STRATEGIC & BUSINESS MODEL OF DIGITAL PRINTING START UP BASED ON AUGMENTED REALITY

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ABSTRACT

The purpose of this study is to examine the feasibility of investment in the establishment of a reality based on digital Start-upper printing on Indonesian Brand Branding based on industry competition analysis, functional business analysis, Lean Canvas Model and Blue Ocean Strategy. The method that used is descriptive qualitative and Mix methods by means of explanatory namely Observation and Interviewing, coding, and triangulation. Augmented Reality based digital printing business plan has a good opportunity, as seen from the results of STP research that leads to positive and sustainable market trends. Likewise, the results of the design of the marketing mix are made with the marketing mix 7P + 1 reference and also come from sharing with competitors who have been successful as predecessors. Maximizing the application of standard operating procedures in every aspect of the production process is a basis to achieve the consistency of public service. In the financial aspect, the company tries to overcome human mistakes by preparing financial technology software in the future.

Keywords: Augmented Reality, Start-Up Companies, Business, Digital Printing, Strategy.

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. 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. The printing industry itself can be divided into three categories, namely commercial printing, labels and others. The commercial printing category is further divided into several sub-categories, including: General commercial, Quick Printing, Newspaper printing, Book Printing, Financial, Legal Printing, Screen Printing, and Digital printing (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. Digital printing needs can be divided into several groups, those are; POD (Print on Demand), large format printers/wide format printers, DCP (Digital Color Proofing), and Digital Photography. 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 do it (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. Brochures and catalogs are also products of sophisticated digital printing technology. The world of information technology has developed a technology called Augmented Reality. 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. 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. Utilization of Augmented Reality (AR) technology as a merging of real and virtual objects in a real environment interactively interacted in real time and there is integration between objects in three dimensions (3D). For making 3D objects, the designer mostly use 3DSMax software, while for making applications use the AR Sound software. 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. 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).

The improvements in the application of Augmented Reality (AR) technology to assist learning in the educational aspect have been good so far. The promotion of inclusive learning using AR is also growing rapidly. Based on data from the Indonesian Internet Service Providers Association (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017a), the number of Internet users in Indonesia continues to increase quite rapidly each year. 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 potential of the business market in the internet world is also strengthened from the results of a survey of the Association of Indonesian internet service providers (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017b) which shows that the number of internet users in the economic field is very significant.

Business using the internet is commonly known as electronic commerce or commonly abbreviated as e-commerce. In general e-commerce can be defined as any form of trade transaction or trade of goods and services using electronic media. 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

For the methodology, this study uses mix methodology using qualitative research with exploratory methods, and quantitative research in its financial projections. 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) document information is a record of events that have passed or about future forecasts. Document study is a complement and a synchronization tool so that it becomes an objective work in this qualitative research.

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

The implementation of data checking techniques is based on a number of certain criteria, namely the degree of trust (credibility), transferability, dependability, and confirmability. The validity test of data in qualitative research is to use the trustworthiness test Lincoln and Buba, 1985 in (Indrawan and Yaniawati, 2014) which consists of credibility (internal validity), transferability (external validity), and dependability (reliability), confirmability (objectivity).

Triangulation is data analysis approach synthesize data from various sources. Triangulation according to Susan Stainbanck in (Sugiyono, 2007) is "the aim is not to determine the truth about the same social phenomenon, rather than the purpose of triangulation is to increase one understanding of whatever is being investigated". While, according to Wiliam Wiersma in Sugiono, "Triangulation is qualitative cross-validation. It assesses the sufficiency of the data

according to the convergence of multiple data source or multiple data collection procedures *''*. Source triangulation is a method of getting 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 Indonesian Brand Branding business planning.

Data analysis was performed using the version of Miles and Huberman, in (Sugiyono, 2007) that the activities in 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.

RESULTS AND DISCUSSION

Company Profile

Brand Branding Indonesia 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. 5x10 meter - 4x6 meters), Neon Boxes, 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):

Company Name: PT. VISUAL REALITY OF TECHNOLOGY (in the process of handling legality, is expected to be completed July 2018).

Brand Name   : Brand Branding Indonesia (BBI)

Line of Business   : Provider of printing-based printing goods and services.

Business Location   : Jl. Titiran, No.17 (5th floor) Sadang Serang - Coblong, Bandung City West Java 40133.

Capital Structure   : 100% Own Capital (Adhari, 2018).

Strategy Formulation

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

External Analysis (PESTEL Analysis)

PESTEL analysis 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. Political conditions: At present the political conditions 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 Indonesian Brand Branding because of the good political stability and of course this condition will have an impact on the growth of the business being run.

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

• Economic growth in the first quarter of 2018 was 5.06%. This figure grew higher than the economic growth in the first quarter of 2017 (year on year) of 5.01%. (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.
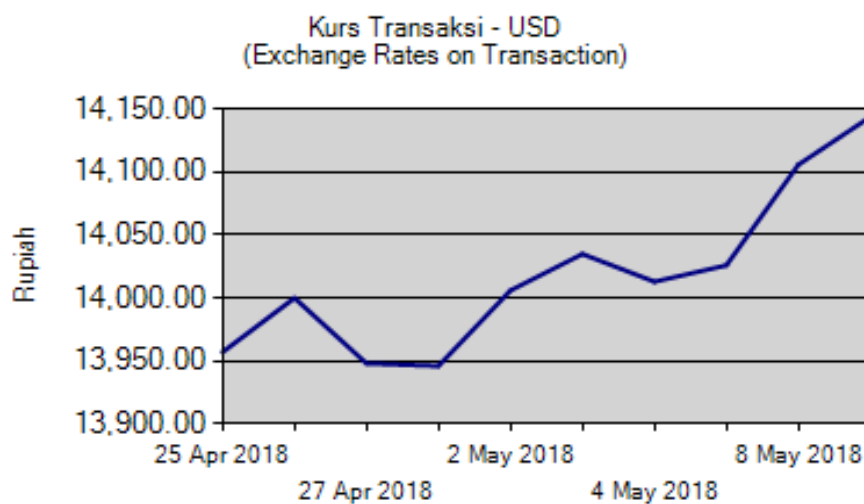
Source : www.bi.go.id

FIGURE 1
DIAGRAM OF FLOW OF RUPIAH AGAINST THE 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. Social conditions: 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:

• Lifestyle changes- Lifestyle changes 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.

• Ethnic cultural and religious factors- 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.

• Demographics (age, sex) and education- Demographic growth is one of the determining factors for increasing the intended market share. Indonesian Brand Branding 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.

• Unemployment- With the digital printing business plan based on Augmented Reality application technology in Brand Branding Indonesia will create new jobs so that it will reduce unemployment rates especially in Bandung, Makassar, East Kalimantan.

d. Technology conditions: Advancement of technology has a strong enough impact on the development of business activities, especially in printing services and mobile applications. Due to the rapid technological development, Indonesian Brand Branding 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. Conduct research using the latest technology in the dissemination of information and as well as the use of communication facilities to its customers

e. Legal conditions: In carrying out its business, Indonesian Brand Branding must comply with regulations or laws in force in Indonesia, such as trade regulations, taxes and labor laws.

• Consumer protection
The consumer rights 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. Environmental conditions:

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

• Ecology- Brand Branding Indonesia 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.

Table 1
PASTEL ANALYSIS

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

SWOT Analysis

SWOT analysis 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 Indonesian Brand Branding. 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 Brand Branding Indonesia 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 Brand Branding business in Indonesia 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 the interviews 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 Brand Branding Indonesia 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 Indonesian Brand Branding business plan are as follows:

Table 2
ANALYSIS *(STRENGTH)* KEKUATAN

	Strength (kekuatan)
1.	The first printing and manufacturing application in one place (one stop printing applicationscentre) in Indonesia
2.	*Brand Branding Indonesia provides Home and Office Services services in the consultation and design process*
3.	Indonesian Brand Branding 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

In understanding the weaknesses of the Indonesian brand branding 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 Indonesian Brand Branding business design are new players in the printing industry as well as the technology industry AR and VR. It is realized by researchers that Indonesian Brand Branding 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 Brand Branding Indonesia 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, Market Ind, The Local Enabler, and TDA will make it easier for Indonesian Brand Branding to determine

the target market, so that the association can be understood as a niche market. Indonesia Brand Branding 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 Brand Branding Indonesia 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 Indonesian Brand Branding business plan are as follows:

Table 3
ANALYSIS *(OPORTUNITY)* PELUANG

Opportunity (Peluang)	
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.	Indonesian brand branding 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

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. Based on the analysis of the results of interviews, observations, and literature studies that have been conducted, it can be concluded that the threats from the Indonesian Brand Branding business plan are as follows:

Based on the explanation in the strengths, weaknesses, opportunities, and threats of the Indonesian Brand Branding business design, then it can be seen that there are four possible sets of alternative strategies that can be applied by Indonesian Brand Branding based on the framework presented by (Rangkuti, 2016) below:

Table 4
MATRIKS SWOT

EFAS \\ IFAS	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 & 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 & coding marker development 4. HR is weak in understanding the vision, mission & culture of the organization 5. Located on the 5th floor
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 Indonesian brand branding 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, Brand Branding Indonesia must 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 & office services, be able to serve outside of operating hours, at a lower price and faster time.	**WT Strategy** To avoid existing threats, Indonesian Brand Branding 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

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

b. The WO strategy aims to correct internal weaknesses by taking advantage of external opportunities. Large opportunities sometimes arise, but the company has internal weaknesses that prevent it from taking advantage of these opportunities.

c. ST Strategy (ST strategic) uses the strength of a company to avoid or reduce the impact of external threats.

d. WT Strategies (WT Strategies) are defensive tactics aimed at reducing internal weaknesses and avoiding external threats.

Analysis of the Porter's Five Forces Industry Model

Porters Five Forces Analysis is used as a framework for analyzing industry and developing business strategies. This analysis was developed by Porter because Porter believes that the SWOT analysis 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, Indonesian Brand Branding 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.

Results of forecasting strategy formulation

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

Table 5
RESULTS OF FORECASTING STRATEGY FORMULATION

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

Functional Business Planning

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:

Marketing Plan

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.

Segmentation, Targeting, 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.

• Segmenting

The segments that correspond to the digital printing business plan based on the Augmented Reality application on Brand Branding Indonesia 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 that is 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%.

• 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.

• Positioning

Brand Branding Indonesia 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 Indonesian Brand Branding lies in the product differentiation and theme concepts offered, which are integrated. In the abstract, Indonesian Brand Branding 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. And 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.

Marketing Mix

In producing a well marketing system, the company has formulated a marketing mix to become a milestone of this business marketing plan by using 7P marketing mix, including product & price, place, promotion, process, people, physical evidence, productivity & quality.

1) Product and Price

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 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) Place

There are several reasons for Brand Branding Indonesia 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) Promotion

To communicate the products offered by Brand Branding Indonesia, promotion is needed, among others:

• The Grand Opening will be held at the Brand Branding Indonesia office.
• Endorsing celebrities and You Tubers.
• 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.
• Join the community of printing entrepreneurs and digital printing entrepreneurs
• Join the Indonesian business community
• Create a member program for consumers and provide special price discounts for members who post photos with products and locations of Brand Branding Indonesia 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 Brand Branding Indonesia 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

Indonesian Brand Branding 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 will describe the basic operational technical policies made in Indonesian Brand Branding:
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) Physical Evidence

This element is very important for Indonesian Brand Branding 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) Productivity & Quality

Service delivery that is based on effectiveness and efficiency is highly prioritized in Brand Branding Indonesia, 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.

Operational Plan

Operational planning implemented by Brand Branding Indonesia 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.

Human Resources Plan

In the human resource plan, 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, Brand Branding Indonesia 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.

Financial Planning

In relation to the generic strategy that will be implemented by Brand Branding Indonesia, the financial strategy must be in line and consistent with other functional strategies such as marketing planning, human resources and operations. This financial planning has a short-term goal which is to guarantee the availability of adequate funds to ensure the smooth operations of the Indonesian Brand Branding, 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.

Capital Structure and Allocation

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 as follows:

Table 6
STRUCTURE OF OWNERSHIP OF INDONESIAN BRAND BRANDING

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

Projected Revenue

In calculating the projected sales revenue, 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 will be 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 as follows:

Table 7
ASSUMPTION OF PESSIMISTIC INCOME CONDITIONS

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**

Table 8
REVENUE ASSUMPTION OPTIMISTIC CONDITIONS

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**

Projection of Financial Statements

The analysis of Brand Branding Indonesia's financial statements is divided into 3 parts, namely:

a. Balance sheet
b. Income statement
c. Cash flow statement

• Profit-Loss Projection

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 Study

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). In addition, the positioning strategy of Brand Branding Indonesia must really be able to attract customers from the upper middle class to use company services.

• Projection of Retained Earnings and Dividends

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.

Table 10
PROJECTED RETAINED EARNINGS AND DIVIDENDS IN PESSIMISTIC CONDITIONS

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
PROJECTION OF RETAINED EARNINGS AND DIVIDENDS IN OPTIMISTIC CONDITIONS

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

Return on Investment (ROI) Analysis

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).

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 follows:

Table 12
PROJECTION OF RETURN ON INVESTMENT (ROI) FOR 2018-2020

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

Source: 2018-2021 profit and loss projection

Implementation of Lean Canvas Model and Blue Ocean Strategy

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 explained in the first step up to the ninth step in preparing lean canvas on Indonesian Brand Branding:

• Customer Segments (Step 1) - Indonesian Brand Branding 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.

• Problem (Step 2) - The problem column will be validated from the existing customer segment and then adjusted to the business niche that the Indonesian Brand Branding wants to build. In this case 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.

• Unique Value Proposition (Step 3) - Determining the Unique Value Proposition can be validated through the uniqueness of Indonesia's Brand Branding 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.

• Solution (Step 4) - The Solution column can be validated from foresight when analyzing customer segments and asking the top 3 answers in their problem column. In this case, Brand Branding Indonesia 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 their segments 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.

• Revenue Streams (Step 6) - Brand Branding Indonesia takes 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).

• Cost Structure (Step 7) - For companies, it is important to 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) - Brand Branding Indonesia is very intensive in 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 the amount 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).

• Unfair Advantage (Step 9) - The company has the preliminary guidelines to determine unfair advantage. 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.

Blue Ocean Strategy

In the implementation of blue ocean strategy, 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 Brand Branding Indonesia as below:

Table 13
INDONESIAN BRAND BRANDING FOUR-STEP WORK SCHEME

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

After knowing the changes that must be done on the element value that has been applied by another company, then it can be arranged and focused on the canvas strategy that trying to get out of the competition with away movement.
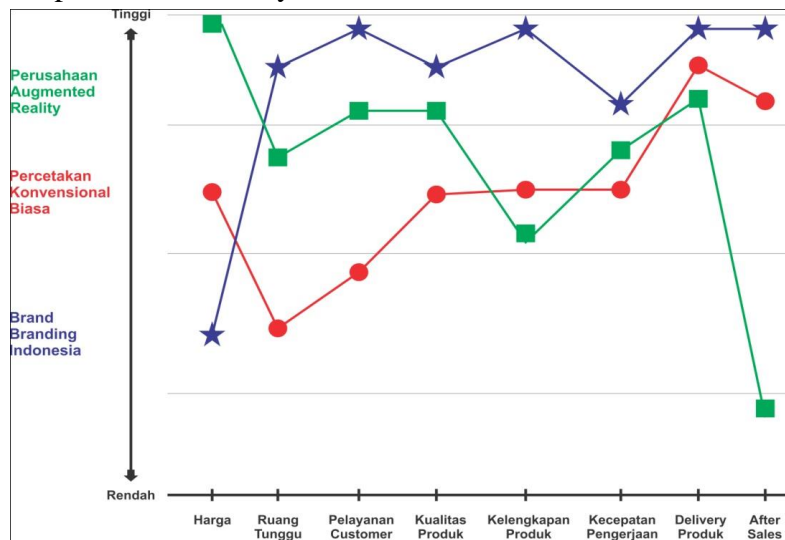
Source: Brand Branding Indonesia 2018

FIGURE 2
BOS STRATEGY CANVAS IMPLEMENTATION

From the explanation of the Figure 2, Brand Branding Indonesia is trying to get out and become the leader of the existing competition. The explanation is based on factors that influence, such as:

1. Brand Branding Indonesia 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. Brand Branding Indonesia 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. Brand Branding Indonesia 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 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 because it is using the printing concept of integrated one-door printing with manufacturing programs Augmented Reality.
7. Delivery product given by Brand Branding Indonesia 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 Indonesian Brand Branding.

Business Evaluation result with the criteria Bruce Barringer

The result of business planning evaluation using the Bruce Barringer criteria is the Brand Branding Indonesia company assess good to be run because all of the numeric of each potential. The company has enough sufficient funding ability to do the improvement printing product basis of Augmented Reality with highest potential projection in the power of business ideas. In this case, related to the business idea, it can be the basic improvement of effort and ability in compete with other competitors.

Innovation and risk

The improvement planning and innovation of Brand Branding Indonesia 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.

Innovation improvement

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

a. Marketing program
   The activity that will occur in the marketing improvement program is open the new branch of Brand Branding Indonesia 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. Operational program
   The activity that will be done in the operational improvement program is creating the system of "one gate time control" in the monitor display for the customer in the waiting list.

c. Human resource program
   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. Financial program
   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 Brand Branding Indonesia. 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. Innovation product program
   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 Brand Branding Indonesia 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 functional business analysis, there are 4 basic aspects of the assessment with the final results of the business recommendation which are feasible to run;
   a. Marketing aspect: from the market prospect, business planning of digital printing of Augmented reality based 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. Operational aspect: 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, must be standardized and packed interesting or simple as it can due to optimize the job description.

c. Human resources aspect: 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. Financial aspect: 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. For the assessment NPV the positive value can be seen from the pessimist condition which already reaches 13,481,185,495 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.

4. In the criteria evaluation of Bruce Barringer and Ireland, 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. Innovation improvement: 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. Risk forecast: 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.

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