

## ABSTRAK

### **SINERGI PENGEMBANGAN BISNIS PERIKLANAN DAN BISNIS FURNITUR KUSTOMISASI PADA PT. GUYUB MEDIA ABADI**

**Monica Septiani**

20/465086/PEK/26089

PT. Guyub Media Abadi merupakan sebuah perusahaan yang bergerak di industri periklanan dan memiliki merek dagang Guyub Advertising. Beberapa masalah yang dihadapi perusahaan berasal dari faktor eksternal berupa ancaman dibidang teknologi dan lingkungan pemerintahan, sedangkan masalah internal yang dihadapi perusahaan adalah pembayaran klien yang sering tertunda. Demi meningkatkan upah karyawan dan arus kas perusahaan, pengembangan bisnis berkaitan yang memproduksi furnitur kustomisasi dengan merek dagang Guyub Furnitur akan dilakukan dengan memanfaatkan sejumlah aset dan kekuatan perusahaan, serta melihat peluang bisnis yang ada di lingkungan Kota Bandar Lampung. Tujuan penelitian ini adalah membuat model pengembangan bisnis Guyub Furnitur yang berkaitan dengan bisnis periklanan (Guyub Advertising), menganalisis kelayakan bisnis dari segi ekonomi dan non ekonomi, serta menganalisis sinergi pengembangan bisnis periklanan dan bisnis furnitur.

Model bisnis yang dibuat untuk mengembangkan bisnis Guyub Furnitur dituliskan kedalam model bisnis kanvas dan peta empati calon pelanggan. Sinergi antara bisnis periklanan dan bisnis furnitur terletak pada keenam rantai nilai yang menimbulkan kesesuaian strategis pada kedua bisnis yaitu aktivitas rantai pasokan, teknologi, kegiatan operasi, penjualan dan promosi, distribusi, dan pelayanan pelanggan yang menimbulkan sejumlah penghematan biaya pada bisnis periklanan (Guyub Advertising) sebesar Rp. 147.380.500 dan bisnis furnitur (Guyub Furnitur) sebesar Rp. 565.000.000. Guyub Furnitur sebagai lini bisnis yang akan dikembangkan oleh PT. Guyub Media Abadi akan memberikan persentase laba sebesar 17%. Meskipun laba yang diberikan tersebut tidak sebanyak laba pada bisnis periklanan atau Guyub Advertising, pengembangan bisnis tersebut layak dilakukan karena dapat meningkatkan upah pekerja harian lepas hingga 89%. Selain itu, pengembangan bisnis yang dilakukan dengan memanfaatkan aset perusahaan memiliki nilai NPV positif yaitu Rp. 781.534.630, IRR atau tingkat pengembalian investasi sebesar 136%, dan *Payback Period* (PP) atas biaya modal awal membutuhkan waktu 1 bulan 1 hari.

Kata kunci: Sinergi Pengembangan Bisnis, Pengembangan Bisnis Berkaitan, Periklanan dan Furnitur Kustomisasi

## **ABSTRACT**

### ***THE BUSINESS DEVELOPMENT SYNERGY BETWEEN ADVERTISING AND FURNITURE BUSINESS AT PT. GUYUB MEDIA ABADI***

**Monica Septiani**  
20/465086/PEK/26089

*PT. Guyub Media Abadi is a company engaged in the advertising industry and holds Guyub Advertising trademark. At times, the company deals with external challenges in the field of technology and government regulations, while the internal problem would often be in the form of delayed payment from the clients. In order to increase workers' remuneration and cash flow of the company, business development of producing customized furniture with Guyub Furniture trademark will be carried out by utilizing a number of company assets and strengths, as well as looking for business opportunities in the city of Bandar Lampung. The purpose of this study is to build a business development model for Guyub Furniture related to the advertising business (Guyub Advertising), evaluate business feasibility from economic and non-economic perspective and analyze the synergies development between advertising and furniture business.*

*The business model created to develop Guyub Furniture's business is written in business model canvas and empathy map for potential customers. The synergy between the advertising business and the furniture business lies in six value chains that create a strategic fit for the two businesses, they are supply chain activities, technology, operations, sales and marketing, distribution, and customer service which result to a number of cost savings (economies of scope) of Rp. 147,380,500 in the advertising business (Guyub Advertising) and Rp. 565,000,000 in the furniture business (Guyub Furniture). Guyub Furniture will be developed by PT. Guyub Media Abadi as a business line that will provide a profit percentage of 17%. Although the profit provided is not as much as the profit in the advertising business or Guyub Advertising, it has feasible business development because it increases daily workers' wage up to 89%. Moreover, business development carried out by utilizing company assets has positive NPV value of Rp. 781,534,630, IRR or investment return rate of 136%, and Payback Period (PP) for initial capital costs takes time of a month and a day.*

**Keyword:** *The Business Development Synergy, Related Business Diversification, Advertising, Customization Furniture*