment).

The following below will be visualized into the results table of the Pastel analysis business plan which is synthesized from the information of the informants and supporting data both verbal and non verbal. As it explained in the table 1 below:

Table 1

Analysis of PASTEL

P	E	S	T	E	L
• Indonesia's stable political conditions. • Government support for entrepreneurial nurseries. • Obstructing licensing bureaucracy	• Positive economic growth • The rate of inflation is stable • The exchange rate of the rupiah continues to weaken	• The number of internet and smartphone users in Indonesia continues to experience positive growth	• There is a reality hologram technology that is a competitor to VR technology • Conventional printing technology cannot be abandoned	• Indonesia only has 2 seasons that facilitate the process of channeling products from suppliers, as well as to consumers	• The AR and VR industries have not been clearly protected through the ITE Law • Although the bureaucratic mechanism is complicated, it does not require difficult matters in licensing

Source: Own Data

3. Analysis of SWOT

Analysis of SWOT is very necessary when making a new business that is useful to find out the strengths and weaknesses of the business, so the company will be able to make the most appropriate strategy to seize all opportunities and eliminate existing weaknesses.

Based on the results of interviews, observations, and documentation studies conducted by researchers, several strengths were recorded in realizing the business design of the AIGOO.ID. According to Seterhen and Melvin, who are practitioners in the field of digital printing and manufacturing design thinking the application of AR and VR technology can increase value in the conventional printing industry. Meanwhile, Alvian who is a practitioner in the field of AR and VR stated that technology can provide solutions for more dynamic visual interactions. Based on the results of observations and literature studies it is noted that until now there has been no business sector that integrates business in one place of business engaged in digital printing with AR and VR technology. So that it can be understood that the strength of the business design of AIGOO.ID is the first printing and manufacturing application in one place (one stop printing application center) in Indonesia.

In terms of services provided, Seterhen and Melvin explained that it takes between 1-4 working days for digital printing service. With the integration of conventional printing business and AR and VR technology in one place, the speed of production operations can be cut, so that the strength in planning the AIGOO.ID is about the speed of production. Besides, one place production may cut the production charge which implies on price, thus the advantage of this business design is

the products offered will have lower prices than competitors on the market. In addition, based on theinterviews results the practitioners from the field of digital printing and IT in terms of AR and VR focus on consumer comfort. Therefore, it can be-concluded that in order to further improve service quality, the strength in the business of AIGOO.ID can be added regarding on the attention to consumers such as the welcome drink. Also customers can do communication outside operating hours, by making an appointment in advance. Based on the analysis of the results of interviews, observations, and literature studies that have been conducted, the strengths of the AIGOO.ID business plan are as explained in the table 2 below:

Table 2

Analysis of Strength

	Strength
1	The first printing and manufacturing application in one place (one stop printing applicationscentre) in Indonesia
2	AIGOO.IDprovides Home and Office Services services in the consultation and design process
3	AIGOO.ID opening hours start at 07.30 - 20.00 WIB and can meet below 7am or below 8pm, but customers must make a prior agreement (H-2).
4	Easily accessible, and convenient location
5	There is free wifi and welcome drink
6	The selling price of the product is cheaper than competitors
7	The turnaround time is very fast and there are certain products that can be awaited for completion

Source: Own Data

In understanding the weaknesses of the AIGOO.ID business design, researchers compiled the results of interviews with several informants who are practitioners in similar business fields, and it found that the weaknesses of the AIGOO.ID business design are new players in the printing industry as well as the technology industry AR and VR. It is realized by researchers that AIGOO.ID certainly does not have bargaining power to consumers, and requires more efforts to introduce and promote company products to consumers. However, based on the results of interviews with practitioners in IT field for AR and VR, of course every company faces the same disadvantage that is the initial process requires high initial costs for making servers in the development of the coding marker process.

In understanding the opportunities of the AIGOO.ID business design, researchers understand that the Indonesian people are people with internet usage that experience positive growth every year.

This was also revealed by business practitioners IT midwives, Pram and Alvian in an interview that stated that currently the trend on AR and VR technology has 6-10 years prospect. In addition, the existence of MSME associations or associations such as KADIN, HIPMI, MarketInd, The Local Enabler, and TDA will make it easier for AIGOO.ID to determine the target market, so that the association can be understood as a niche market. AIGOO.ID owners also have a network of

relations with political party politicians, so that this group can also become a separate target market. Furthermore, the concept of AIGOO.ID can be used as a gathering place for start-up units to share knowledge, digital business consulting, promotion consulting, and places to learn entrepreneurship, as well as cooperation opportunities for conventional printing entrepreneurs. Based on the analysis of the results of interviews, observations, and literature studies that have been conducted, it can be concluded that the opportunities of the AIGOO.ID business plan are as it explained in the table 3 below:

Table 3

Analysis of Opportunity

	Opportunity
1	The number of internet users through smartphones is experiencing positive growth every year
2	There are SME communities/associations that can be used as a target market (KADIN, HIPMI, Marketind, The local enabler, TDA, etc.) and a network of politicians from political parties
3	AIGOO.ID can be used as a place to share knowledge, digital business consulting, promotion consulting, and entrepreneurship learning places for start-up units
4	Open opportunities for cooperation with conventional offset printing entrepreneurs

Source: Own Data

In industries that depend on the latest technology, researchers understand that technology that is currently trending nowadays will be replaced by newer technology. In the results of interviews conducted with business practitioners' new technologies, called Hologram Reality technology emerge that can replace or have the advantage of previous technologies, which causes AR and VR technology to look no longer modern. Changing consumer tastes are also a threat in this business, where communication media through digital printing still has its own value for the community. The shift in consumer tastes thinks the physical communication media is still better than digital media. From the analysis above the results of interviews, observations, and literature studies that have been conducted, it can be concluded that the threats from the AIGOO.ID business plan are as it explained in the table 4 below:

Table 4

SWOT of Matrix

IFAS / EFAS	Strength 1. Printing and manufacturing applications in one place (one stop printing applicationscentre) First in Indonesia. 2. providing Home and Office services in the consultation and design process. 3. Can serve outside of operating hours. 4. Easily accessible and convenient location. 5. Free wifi and welcome drink. 6. Cheaper price. 7. Faster completion time.	Weakness 1. New players and have no bargaining power to consumers. 2. New players thus need high costs for promotion. 3. New players and high initial costs for server procurement and coding marker development. 4. HR is weak in understanding the vision, mission and culture of the organization.
Opportunities 1. Indonesian internet users experiencing positive growth. 2. The existence of the SME Association. 3. Political party networks for business development. 4. Cooperation opportunities with conventional offset printing.	**SO Strategy** The services offered by AIGOO.ID as the first integrated business in Indonesia can capture Indonesia's market opportunities with high internet users in Indonesia experiencing positive growth, and the presence of MSME associations and networks on political parties, with the support of strategic business locations and offering maximum services (outside operating hours) at a cheaper price.	**WO Strategy** To capture the opportunities available, AIGOO.IDmust prepare resources to immediately make an introduction to consumers, prepare servers and coding markers, increase HR capacity, and evaluate the location of offices on the 5th floor.
Threats 1. The emergence of more modern technology. 2. The emergence of new competitors with almost the same concept. 3. Community taste.	**ST Strategy** To overcome this threat, as the first integrated business in Indonesia, it must improve services such as home and office services, be able to serve outside of operating hours, at a lower price and faster time.	**WT Strategy** To avoid existing threats, AIGOO.ID needs to minimize the quality of existing human resources, so that when new competitors emerge to provide better services, and with the emergence of newer technology, HR can immediately make adjustments.

Source: Own Data

Based on the explanation in the strengths, weaknesses, opportunities, and threats of the AIGOO.ID business design, there are four possible sets of alternative strategies that AIGOO.ID can implement based on the framework presented, it can be seen that (Rangkuti, 2016) below:

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a. (SO Strategic) is the company's internal strength to take advantage of external opportunities from SO Strategies. All managers take advantage of external trends and events and want their organization to be in a position where internal strength can be used.

b. Great opportunities sometimes arise, but the company has internal weaknesses that prevent it from taking advantage of these opportunities. Taking advantage of external opportunities to correct internal weaknesses is the goal of the WO Strategy.

c. ST Strategy (ST strategic) to avoid or reduce the impact of external threats using company power.

d. WT Strategies (WT Strategies) to reduce internal weakness and avoid external threats is the aim of defensive tactics.

4. The Analysis of the Industry Model from Porter's Five Forces

The Analysis of Porters Five Forces is used to analyze industries and develop business strategies as a framework.This analysis was developed by Porter because Porter believes that the analysis of SWOT is an ad hoc and unrigorous analysis. Moreover, the detailed data on the download number of the Augmented Reality application is active and passive. However, AIGOO.ID will not make it as a threat, and will continue to compete with its uniqueness and carry out appropriate strategies such as:

• Promotion is done by word of mouth and viral marketing.
• Provide special services and discounts for membership
• Offering new products that are more innovative.

4.1 The Forecasting of Strategy Formulation Results

From the explanation above, the SWOT analysis and Porter's Five Forces Model can be taken an outline and explained in the table 5 below:

Table 5

The Forecasting of Strategy Formulation Result

No	Variabel	Hasil
1	Environment Analysis	WORTH business is run
2	SWOTAnalysis	WORTH business is run
3	Analysis Of Industry Competition *(Porter's Five Forces Model)*	WORTH business is run

Source: Own Data

4.2 Business Planning of Functional

In formulating the focus targets, the author first identifies the four aspects of functional business together with the percentage of investment feasibility assessment focus from the discussion of the performance series that will be set out below:

4.3 Plan of Marketing

The company uses a lifestyle approach in identifying the values of similarity as segmentation and then combining with individuals, organizations and other activities that are considered to be able to realize these values of similarity. The company's decision to merge the company can gain the trust of consumers and can be seen that the company is doing differentiation on the selection of

segmentation, targets and positions. In determining the marketing mix the company optimizes the marketing mix in performing its performance processes.

4.4 Targeting, Segmentation, Positioning

Based on interviews with informants and from APJII secondary data, the determination of aspects of market segmentation is based on the user's age, which in this case can refer to the age of Smartphone and internet active users in Indonesia who have a high association with information technology, then the level of economic capability, psychological, and intellectual intelligence. It can be explained as below:

• Targeting

In accordance with the predetermined segmentation of the company and the tendency to increase the number of individual urbanites and on the basis of public awareness of the receipt of complete and accurate information, the company determined to use Market Specialization as the company's target strategy. The choice of this strategy is because the company sees and believes it can facilitate marketing sell the product to consumers who are interested in Augmented Reality application-based digital printing. With the existence of Augmented Reality technology, it can provide a new trend towards the mindset of people who are already modern in Indonesia.

• Segmenting

The segments that correspond to the digital printing business plan based on the Augmented Reality application on AIGOO.ID are as follows:

a) Demographics

If we look at the composition of internet users by age, it would be very significant to see internet use at the age of 19 - 34 years for 49.52% this might be due to the demands of interaction in their work or education. The growth of Smartphone usage in Indonesia is based on a survey of Indonesian internet service provider associations (APJII) in 2017, the composition of the growth of internet users based on age which in line with the target users and connoisseurs of molds based on Augmented Reality between 13 - 54 years with a total coverage of 95.76%.

• Positioning

AIGOO.ID is a new player in the digital printing industry and mobile applications. Which decided to choose using abstraction - base positioning. The company hopes to build brand relations without comparing with market leaders in the market. Therefore, the positioning of the AIGOO.ID lies in the product differentiation and theme concepts offered, which are integrated. In the abstract, AIGOO.ID places itself as a product that supports the lifestyle of urbanites in all corners of Indonesia who cannot be separated from Smartphone and thirst for premium things. This matter is very good for the development of the digital printing business based on Augmented Reality, because the audience can be very evenly distributed throughout the entire region of Indonesia with 3G or 4G network signals. Internet service users in Indonesia use an internet network and roam in cyberspace on average by 65.98% in the period of activity on a daily basis, and have a roaming time of 26.48% of active users who are more than 7 (seven) hours per day.

5. MixMarketing

In producing a well marketing system, the company has formulated a mix marketing to become a milestone of this business marketing plan by using 7P mixmarketing, including productsand prices, places, promotions, process, peoples, physical evidence, productivity and quality. As it explained below:

1) Price and Product

The price is not only a component for the company to return its capital, but also to get profits and become a benchmark for the sustainability of the company. By analyzing the cost of the product to the consumer's purchasing power and comparing with the level of customer satisfaction and the selling price of other competitors, a price deal can be obtained from the product offered. The

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company makes a policy of giving 2 (two) different prices between business partners and ordinary consumers. The requirements to become a business partner include, among others, having a conventional printing business.

2) Places

There are several reasons for AIGOO.ID to choose to be located in that area, a) it is close to the center of government, b) it is close to educational access, and c) it is very close to several other large scale offices. In addition, it is very suitable for middle and upper market segmentation.

3) Promotions

To communicate the products offered by AIGOO.ID, promotion is needed, among others:

• The Grand Opening will be held at the AIGOO.ID office.

• Has an ambassador brand from celebrities who will become a reference for consumers to be able to invite the wider community to buy printing products.

• Endorsing celebrities and YouTubers.

• Join the Indonesian business community.

• Join the community of printing entrepreneurs and digital printing entrepreneurs.

• Create a member program for consumers and provide special price discounts for members who post photos with products and locations of AIGOO.ID on consumer's personal social media.

• Distribute brochures and bidding proposals to potential customers.

• Advertise on local print media and social media.

4) People

Human resources are part of the company assets that cannot be separated. For this people position in AIGOO.ID has represented a lead figure from a founder figure, where the founder has been and until now is still running the printing and advertisement business in East Kalimantan province since 2010. His experience will be a good capital in conducive the company.

5) Process

AIGOO.ID sets Standard Operating Procedure (SOPs) that must be carried out to guarantee quality standards of services and products produced. Also to provide an explanation of the risks and rewards that will be given to consumers who come to the store. The following describes the basic operational technical policies made in AIGOO.ID explained below:

a. It will be emphasized further about the company's attention to loyal partners and consumers by inviting family gatherings or appreciating if partners are in joy.

b. Customers who come directly or via telephone to the company will get the better service

6) Evidence of Physical

This element is very important for AIGOO.ID in supporting the company's continued success in capturing consumer interest. Such as providing after sales services, providing design services and delivery of products that ordered at home or office directly and free.

7) Quality and Productivity

Service delivery that is based on effectiveness and efficiency is highly prioritized in AIGOO.ID, this is clearly seen in providing rewards to loyal customers and business partners actively. One way to do this is by give gifts and partner assistance on products explanation in a friendly and full of togetherness.

5.1 Plan of Operational

Planning of Operational implemented by AIGOO.ID in realizing production activities that have good performance, without exception can be done by fulfilling several criteria. I must be carefully prepared and met the level of reasonableness because if there is an error in operational behavior, it will cause material and non-material losses which will result in bankruptcy of the company.The aspects that need to be concerned, such as Operation Volume, Equipment and Technology, raw materials and additives, layout, labor, and operational performance.

5.2 Plan of Human Resources

In the plan of human resource, resources with characters that support the entire production and marketing process, such having an honest character, discipline, able to work in teams, have skills in programming languages, coding, graphic design, and able to speak a foreign language, or at least English actively, are needed. Determining the human resources of the company can be seen from the production process, AIGOO.ID hopes that this can cause the amount of human resources not to overload. The company conducts briefings and guidance regarding work systems, such as Graphic Designers, Programmers, Administration, Customer Service, Cashiers, Machine Operators, Marketing, and Office Boy.

5.3 Plan of Financial

In relation to the generic strategy that will be implemented by AIGOO.ID, the financial strategy must be in line and consistent with other functional strategies such as marketing planning, human resources and operations. This plan of financial has a short-term goal which is to guarantee the availability of adequate funds to ensure the smooth operations of the AIGOO.ID, while the long-term goal is to manage and utilize assets, debts (if any) and optimal equity so as to create value for the company owner by The company's strong foundation of wanting a good rate of return on its investment.

6. Allocation and Capital Structure

Augmented Reality-based digital printing business is a business that requires a fairly large amount of capital, especially for the facilities and infrastructure of the main printing machine which is expensive. However, the required capital does not use financing from banks and uses private funds in its capital element.

The company's capital ownership arrangement is explained in the table 6 below:

Table 6

AIGOO.ID Ownership Structure

Shareholder	Percentage of Share Ownership (%)	Amount of Funds Deposit (Rp)
Iendy Zelviean Adhari	100	2.000.000.000

Source: Own Data

7. RevenueProjected

In calculating the revenue of projected sales, sensitivity analysis will be used to find out the picture of the extent financial analysis is able to deal with changes in factors that influence it. Sensitivity analysis is applied by changing the values of a meter to further seen on how they affect the investment feasibility. In this case the sensitivity analysis is done by making 2 income conditions, namely pessimistic (pessimistic) and optimistic (optimistic). Based on the market share that the company's target market such as conventional printing partners and private consumers, the sales assumption (included) and revenue based on the two conditions in a yearly basis are set in the table 7 and 8 below:

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Table 7

Pessimistic Income Conditions Assumption

PARTNERS / CONSUMERS	2018 (Rp)	2019 (Rp)	2020 (Rp)	2021 (Rp)
PRODUCT	4,971,061,100.00	10,925,354,600.00	10,487,783,100.00	10,968,323,300.00
SERVICE	643,000,000.00	1,940,000,000.00	1,966,000,000.00	2,613,000,000.00
TOTAL	**5,614,061,100.00**	**12,865,354,600.00**	**12,453,783,100.00**	**13,581,323,300.00**

Source: Own Data

Table 8

Optimistic Conditions of Revenue Assumption

PARTNERS / CONSUMERS	2018 (Rp)	2019 (Rp)	2020 (Rp)	2021 (Rp)
PRODUCT	7,456,591,650	16,388,031,900	15,731,674,650	16,452,484,950
SERVICE	1,651,000,000	3,704,000,000	3,690,000,000	4,398,000,000
TOTAL	**9,107,591,650.00**	**20,092,031,900.00**	**19,421,674,650.00**	**20,850,484,950.00**

Source: Own Data

8. Financial Statements Projection

The analysis of AIGOO.ID financial statements projection is divided into 3 parts, namely:
a. Sheet of Balance
b. Statement of Income
c. Statement of Cash flow
• Projection of Profit-Loss

The projection of net profit after tax for 4 consecutive years using two predetermined conditions can be seen in table 9 below:

Table 9

Net Profit after Tax (Rp.)

NET PROFIT	2018	2019	2020	2021
PESIMISTIC	1,739,474,618	4,370,203,275	4,224,467,670	4,895,582,940
OPTIMISTIC	3,254,821,770	7,395,474,600	7,137,121,193	7,946,919,098

Source: Own Data

From table 9 above, it can be seen that the two conditions used have resulted in the highest profit derived from optimistic conditions. The possibility of achieving optimistic conditions can

occur if the promotion carried out is right on target from the beginning and the services provided can satisfy the customer. Hence, the customer can indirectly participate in promoting it to his family or colleagues (word of mouth). The positioning strategy of AIGOO.ID must really be able to attract customers from the upper middle class to use company services.

• Dividends Projection and Retained Earnings

To create value for the owners of the company's capital the company, it is circumvented by conducting a dividend distribution strategy. For dividend distribution, the policy that will be carried out in the form of dividend distribution will be given at the end of 2019 or the current operating year at 80% of net income in the second year after tax. The rest will be retained earnings which will be used to fund expansion plans or upgrades in the next few years. In addition, the distribution of dividends of 80% is also intended to provide a little flexibility for capital owners in using money from the results of this business. The following table will explain the projected retained earnings and dividends from pessimistic and optimistic conditions as it explained in the table 10 and 11 below:

Table 10

Dividends in Pessimistic Conditions and Projected Retained Earnings

DESCRIPTION	2018	2019	2020	2021
EARNINGS ARRANGED EARLY	-	1,739,474,618	4,370,203,275	4,224,467,670
NET PROFIT	**1,739,474,618**	**4,370,203,275**	**4,224,467,670**	**4,895,582,940**
DEVIDEN	-	1,391,579,694	3,496,162,620	3,379,574,136
INCOME ENDED	-	-	347,894,924	1,221,935,579

Source: Predictions for 2018-2021 balance sheet projections

Table 11

Dividends in Optimistic Conditions and Projection of Retained Earnings

DESCRIPTION	2018	2019	2020	2021
EARNINGS ARRANGED EARLY	-	3,254,821,770	7,395,474,600	7,137,121,193
NET PROFIT	**3,254,821,770**	**7,395,474,600**	**7,137,121,193**	**7,946,919,098**
DEVIDEN	-	2,603,857,416	5,916,379,680	5,709,696,954
INCOME ENDED	-	-	650,964,354	2,130,059,274

Source: Predictions for 2018-2021 balance sheet projections

Analysis of Return on Investment (ROI)

ROI analysis is used to measure the rate of return on investments made. As explained in the previous capital structure point. The funds used to make this investment come from own capital, so it can also be written as return on investment (ROI), return on equity (ROE), return on assets (ROA). The formulas used to calculate ROI, ROE and ROA according to Ross (2009) are as follows:

ROI = (Net Profit After Tax/total asset) x 100%
ROE = (Net profit after tax / total equity) x 100%
ROA= (Net Profit Before Tax/ Average Asset)× 100%

Based on the profit and loss projections set out in table 9 above, it can be calculated ROI for 4 years running from the two project conditions as in the table 12:

Table 12

Return on Investment (ROI) Projection for 2018-2020

DESCRIPTION	2018	2019	2020	2021
PESIMISTIC	86%	218%	211%	244%
OPTIMISTIC	162%	369%	356%	397%

Source: projection of 2018-2021 profit and loss

9. Lean Canvas Model and Blue Ocean Strategy Implementations

Lean Canvas is a further development of the canvas business model method, there are 9 blocks that must be filled based on the data take in the field, the following will be implements in the first step up to the ninth step in preparing lean canvas on AIGOO.ID:
• Segments of Customer (step 1)
AIGOO.ID determines their target market based on demographic, psychographic, lifestyle and behavior, such as the place where he lives, sex, type of work, age, level of education, number of income every month and others, early adopters are urban aged people ranged from 18-35 years old and conventional printing entrepreneurs in Indonesia because they are more aware of Indonesian technology, besides that cooperation can be developed with agencies such as schools, manufacturing companies, political parties, event organizers, restaurants and cafes.
• Problems (Step 2)
The problems column will be validated from the existing customer segment and then adjusted to the business niche that the AIGOO.ID wants to build. The business niche is Augmented Reality mobile application development and integrated printing. Some correspondence from urbanites and conventional printing entrepreneurs were given direct questions about the main problems in the printing world.
• Proposition of Unique Value (Step 3)
Determining the Proposition of Unique Value can be validated through the uniqueness of AIGOO.ID business when compared to similar business competitors. It can be measured in terms of selling prices, product safety, and production process control systems and after sales. In this case because the company is engaged in digital printing based on the integrated Augmented Reality

application, the statement "4D Printing Augmented Reality" was made. With the hope of making No. 1 digital printing in Indonesia which is the only integrated concept in one place between printing and video coding Augmented Reality.

• Solutions (Step 4)

The Solutions column can be validated from foresight when analyzing customer segments and asking the top 3 answers in their problem column. In this case, AIGOO.ID provides a step-by-step action list to present Augmented Reality technology-based printing in the same company and provide standardized customer service.

• Channels (Step 5)

Channel is a medium or method used by the companies to deliver business product marketing solutions aimed at theirsegments customer. In this case the company focuses on the generation (X and Y) that have transformed into urbanites by utilizing, blogs, social media, YouTube videos with storytelling, email marketing and chat applications such as Whatsapp, Line, Instagram, SMS to reaching customers and utilize Search Engine Optimization.

• Streams of Revenue (Step 6)

AIGOO.IDtakes a policy in determining the source of income for the company, with hope that it can focus on development and optimal results. The company makes a policy by market 2 product packages in the hope to minimize the number of consumer choices for its products. These options include basic digital prints (profit margins 2x the price of capital) and AR digital prints (10x the price of capital).

• Structure of Cost (Step 7)

For companies, it is importantto determining the check list of costs to be incurred for the future viability of their business. In this case the company has divided into 2 types of costs to be incurred, namely fixed costs and variable costs. However, according to the informantion from the interviews, it is stated that consumers have consciously understood that the price value of AR technology is high, so that it will still be welcomed in positively even though it has a high value.

• Key Metrics (Step 8)

AIGOO.ID is very intensive in the key metrics because it is very helpful for stakeholder to know the progress from the business performance both in time, every week, every month or maybe every year. Based on the interview result with the informant, AR technology can gives the overview of visitor traffic, sharing product for company in the field of conventional promotion. While, for children it will easy to understand the message and the knowledge that delivered because it has the concept of message delivery learning and playing. In this case of key metrics that company used is theamount of customer (in terms of website traffic and also the number of AR application downloads), Retention (the number of sales of basic printed products and AR), Retention (how many people order again and again the printed products).

• Advantage of Unfair (step 9)

The company has the preliminary guidelines to determine advantage of unfair. Since, it is only with making a strong foundation in the product offered then it will make the competitor is difficult to follow the business that have been run. Company is trying to improve barrier to entry (the difficulty to copy) in each changes like always update and upgrade the quality and quantity product that offered to be more superior. Besides it, based on the interview result with the informant, who AR is still potentially, will last for the next 5-10 years.

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Find a new Better **way to say…**

LEAN CANVAS MODEL

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTUMER SEGMENT
1. Society by level lower middle economy very burdened with total business consultant rates. 2. Other business consulting services, usually too macro inside issue research results. 3. Other business consulting services, usually comes first clients from the economic level middle and upper.	1. Offer service rates business consulting with adjusts ability Public. 2. Give a time limit settlement of services with mandate according to the contract.. 3. Providing service results detail and micro the source of the problem and "Down To Earth" on all consumers.	1. Grant PATENT RIGHTS to consumers for services resulting from. 2. Provide warranty after sales. 3. 24 hour customer care (partner only) 4. Provide solutions non-usury capital. (partner only).	1. Prioritizing Islamic science Islam in giving solutions to consumers 2. Presents the atmosphere of the location discussion / office with a concept Islamic and contemporary 3. Provide guarantees refund of fees, to partners if they do not trust or give results that are not valid.	1. Small and Medium Enterprise (SME) 2. Digital start-up 3. CV / PT need a business Consultant and advertising 4. NGOs (socialprenenur and business community) 5. Central and local government

EXISTING ALTERNATIVES Community of Social Entrepreneurs	**KEY METRIX** 1. Doing traffic check on the Website. 2. Doing traffic check on the Website. 3. Monitoring Customer Loyalty and receive service criticism and advice via call and website**.**	**HIGH-LEVEL CONCEPT** Business Consultant Services prioritizes sharia science Islam and humanity	**CHANNELS** 1.Human to Human 2.Machine to Machine 3.Search Engine Marketing 4.Social Media and Positive Word of Mouth	**EARLY ADOPTERS** Millennials

COST STRUCTURE		REVENEU STREAMS
Fix Costs: 1. Rent a building 2. Electricity / PAM costs 3. Taxes 4. Employee Salary	Variable Costs: 1. Auxiliary Raw Materials 2. Server / Framework / API 3. Budget Over time 4. Advertising costs, partner support, accommodation	1. Advertising Consulting Services 2. Establishment Business Consultant Services (Grand Opening) 3. Business Recovery Consulting Services 4. Advertising Consultant Service Package + Products 5. Business Seminar and Workshop Packages

Source: Own Data

Strategy of Blue Ocean

In the implementations strategy of Blue Ocean, the canvas strategy and 4 steps working scheme will be applied. The data that stated on the canvas are the interview result and deepening of the writer on the competitor and customer of conventional printing.

The explanation about the canvas Blue Ocean Strategy and 4 steps work scheme AIGOO.ID as in the table 13:

Table 13

Four-Step Work Scheme of AIGOO.ID

CLEAR	CREATE
• Booking fees • Down payment • Regulations that limit the creativity of AR production	• Cash on delivery • Hologram Reality products Research
REDUCE	**LEVEL**
• Conventional Promotion • Dependence on advances in the production process	• Increased HR capacity • Quality Controll System • After sales services • Foreign networks Expansion

Source: Own Data

From the table above, the changes that must be done on the element value that has been applied by another company, it can be arranged and focused on thecanvas strategy that trying to get out of the competition with away movement.

AIGOO.ID is trying to get out and become the leader of the existing competition. The explanation is based on factors that influence, such as:

1. AIGOO.ID is trying to gives the AR product and basic printing production lower price than the particular Augmented Reality Program and conventional printing company.

2. The quality of the waiting room is usually simple for rest and does not provide comfort literally. AIGOO.ID is trying to make the waiting room with the service and facility equivalent with café.

3. The service to customer became the benchmark level of consumer loyalty on company. If the service is friendly and giving the appreciation with enthusiast to the customer so that consumers are more likely to come back and entrust all the interests of advertising and printing to the company. This is what the company is aiming for in differentiating and prioritizing maximum service compared to other companies.

4. Product quality becomes the important things preferred in the company in fulfilling the customer assessment criteria as the trusted company. Thus, the company takes on policy to improve the product quality than the other competitor.

5. AIGOO.ID makes the printing concept and Augmented Reality integrated in one place without the need for other sub-contractors to fulfill the customer needs. Therefore, in this case

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the company has been made the clear differences with the other competitor in the field of the completeness of the product that offered.

6.   The company production speed automatically can be faster becauseit is using the printing concept of integrated one-door printing with manufacturing programs Augmented Reality.

7.   Delivery product given by AIGOO.ID include 2 elements, that is; before and after. So, the company serves the service of design graphics in customer location and after the order is complete the product can be delivered to the customer.

8.   After sales or guarantee, there is some policy which the company applied: about regarding basic printing products, a). there is a guarantee if we have previously made an agreement, b). if our Augmented Reality products provide warranty and maintenance, it will free of charge and without conditions to customer complaints during the current work contract. In this case the company will become a company that provides comfort and peace to consumers who will partner with AIGOO.ID.

10. The Bruce Barringer criteria of Business Evaluation result

The result of business planning evaluation using the Bruce Barringer criteria is the AIGOO.ID company assess good to be run because all of the numeric of each potential. The company hasenough sufficient funding ability to do the improvement printing product basis of Augmented Reality with highest potential projection in the power of business ideas. Related to the business idea, it can be the basic improvement of effort and ability in compete with other competitors.

11. Risk and Innovation

The improvement planning and innovation of AIGOO.ID sourced on the combination from the possibility of a previous event experience the consequences of the event. It also does not rule out on the possibility that there is more than one effect that may occur for a particular event in working the project later. In this case company has the principles that every forms of uncertainty that cannot be understood must be managed effectively so that it will create added value for the company. The company divides 2 elements into the main concern, namely the development of innovation and risk forecast.

12. Improvement of Innovation

The aim is used as references in measured and structured action. These programs will facilitate business planning after it is carried out, including:

a.   Program of Marketing

The activity that will occur in the program of marketing improvement is open the new branch of AIGOO.ID with the purpose to expand offline marketing networks in Indonesia, active in participating in a series of exhibitions on a local and national scale, and also doing record traffic offline and online visitor with hope can focusing on the market potential.

b. Program of Operational

The activity that willbe done in the program of operational improvement is creating the systemof "one gate time control" in the monitor display for the customer in the waiting list.

c. Program of Human Resource

Improvement Program of the Human Resource is the collaboration in the field work with several Vocational High Schools (SMK) with multimedia majors, design graphics, business administrative and corporate marketing. Based on the interview results, the human resource program is created to make special division to do the printing process, improve the QV system, and gives the training and employee gathering.

d. Program of Financial

The activity that will be done in this improvement program is making the special financial software printing which has been adapted with the criteria of digital printing company of AIGOO.ID. The other aims from making the software is if in the future the company develop the business through the franchise route, it will facilitate cooperation and coaching.

e. Program of Innovation Product

The activity that will be implemented within the improvement program is perfecting holographic reality prototyping with Chinese technology company Shisuan Group.

CONCLUSION

The business establishment project of AIGOO.ID is feasible and support on its implementation based on:

1. The adjustment analysis of porter's five forces and SWOT analysis conclude that digital printing industry has big potential and worth to run. SWOT analysis also gives the positive illustration to the four basic elements such as strengths, weakness, shortcomings and threats.

2. Based on the analysis of functional business, there are 4 basic aspects of the assessment with the final results of the business recommendation which are feasible to run;

a. Aspect of Marketing: from the market prospect, business planning of digital printing of Augmented realitybased have the good chance to run, it is seen from the STP research results that lead to positive and continuous market trend Also from the results of the design of the marketing mix 7P + 1 and the sharing on the competitor who has been successful as predecessors.

b. Aspect of Operational: from the aspect of operational design the company makes reference to be one step ahead of other competitors. The company center is locate in the central city of Bandung and all the procedural on work process, from input to output, mustbe standardized and packed interesting or simple as it can due to optimize the job description.

c. Aspect of Human resources: the company makes the compete policy in instrumental standardization recruitment for human resources in job acceptance selection and carry out basic training in accordance with their respective duties and functions. The improvement that will be given also direct to the government regulation in the things of working times, salary and social assurance.

d. Aspect of Financial: the 6 eligibility assessment criteria provide a positive picture of the acceleration of the implementation of this business. Payback period and discounted payback period from the pessimist condition shows the return on investment in a period of 8 months and in an optimistic condition within a period of 5 months. From the assessment profitability index also gives the gives a number that is far greater than the standardization of eligibility; the pessimists are at point 11 and the optimists are at point 17. The assessment NPV the positive value can be seen from the pessimist condition which already reaches13,481,185,495 and the optimist position in value 21,768,825,113.

3. Based on the implementation Lean Canvas Model and blue ocean strategy:

a. Lean Canvas model: from the instrumental application, company gets the specific illustration from the problem column on the conventional printing product. In the solution column, it is seen the role and the Augmented Reality product as one of the important component which give the innovation to the conventional printing product. Likewise in other columns such as unique value proportions, unfair advantages, and customer segments are closely related to the results of the acceleration of the business. In the revenue streams and cost structure columns it is also very clear where the sources of costs and profits come from.

b. Blue Ocean Strategy (BOS): in the Blue Ocean Strategy that has been projected from the canvas strategy and 4 steps performance may sharpen the uniqueness of Augmented Reality-based digital printing companies and network companies in Indonesia, in achieving their profit goals.

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4.   In the Bruce Barringer and Ireland of criteria evaluation, it gives the assessment overview about the results of the power of ideas from company in establishing digital printing of Augmented Reality based is worth to run. From the entire element of evaluation criteria, Bruce Barringer and Ireland gives the positive stigma image from a series of evaluations that exist on the assessment of business policies.

5.   Based on the improvement of Innovation and risk forecast:

a.   Improvement of Innovation: Maximizing the application of standard operating procedures in every aspect of the production process is a foundation to get to the consistency of prestige public services. In the financial aspect, company is trying to overcome human mistake with the software financial technology in the future.

b.   Forecast Risk: company is anticipate the risk all possible risks that can occur by making 4 risk criteria, that is; financial risk, operational risk, disaster risk and finally strategic risk.

SUGGESTION

The researcher suggestions as explained it below:

1. As a start-up company, AIGOO.ID must be active promote consistently effectively through the community-printing business community and advertising agencies in Indonesia through the Website, social media and SEO.

2. Based on the analysis of financial planning reports, conditions are pessimistic and optimistic indeed provide a positive trend, but not automatically the stakeholders feel in a safe zone, always alert all the possibilities and opportunities that occur.

3. To increase business revenue, AIGOO.ID can expand the network of supporting services for example holding training in advertising, training for non-institutional work practices, and others. And it is possible to expand the business into business-related elements of other printing and advertising flows.

For owners of capital / investors:

Owners of capital are required to monitor the performance of AIGOO.ID directly and if possible in a vulnerable time every day. Immediately expand the business into supporting aspects printing, such as: becoming a distributor of raw materials for paper or ink printer. After the capital returns, it must be consistent and upgrade company.

For academics:

In order to get perfection in this research, it is necessary conducted further research on digital-based printing business. This Augmented Reality application by conducting periodic surveys in the form questionnaire to partners and consumers so that it can be concluded new data that is more valid and comprehensive in the future will happen in the future.

For readers:

This business plan is an aspiration of the researcher in innovating in conventional printing by inventing solution using the implementation of Augmented Reality application technology.

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СТРАТЕГІЧНА ПОЛІТИКА ТА БІЗНЕС-МОДЕЛІ ДЛЯ СТАРТАПУ ЦИФРОВОГО ДРУКУ НА ОСНОВІ ШТУЧНОГО ІНТЕЛЕКТУ В ІНДОНЕЗІЇ

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Дослідження має на меті вивчити, базуючись на аналізі промислової конкуренції, функціональному аналізі бізнесу, моделі Lean Canvas та Стратегії Blue Ocean, а також доцільності інвестування, формування цифрової реальності запуску цифрового друку на AIGOO.ID. Використовуваний метод – це описові якісні та пояснювальні методи, а саме метод поєднання спостереження та опитування, кодування та тріангуляції. Результати досліджень STP, що призводять до позитивних та стійких ринкових тенденцій, можна побачити з бізнес-плану цифрового друку на основі доповненої реальності. Дане твердження є наслідком обміну досвіду з конкурентами, які вже досягли успіху, як і їх попередники, а також результати дизайну маркетингового міксу, зробленого з посиланням на маркетинговий мікс 7P + 1. Основою досягнення послідовності державних послуг є намагання максимально застосувати стандартні операційні процедури у всіх аспектах виробничого процесу. У фінансовому секторі компанії готують програмне забезпечення для фінансових технологій у майбутньому і намагаються вирішити людські помилки.

Ключові слова: стартап-компанії, доповнена реальність, бізнес, стратегія, цифровий друк.

СТРАТЕГИЧЕСКАЯ ПОЛИТИКА И БИЗНЕС-МОДЕЛИ ДЛЯ СТАРТАПА ЦИФРОВОЙ ПЕЧАТИ НА ОСНОВЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В ИНДОНЕЗИИ

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Исследование имеет целью изучить, основываясь на анализе промышленной конкуренции, функциональном анализе бизнеса, модели Lean Canvas и Стратегии Blue Ocean, а также целесообразности инвестирования, формирование цифровой реальности запуска цифровой печати на AIGOO.ID. Используемый метод – это описательные качественные и объяснительные методы, а именно метод сочетания наблюдения и опроса, кодирования и триангуляции. Результаты исследований STP, приводящие к положительным и устойчивым рыночным тенденциям, можно увидеть из бизнес-плана цифровой печати на основе дополненной реальности. Данное утверждение является следствием обмена опытом с конкурентами, которые уже достигли успеха, как и их предшественники, а также результаты дизайна маркетингового микса, сделанного со ссылкой на маркетинговый микс 7P + 1. Основой достижения последовательности государственных услуг является попытка максимально применить стандартные операционные процедуры во всех аспектах производственного процесса. В финансовом секторе компании готовят программное обеспечение для финансовых технологий в будущем и пытаются решить человеческие ошибки.

Ключевые слова: стартап-компании, дополненная реальность, бизнес, стратегия, цифровая печать.