ABSTRACT

Litara Foundation is a nonprofit institute established in 2013. Institute is

comprised of authors and illustrators who have the same ideas jointly improve the

quality of Indonesian children books through creative artwork and exciting stories

with a story from a variety of cultures in Indonesia. Litara Foundation has targeted

for one title in one day of books by promote several social activities. Social

activities of Litara Foundation need of funds to support it. Thus it takes a business

innovation for Litara Foundation conducted independently to generate income to

support a series of social activities.

This research is conducted to produce a solution to help Litara Foundation

generate their independent alternative revenue to support their social activities by

developing business content digitization from Litara Foundation's children books.

The research method used is in depth interview as the data primary collection

method, and then identify the customer needs to determine customer segment.

The end result of the research is a business model canyas framework that describe

the whole process how Litara Foundation can generate their revenue in long term.

Futhermore, Litara Foundation can still increase Indonesian children interest in

reading by utilize the use of LITERI: Mystery at Floating Market.

Key words: Business Model Canvas, Litara Foundation, Children Books, Content

Digitization, Game.

GUIDELINES FOR USE OF FINAL PROJECT

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