

ABSTRACT

The digital business directorate of Telkom Indonesia has a portfolio as a digital firm that creates digital solution applications. The archipelago smart city tribe, which creates commercial solutions for the government, is one of the tribes exploited as study objects. The author began a debate on LPPD, a company that develops business designs and digital solutions for government, namely in the implementation of government at the district, city, and provincial levels. The author describes a context that was crucial in the invention of this corporate concept, which tries to digitize the process to make it simpler, more efficient, and data more accurate. However, designing this business involves the investigation of numerous elements, such as market factors, technology factors, operational factors, and financial factors, which are covered in the business feasibility analysis and sensitivity analysis. The market study estimates the market demand for market availability, market potential, and target markets. Information system design requires technical considerations for business processes, company procedures, human resources, platform design in the form of prototype dashboards and mockups, and other components. The net present value (NPV), payback period (PBP), and internal rate of return (IRR) are computed in the financial aspect, which includes the business feasibility study and sensitivity analysis (IRR). In this business, an estimated 198 target markets in Indonesia constituted the market demand. The firm was feasible, with a net present value (NPV) of Rp 216,231,494 , an internal rate of return (IRR) of 18,8 percent, and a payback period (PBP) of 3 years and 3 months. This conclusion will allow the company to construct a new business model in the future.

Keywords – Business Design, Local Government Implementation Report, NVP, PBP, Prototype, IRR, Sensitivity Analysis