

ABSTRAKSI

Penelitian ini meneliti potensi papan iklan sepeda motor sebagai media iklan luar ruang alternatif di Jakarta, dengan fokus pada perancangan produk dan pengembangan kanvas model bisnis. Data primer diperoleh melalui wawancara dengan tiga ahli di industri periklanan yang masing-masing memiliki pengalaman lebih dari lima tahun, dan survei dengan 30 pengemudi ojek daring. Penelitian ini melibatkan eksplorasi menyeluruh atas wawasan para ahli mengenai industri iklan luar ruang, khususnya mengenai tantangan dan peluang unik dari papan iklan sepeda motor. Analisis data primer sangat penting untuk memahami aspek praktis penerapan papan iklan sepeda motor, termasuk pertimbangan desain, tantangan operasional, dan penerimaan pasar. Selain itu, penelitian ini mengkaji pengembangan model bisnis kanvas yang layak, disesuaikan dengan karakteristik khusus papan iklan sepeda motor. Model ini menangani elemen penting seperti efisiensi biaya, targetting pasar, dan keberlanjutan. Temuan dari penelitian ini memberikan kontribusi penting bagi industri iklan luar ruang, menyediakan kerangka kerja strategis untuk penggunaan efektif papan iklan sepeda motor. Studi ini tidak hanya menawarkan perspektif baru tentang media iklan luar ruang, tetapi juga meletakkan dasar untuk inovasi masa depan di bidang yang dinamis ini.

Kata Kunci: Analisis Pasar, Iklan Luar Ruang, Industri Periklanan, Kanvas Model Bisnis, Media Iklan Alternatif, Papan Iklan Sepeda Motor, Perancangan Produk.

ABSTRACT

This research investigates the potential of motorcycle billboards as an alternative outdoor advertising media in Jakarta, focusing on product design and business model canvas development. Primary data was obtained through interviews with three experts in the advertising industry, each with more than five years of experience, and a survey of 30 online motorcycle taxi drivers. The study involves a thorough exploration of expert insights into the outdoor advertising industry, particularly regarding the unique challenges and opportunities of motorcycle billboards. Primary data analysis is crucial for understanding the practical aspects of implementing motorcycle billboards, including design considerations, operational challenges, and market acceptance. Additionally, this research examines the development of a feasible business model canvas tailored to the specific characteristics of motorcycle billboards. This model addresses essential elements such as cost efficiency, market targeting, and sustainability. The findings from this study provide significant contributions to the outdoor advertising industry, offering a strategic framework for the effective use of motorcycle billboards. This study not only offers a new perspective on outdoor advertising media but also lays the groundwork for future innovation in this dynamic field.

Keywords: Advertising Industry, Alternative Advertising Media, Business Model Canvas, Market Analysis, Motorcycle Billboards, Outdoor Advertising, Product Design.