

## ABSTRAK

### PENGEMBANGAN BISNIS *ADVERTISING* DENGAN PENDEKATAN BISNIS MODEL KANVAS PT. LINTAS MEDIATAMA

PT. Lintas Mediatama bergerak dibidang *advertising* dengan menghasilkan produk berupa *Billboard*, LED (Videotron)/LCD, serta Aktivasi Solusi (*Event Organizer*) baik indoor maupun outdoor. Ditengah maraknya dunia digital dan seiring perkembangan teknologi yang sangat pesat maka PT. Lintas Mediatama harus mampu bersaing agar bisa tetap bertahan dalam bisnisnya, dalam hal ini PT. Lintas Mediatama harulah memiliki keunggulan disetiap produk yang dihasilkan serta pelayanan yang bisa memuaskan pelanggan.

Objek penelitian ini adalah usaha *advertising* dengan 9 komponen yaitu *Customer Segments*, *Value Proporsitions*, *Channel*, *Customer Relationship*, *Revenue Streams*, *Key Resources*, *Key Activities*, *Key Partnership* dan *Cost Structure*. Adapun keunggulan tersebut adalah dengan melakukan sebuah inovasi baik dari segi produk, maupun jasa serta hubungan dengan pelanggan. PT. Lintas Mediatama dalam mengembangkan bisnisnya tidak lepas dari apa yang dihasilkan tetapi juga mengakomodir segala bentuk keluhan dan masukan dari pelanggan itu sendiri.

Oleh karena itu, dirancanglah suatu perencanaan, perancangan bisnis untuk mengembangkan bisnis *advertising* tersebut sehingga PT. Lintas Mediatama bisa terus memberikan pelayanan terbaik baik pelanggan dan menjadi pilihan utama dihati pelanggan.

Kata Kunci: Periklanan, Bisnis Model Kanvas, Perencanaan Bisnis, Perancangan Bisnis.

## **ABSTRACT**

### ***THE DEVELOPMENT OF ADVERTISING BUSINESS BY USING BUSINESS MODEL CANVAS APPROACH AT PT. LINTAS MEDIATAMA***

*PT. Lintas Mediatama is engaged in advertising by producing products such as Billboard, LED (Videotron) / LCD, and Activation Solutions (Event Organizer) both indoor and outdoor. Amid the rise of the digital world and along with the rapid development of technology, PT. Lintas Mediatama must be able to compete in order to stay afloat in business, in this case PT. Lintas Mediatama must have advantages in each product produced and services that can satisfy customers.*

*The object of this research is advertising business with 9 components: Customer Segments, Value Proporsitions, Channell, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partnership and Cost Structure. The advantages are to make an innovation both in terms of products, as well as services and relationships with customers. PT. Lintas Mediatama in developing the business can not be separated from what is produced but also accommodate all forms of complaints and input from the customer it self.*

*Therefore, it is designed a planning, business design to develop the advertising business so that PT. Lintas Mediatama can continue to provide the best customer service and become the customer's main choice.*

*Keywords: Advertising, Business Model Canvas, Business Planning, Business Design.*