

ABSTRACT

PT Industri Telekomunikasi Indonesia (Persero) or known as INTI is State-Owned Enterprise which specialized in telecommunication industry for over 3 decades and have a role as main supplier for national telephone network which is held by PT. Telkom Indonesia Tbk and PT. Indosat Tbk. In the present PT. Inti is planning to sell Internet Of Things based product called Smart Light. Seeing the future plan of PT. INTI whose gonna sell the product this year, a perfectly fit business model is required to used by PT. INTI to sell the Smart Light product.

This year, PT INTI plans to sell one of the internet of things based products called smart light. Seeing the plan of PT INTI, which this year will sell the products, a business model that is suitable for PT INTI is needed to sell the smart light products. Business Model Canvas is a supporting tool that can help the mapping of nine blocks of elements which is connected to PT. INTI. Nine blocks of elements in the Business Model Canvas are Value Propositions, Customer Segments, Customer Relationships, Channels, Revenue Streams, Cost Structures, Key Activities, Key Partnerships, and Key Resources. Nine blocks of elements were obtained after processing the data taken from interviews with PT INTI informants. This study uses qualitative data collection methods, then the type of research used is descriptive research.

The results shows that PT INTI's customer segment is focused on government agencies, channels that are used through direct marketing and intermediary, key partnership of smart light sales are DMT, sharp, and LED vendors, Key Activities that are carried out are meeting with prospective customers, purchasing components LEDs, LED component assembly, system configuration installation, and product testing. Then for key resources are engineers, finance, and building to produce smart light, revenue streams come from installation, maintenance, and product sales installations. And finally the cost structure of smart light sales is Maintenance, marketing, software development, taxation, installation, and production.

Keywords: Business Model Canvas, Business models, strategic management