

ABSTRACT

Litara Foundation is a nonprofit institute established in 2013. Institute is comprised of authors and illustrators who have the same ideas jointly improve the quality of Indonesian children books through creative artwork and exciting stories with a story from a variety of cultures in Indonesia. Litara Foundation has targeted for one title in one day of books by promote several social activities. Social activities of Litara Foundation need of funds to support it. Thus it takes a business innovation for Litara Foundation conducted independently to generate income to support a series of social activities.

This research is conducted to produce a solution to help Litara Foundation generate their independent alternative revenue to support their social activities by developing business content digitization from Litara Foundation's children books. The research method used is in depth interview as the data primary collection method, and then identify the customer needs to determine customer segment.

The end result of the research is a business model canvas framework that describe the whole process how Litara Foundation can generate their revenue in long term. Futhermore, Litara Foundation can still increase Indonesian children interest in reading by utilize the use of LITERI : Mystery at Floating Market.

Key words : Business Model Canvas, Litara Foundation, Children Books, Content Digitization, Game.

GUIDELINES FOR USE OF FINAL PROJECT

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