

ABSTRACT

Film Industry has growing quickly in Indonesia, these shown by the phenomena of how many people who joins these business are fight to produce television programs, which can hypnotize viewer. This growth are also make a trend in Indonesian's social movement. Basic from the reality, television as a media which have the biggest market penetration in Indonesian not idelalize their function to build morality , good behaviour, and having a good occupation morale yet. Al Aqsho Tarbiyahtainment CV as a Production House which claim their vision to be a producer and distributor of Islamic movies, have to take the education side base on universal moral values, and high artistic value. To play in business competition which strength and horrible, there are no enough if we only have idealism, the company have to arrange their business plan steps, including market aspect, management aspect, and financial aspect. These final project will show of how Al Aqsho Tarbiyahtainment CV arrange their plan of that three aspects.

All data that are used in this research are gathered from the company, competitor, BPS Jawa Barat and also other source. Feasibility evaluation in market aspect was doing by research segmentation, target market and including competition situation, also demand targetting to arrange marketing strategy through marketing mix. On the Management aspect, here analyze the company profile do arrange management planning which including organization policy and human resource optimalization. Financial aspect will analyze how much revenues for three years investment, technical economic parameters to evaluation the investment.

Market evaluation shows that market interest rate with religious sinetron is high, these are got from the analyze result of rating and production trends. Management evaluation shows that the company should build a specific unit to handle this project, also human resource positioning to catch the company target. Financial evaluation investment giving positive financial return. Financial accounting totally, giving result for NPV Rp 249.493.646,- , IRR for 53 % and PBP as 1,86 years.

By the research result, it can be said that these investment is feasible in its commercialization. For the next, it is needed development in internal company management aspect to develop marketshare and dawah effects as same as the vision of company.

Keywords : Business plan, Dakwah Television Program, Market, Management, Financial