

ABSTRACT

This study focuses on the serious impact of the decline in Quran sales and revenue felt by Syaamil Group in 2022 due to the COVID-19 pandemic. Syaamil Group, as a publishing industry, has experienced the impact of declining sales of mushaf copies.

External factors such as the condition of the publishing industry in Indonesia and the decline in sales revenue at Syaamil Group are the basis for Syaamil Group's shift to the digital industry. The research objective is to identify problems and market conditions and determine tactical steps in developing a digital industry.

The Platform Innovation Kit, edition 5.0 Loop#1 Discover and Launch, is employed to dissect pertinent data. The platform ecosystem involves the supply side (Syaamil Group) and the demand side (Indonesian Muslim males or females aged 13-45), with the platform serving as an intermediary that connects all stakeholders. This approach is anticipated to furnish solutions that cater to the community's requirements pertaining to the Digital Al Quran Platform.

The research highlights four main elements in the platform business model, namely problem & solution, market behavior, business concept, and platform team. The design of the business model platform uses these four elements, where the Syaamil Digital Quran Platform highlights three user segments, namely consumers, producers, and partners. Market behavior highlights the ecosystem in the platform that refers to emerging needs, where the Al Quran Digital Syaamil platform currently focuses on Islamic content, online Quran recitation classes, and portable mushaf. In terms of business concept, the Al Quran Digital platform highlights the huge market potential by using monetization techniques and implementing a subscription system for premium content costs. In terms of MVP, it is expected that the value proposition of the Syaamil Digital Quran Platform will be able to become the unique selling point of the platform and make the platform able to compete with other competitors.

Based on the results of the data processing above, the application of the platform business model for the design of the Syaamil Group Digital Al Quran Platform is expected to have a significant impact on accelerating Syaamil Group's growth in implementing the Platform Business Model in the implementation of its platform business.

Keywords: *Decline Sales of Al Quran, Platform Business Model, Platform Innovation Kit 5.0th Edition Loop#1 Discovery and Launch, Syaamil Group.*