

ABSTRACT

Litara Foundation is a foundation that accommodates writers and illustrators with the same ideals to improve the quality of Indonesian children's book, through creative artworks and engaging stories as to enable the book to represent Indonesia abroad. Litara is committed to developing literacy Indonesian children through a series of activities, one of which is spreading throughout Indonesia Litara book for free. The main objective of these activities is to improve Indonesian children's literacy and nurture the love of reading. With that goal Litara intends to create a business that is digitizing content games which are based on storybook of Litara.

Market Aspect testing are earned from benchmark to the same company. The production plan, organizational plan and financial plan to use secondary data obtained from Litara Foundation and from various other sources are used.

The result showed that the demand for Games Litara in 2015 is 30.000, in 2016 is 66.000 and in 2017 is 114.200.

The results of the calculation of production cost is Rp 27.250.000 and the operational cost in the year Rp 102.040.000, Rp 133.528.000 and Rp 158.377.600. So, the profit earning after tax in the year 2015-2017 is Rp 146.491.200, Rp 317.139.840 and Rp 783.196.128. The parameters of this effort is said to have sizable advantage.

Keywords— *Litara Foundation, Survey, Games, Business Plan*