



## FranchiseGlobal.com: Digital Media Strategy in the Development of Franchise Industry and Business Opportunities in Indonesia

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### Article Info

#### Article history:

Received 17 September 2024

Received in revised form 13

October 2024

Accepted 25 October 2024

#### Keywords:

Franchise  
Business Opportunity  
Digital Media  
Marketing  
Indonesia

### Abstract

The franchise and business opportunity industry in Indonesia has experienced significant growth, particularly with the emergence of digital media platforms that facilitate connections between franchisors and prospective franchisees. FranchiseGlobal.com stands as a key online media platform playing a pivotal role in this industry. This study aims to analyze the digital media strategies employed by FranchiseGlobal.com in advancing the franchise and business opportunity sector in Indonesia. The research adopts a descriptive analysis with a case study approach, focusing on FranchiseGlobal.com's business model, digital marketing strategies, and its role in supporting franchise expansion. The findings reveal that FranchiseGlobal.com has effectively utilized digital media to enhance franchise visibility through services such as advertising, content distribution, and online business matching. The study concludes that an effective digital strategy can significantly contribute to the growth of the franchise industry in Indonesia, particularly by leveraging online platforms that reach a broad and targeted audience.

## Introduction

In Indonesia, the franchise was present around the 1970s with the entry of the first franchise brand, namely KFC fast food restaurant as the master franchise in Indonesia, then Swensen's, Shakey Pizza and until now the franchise is very interested and growing, both domestic franchises and foreign franchises (Nugroho & Kusumasari, 2022).

Franchising is a contractual relationship between the franchisor (franchise owner) and franchisee (franchise buyer) in the sale of products or services with the utilization of successful brands and systems, as regulated in Article 1 Number 1 of Government Regulation No. 42 of 2007 concerning Franchising, namely Franchising is a special right owned by an individual or business entity to a business system with business characteristics in the context of marketing goods and/or services that have proven successful and can be utilized and/or used by other parties based on a franchise agreement. The key to the success of this business model lies in the synergy between the franchisor and franchisee in running the business. And the owner of the franchise opportunity is referred to as the Franchisor (Sukarja & Lubis, 2023; Habibi et al., 2023).

In addition to franchises, business opportunities (BO) are also growing and developing and becoming business opportunities sought by the public. Business Opportunity (BO) is a collaboration between a business opportunity provider and a business opportunity recipient to market its products or services either by using its service brand or not, whether it has been successful or not, with an age of under five years or more. Then the owner of the Business Opportunity is called BO Owner (Juliani, 2009).

Based on a report issued by the Indonesian Franchise Association (AFI), the franchise & business opportunity business sector is experiencing growth, in 2022 there will be 1,200 franchise & business opportunity business units in Indonesia with a transaction value of 100 trillion rupiah (Kurniawan et al., 2023; Habibi et al., 2022). And according to the Indonesian Franchise & License Association (WALI), since the pandemic has slowed down, public demand for product and service business opportunities has increased, this condition is used as an opportunity to offer franchise & business opportunities to the general public (Masnur & Difla, 2021; Hadi & Indradewa, 2019).

Based on data released by Franchise Info Magazine in 2011 in Figure 1.1, that the potential franchise & business opportunity market has 2,034 opportunity data, with a wide selection of investment values ranging from <10 million to 100 billion based on data in Figure 1.2 (attached). And annual data growth in Figure 1.3 (attached), that in 2023 there are 1,209 franchise & business opportunity data, the number of opportunity data has decreased since 2019-2021 due to the Covid-19 pandemic (Pasaribu & Rahayu, 2017

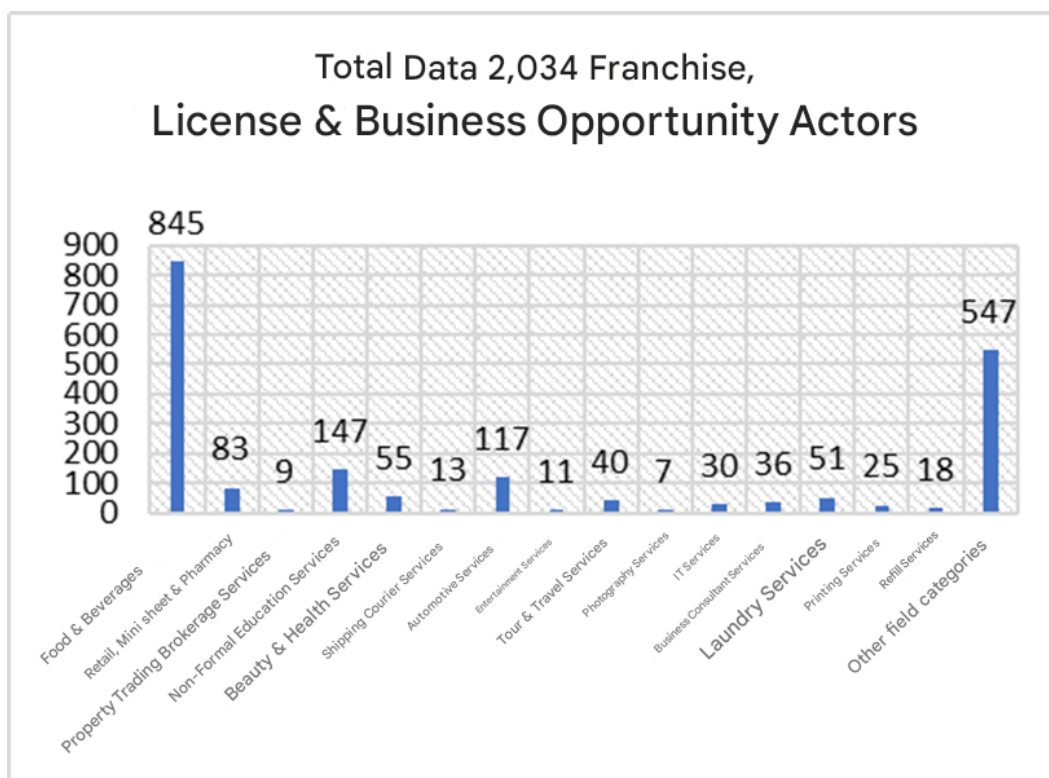


Figure 1. Market Potential for Franchise & Business Opportunity

And based on data from the Ministry of Trade of the Republic of Indonesia (Kemendag RI) in Figure 1.4, that the franchises registered and have obtained a Franchise Registration Certificate (STPW) are 107 domestic franchises and 120 foreign franchises. Where from this data is dominated by the Food and Beverage franchise business sector 58.37%, Retail 15.31%, Non Formal Education Services 13.4%, Beauty & Health Services 6.22%, Property Trade Brokerage Services 3.35% and Laundry Services 3.35% (Lesmana et al., 2020).

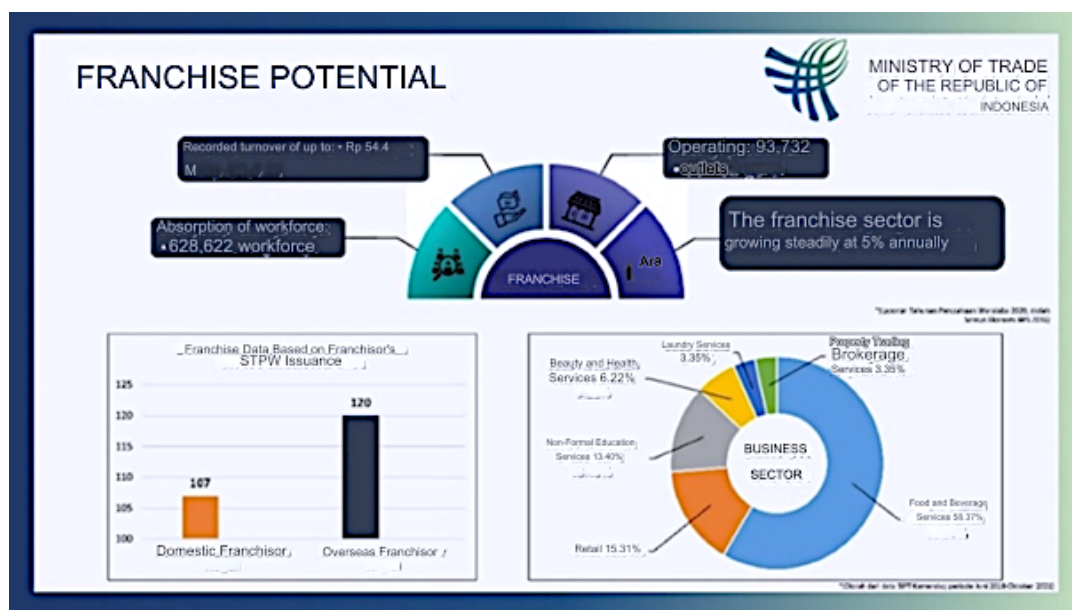


Figure 2. Walaba potential in Indonesia

The magnitude of public interest in franchise & business opportunities, and the magnitude of the market potential mentioned above are opportunities for Media FranchiseGlobal.com to enter the franchise & business opportunity industry market (Niroh et al., 2024). FranchiseGlobal.com is an online media portal that focuses on information on franchise & business opportunity opportunities with 3 (three) media approaches, namely News, Business opportunities & Success Knowledge. FranchiseGlobal.com is also part of the Media INFOBRAND Group, which has more than 10 years of experience in running an online media business (Maiyana, 2017).

The presence of FranchiseGlobal.com in the digital era in this industry can be a link and solution for Franchisor/BO Owners to promote and market their business opportunities to prospective franchisees/partners with a wide and global audience (Septyansyah & Abadi, 2022). At a relatively affordable cost, it is effective through the placement of Franchise & Business Opportunity ads in FranchiseGlobal.com.

Media FranchiseGlobal.com observe the problems faced by customers (market potential) in this industry, First, Franchisors/BO Owners need special media that can connect with prospective franchisees/partners effectively, measurably at a relative cost, through advertising promotions in online media and marketing through exhibitions that aim to expand the franchise outlet/business opportunity network in Indonesia and in the Global market. Second, prospective franchisees/partners want to buy, seek information, select the right franchise/business opportunity to choose and run.

## Methods

This study uses a descriptive method with a case study approach that focuses on FranchiseGlobal.com as a digital platform in the franchise industry and business opportunities in Indonesia. The data used in this study consists of primary and secondary data. Primary data was obtained through in-depth interviews with the FranchiseGlobal.com management team as well as several franchisors who use the platform's services. The interviews were conducted to explore the digital strategies applied FranchiseGlobal.com in increasing the visibility of franchises and business opportunities they offer. Secondary data is obtained from public sources such as the annual report of the Indonesian Franchise Association (AFI), journal

articles, and digital media reports related to the development of the franchise industry in Indonesia. This secondary data is used to provide broader context and compare existing developments with strategies implemented by FranchiseGlobal.com. (Romlah, 2021).

## Result and Discussion

### Legality and Licensing

FranchiseGlobal.com's online media business design starts from making the legality of the GLOBAL FRANCHISE brand, the establishment of PT Media Franchise Indonesia, and office infrastructure to publishing licenses through the Ministry of Communication and Information and registered with the Press Council as online media that meet the journalistic code of ethics. The following stages, process and description of company legality in Figure 2 and Table 1.

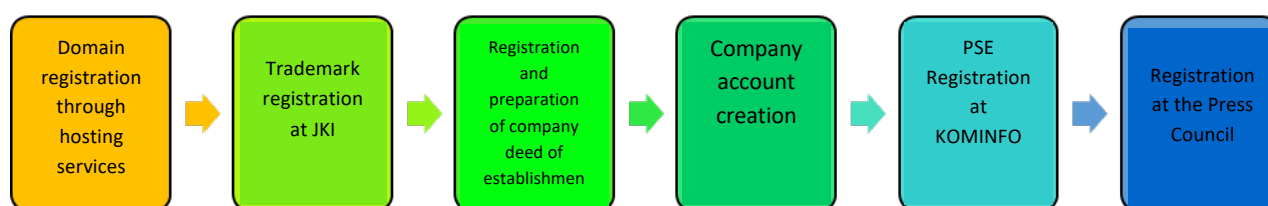



Figure 3. Legality Stages of FranchiseGlobal.com

Table 1. FanchiseGlobal.com Legality Process & Description

Process	Description
Minister of Law and Human Rights Regulation No. 67 on Trademark Registration. Registering a domain: franchiseglobal.com	For a validity period of 10 (ten) years, and will be extended before the validity period expires
Law Number 20 Year 2016 on Trademarks and Geographical Indications and Law Number 28 Year 2014 on Copyright. Registering the brand at the DGKI GLOBAL FRANCHISE 	For 5 (five) classes and a validity period of 10 years, as follows: -Class 9: Scientific Equipment and Electronics -Class 35: Advertising & Business Management Services -Class 38: Telecommunications -Class 41: Education and Entertainment -Class 42: Scientific and Technological Services -Class 45: Legal and Security Services.
Law No. 40 of 2007 on Limited Liability Companies (PT). Register PT Media Franchise Indonesia as the legality of the Company.	The Deed of Establishment of a PT includes Articles of Association containing the company's name, domicile, business purpose and objectives, authorized capital, issued and paid-up capital, and the composition of the board of directors and board of commissioners. Ratification - Ministry of Law and Human Rights AHU NPWP - OSS System BPJS Health and BPJS Employment
Registering media with the Ministry of Communication and	Kominfo issues Electronic System Operator (PSE) certificates.

Information Technology (Kominfo)	
Law No. 40/1999 on the Press. Register the media with the Press Council	Registered. The Press Council will issue a media verification certificate to FranchiseGlobal.com, stating that it is officially registered with the Press Council. to improve the professionalism and quality of journalism.

Source: Author Team, 2024

The office infrastructure required is in the form of land and buildings for FranchiseGlobal.com media to operate, with a five-year lease status, located at the Rukan Avenue Jakarta Garden City located in the East Cakung area, East Jakarta, in the form of a shophouse building with a building area of 360 m<sup>2</sup> consisting of 4 floors, which are intended for *editor* rooms, marketing rooms, digital *creative & event* rooms, IT rooms, data & *research*, business administration rooms, *finance* rooms, *meeting* rooms, studio rooms, and *facilty* rooms. All rooms are designed to give a comfortable impression for both employees and customers who visit the office.

### Operational Goals and Objectives

FranchiseGlobal.com sets company operational goals in line with the company's vision. As discussed in Chapter 4, the determination of the *Quantitative Strategic Planning Matrix (QSPM)* and *Lean Business Canvas*, which focuses on product development that prioritizes product innovation according to market needs such as increasing digital features and content and improving technology *platforms* to improve the quality of content and digital assets owned. And from the results of *Business Level Strategic* that product differentiation is the key to winning the competition.

### Operational Design

FranchiseGlobal.com's operational design involves 3 important actors in this platform, the first is the *Franchisor* as the owner of the *franchise opportunity / business opportunity*, the second is the Visitor as a prospective *franchisee / partner* and the third is FanchiseGlobal.com as a connecting media (HUB) in providing information services and promotion of *franchise opportunities & business opportunities* based on integrated research and digital marketing data in accordance with the *Unique Value Proposition (UPV)* on the *Lean Canvas Model (LCM)*.



Figure 4. FranchiseGlobal.com Framework

## Product & Service Design

### Content Concept

FranchiseGlobal.com has 3 (three) concepts of konten approach, namely *News*, *Business Opportunities & Business Knowledge* to strengthen *positioning* as an online media portal *franchise opportunities & business opportunity*, as shown in Figure 2 Product Concept FranchiseGlobal.com, which consists of rubrics such as *Business Update*, *Business Opportunities*, *Business Directory*, *Business Knowledge* and *BizTalks*, attached rubric information in Table 6.3 Rubric FranchiseGlobal.com.

### Web & System Design

FranchiseGlobal.com has a web design display designed according to the needs of readers (advertisers and visitors) to be attractive, effective, easy to access, and user-friendly, which is illustrated in Figure 6.5 Home Page FranchiseGlobal.com, while the portal system is made into 3 (three) important accesses to support marketing plan activities, the First, free and limited access where franchisors/BO Owners can register opportunities Franchise & Business Opportunity to display the FranchiseGlobal.com directory page that complies with the conditions listed in Figure 6 and visitors can also access the required franchise & business opportunity data for free and are limited to only 5x (five) clicks on the Franchise & Business Opportunity database. Second, franchisors can advertise promoting their business opportunities to get maximum advertising response. and Third, visitors can expect to be able to access more franchise opportunity data without access restrictions, The second and third points are potential revenue streams that are specifically designed (Wardanu & Aryanto, 2023).

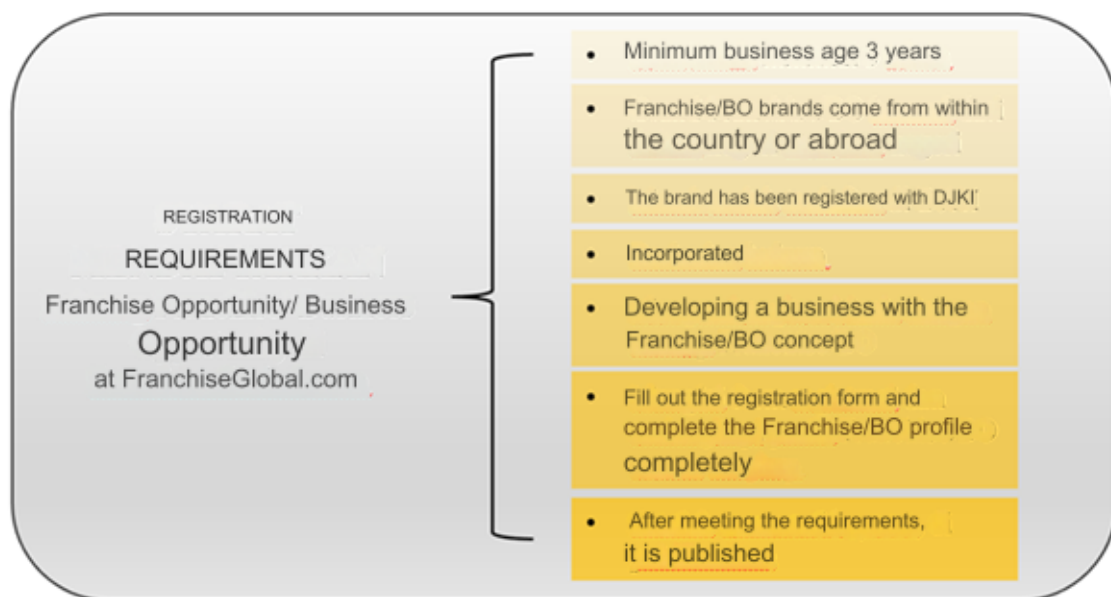


Figure 5. Terms of Registering Franchise/BO at FranchiseGlobal.com

### Advertising Concept

FranchiseGlobal.com has a variety of ad types such as *Banner ads*, *Webtorials*, *Landing Pages*, *Talkshows / Podcasts*, and *Display Ads* offered to prospective advertisers (*franchise & business opportunity owners*), to promote and market *their franchise & business opportunity opportunities* to FranchiseGlobal.com visitors. Attached to Table 4 Types of FranchiseGlobal.com Ads.

## Service Concept

FranchiseGlobal.com also has other types of services that can be offered to potential customers, such as Press Release Distribution (national online media publication), Online Business Matching Activities – IBOS, Workshops & Training, Conference & Awarding and updated Franchise Catalog published annually. Attached to the Table 5 Types of FranchiseGlobal.com Services, Figure 6.8 Press Release Distribution Services, Figure 6.9 IBOS (Online Business Matching), Figure 10 Workshops & Training, Figure 6 Conference & Awarding, Figure 7 Media Partners & Sponsorships.

And here is the concept of advertising products and FranchiseGlobal.com services to support marketing activities.

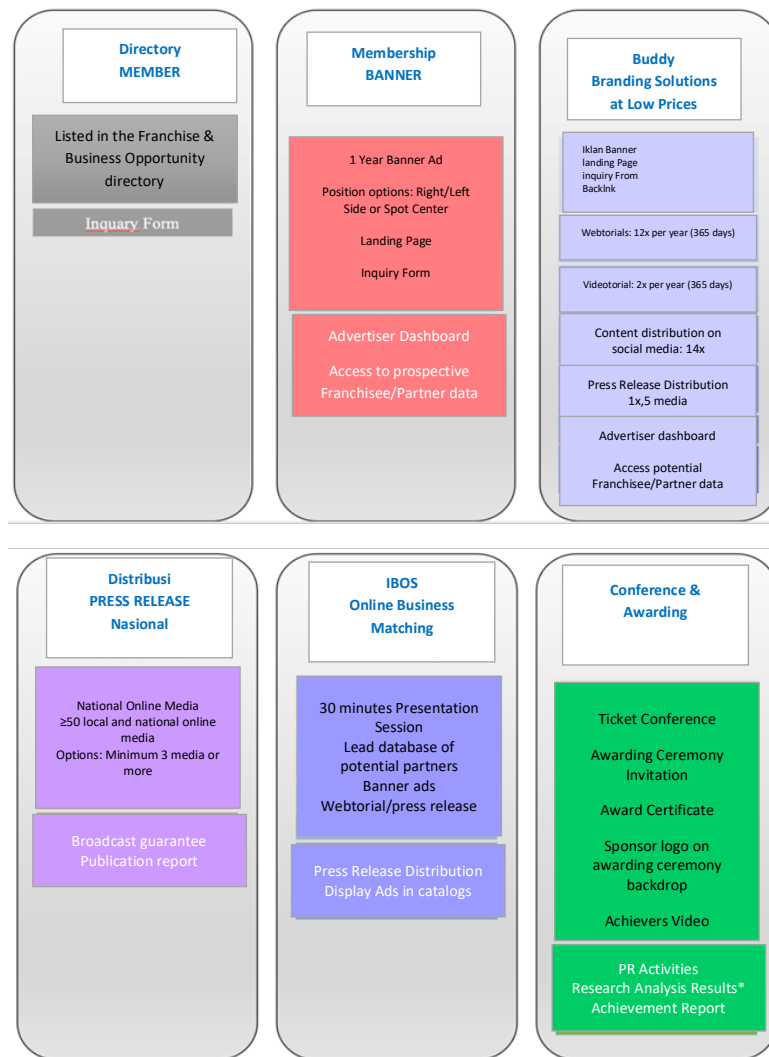


Figure 6. Concept of FranchiseGlobal.com Advertising Products & Services

## Advertiser Dashboard

To strengthen marketing bargaining, FranchiseGlobal.com designed a special dashboard for advertisers as an advantage of the system offered to potential advertisers. The dashboard can be accessed independently by advertisers using a user name and password to control the effectiveness of ads in the FranchiseGlobal.com (Taryana et al., 2021). Every advertiser will

get benefits such as User Name & Password, Dashboard, Landing Page Ad, news & article SEO, Promotion & Distribution Content, Potential Database Access, Access Ad Report.

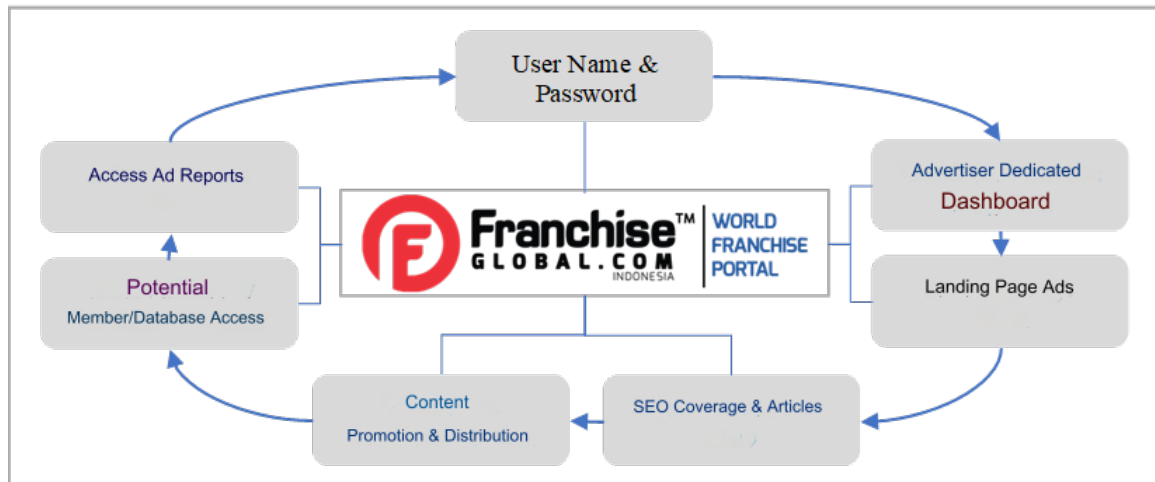


Figure 7. Advantages of the FranchiseGlobal.com System

### Visitor Freemium Concept

FranchiseGlobal.com provides easy access to franchise / business opportunity information to Freemium Visitors, which is a business model that offers basic products or services for free, with the option to pay for additional or premium features, such as the following table:

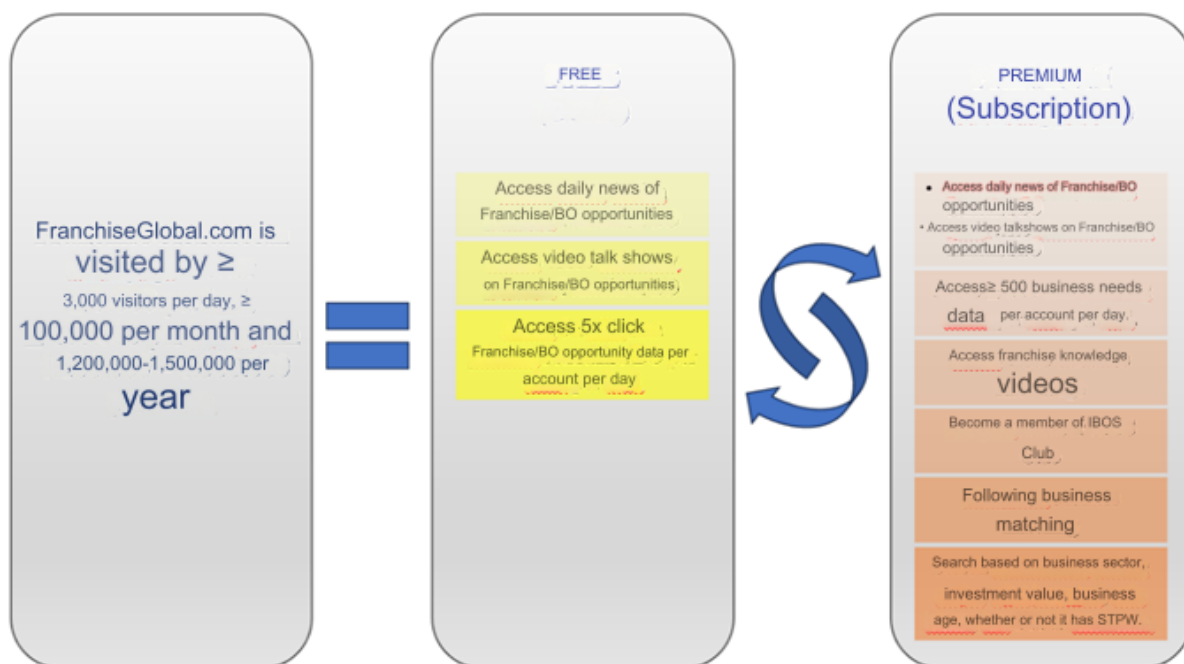


Figure 8. Visitor FreeMium FranchiseGlobal.com

### Layout Office

Layout and flow of services or services FranchiseGlobal.com refers to the spatial mechanism of the FranchiseGlobal.com media office adjusted to the number of human resources and the number of divisions in order to facilitate the implementation of the company's operational activities to run smoothly and efficiently, as follows:



Figure 9. Office Layout of FranchiseGlobal.com

### Process Technology

Global franchises are designed with two separate processes, namely the front end and back end, to facilitate creation, repair, and monitoring. The front-end section is in direct contact with the user entering personal data, which is then verified by the administration team. For the back end, this platform uses servers in Tier-3 standard data centers with PCI-DSS certification, which has an uptime rate of 99.982% or about 1.5 hours of downtime per year, providing data reliability and security.

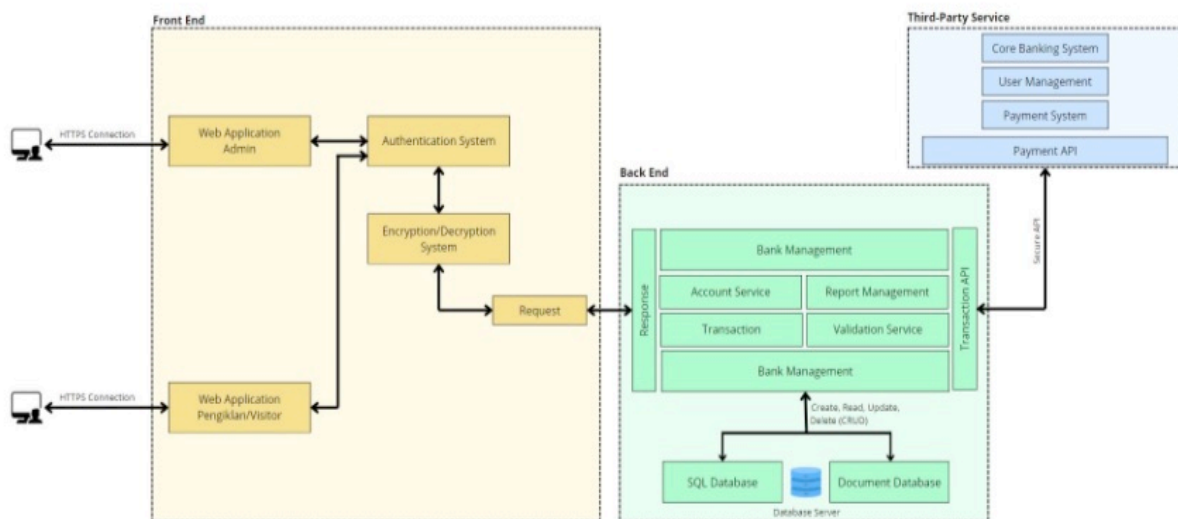


Figure 10. FranchiseGlobal.com System Architecture

FranchiseGlobal.com uses OpenStack-based Elastic Cloud Server (ECS), which provides high flexibility in network and server scale. The ECS used has a specification of 6 Core vCPU, 12 GB RAM, storage divided into two partitions (60GB and 40GB), and bandwidth up to 10 Gbps. In addition, to process payments, the platform collaborates with MidTrans as a payment

gateway provider, which is integrated using the Built-in Interface (SNAP), where the payment page is displayed as a pop-up During the transaction, ensure a safe and easy payment process.

## Operation Delivery

### Service Blue Print

FranchiseGlobal.com's *service blue print* is designed with a *cloud-based* automation system The service blueprint FranchiseGlobal.com designed with a cloud-based automation system that optimizes supply chain management, ensuring a smooth flow of information and services between franchisors/BO Owners, prospective franchisees/partners, and the platform. As a hub that integrates franchise opportunities & business opportunities, FranchiseGlobal.com supports Key Activities and Key Partners in the Lean Business Canvas, as well as maximizing Channels through accurate and timely information management, improving resource efficiency and business sustainability.

### Service Blue Print Advertisers

The advertising process in FranchiseGlobal.com begins with the customer filling out the Media Order (MO) form on the portal. After the MO is filled in, the customer receives an invoice as proof of the ad request, followed by payment verification by the system. After the payment is confirmed, the customer receives a username & password to log in to the portal, complete advertising data such as text, photos, and videos, which are then verified by the Adm Support PIC. The Design and IT Department works to create landing pages, while the Editorial Department compiles additional content such as articles and keywords for SEO. The content is also distributed to social media by the Promotion Department.

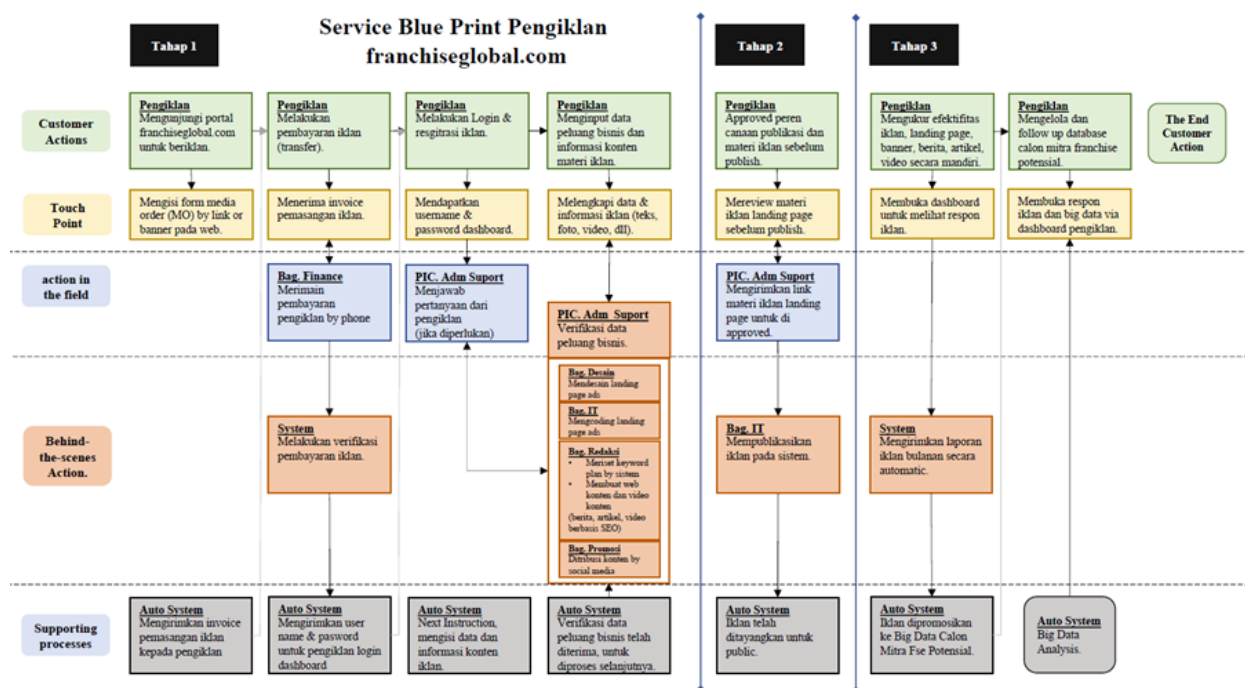


Figure 11. Advertiser Service Blue Print

Before the ad is published, the customer is given the opportunity to review and approve the creative. After approval, the advertisement is published by the IT Department, and the system sends a confirmation to the customer. Once it's live, customers can measure the effectiveness of their ads through the dashboard, as well as receive automated monthly reports on how their

ads are performing. Ads are also promoted to Big Data Potential Franchisees/Partners to expand their reach and effectiveness. This process ensures that ads are monitored and optimized to the maximum. As illustrated in Figure 11.

### Visitor - Prospective Franchisee / Partner

The Visitor visit process at FranchiseGlobal.com begins when prospective franchisees/partners access the portal to search for business opportunities. They can read the news, articles, or watch videos available, and if interested, they can register by filling in personal data. After registration, prospective partners can access further information, but to access advanced data, they need to upgrade their membership to a premium member with payment via digital wallet. At this stage, the Call Center PIC is ready to answer questions from prospective franchisees/partners via WA or chatbox, while the system verifies the data and payments made (Susilawati, 2018).

After becoming a premium member, prospective franchisees who are interested can fill out an enquiry form to submit their interest to the business opportunity owner. The last stage involves communication between potential partners and business owners through various channels, such as WA, email, or telephone. Data from prospective franchisees/partners will be analyzed by the Big Data system to assess the potential for cooperation. This process is supported by a structured system and a support team that is ready to help, ensuring that the experience of prospective franchisees/partners runs smoothly and in accordance with the lean FranchiseGlobal.com business model. As illustrated in Figure 12.

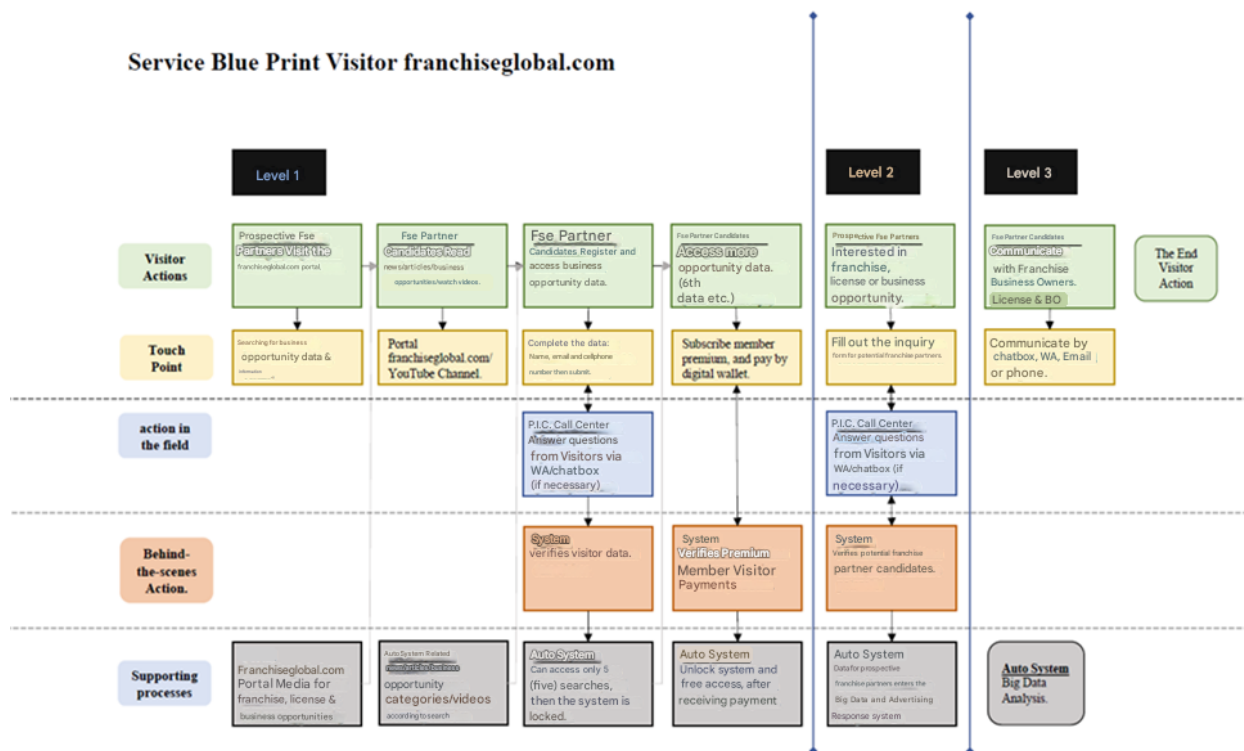


Figure 12. Service Blue Print Visitor

### Quality Management

FranchiseGlobal.com is committed to maintaining and improving service quality to support the development of the franchise industry and business opportunities in Indonesia. The measures taken include quality policies and objectives that focus on content accuracy and innovation, as

well as quality planning to ensure operations are up to standard (Budiman et al., 2024). In addition, FranchiseGlobal.com identify and analyze service-related risks, such as operational and technological aspects, and develop effective mitigation strategies (Sofiah, 2020).

The implementation of quality management also includes periodic testing and monitoring of the platform, employee training and development, and quality control through internal audits. User feedback is collected regularly to support continuous evaluation and improvement. With these steps, FranchiseGlobal.com can realize its vision of becoming a leading franchise media and have a positive impact on the growth of the franchise industry in Indonesia (Atmotenojo & Situmorang, 2021).

## Projected Operation Cost

### Capital Expenditure

Capital Expenditure (Capex) is a budget that refers to the expenditure of capital cash to acquire or increase fixed assets. PT. Media Franchise Indonesia is a business entity from the media FranchiseGlobal.com carry out Capex planning for the purchase of equipment and equipment to support the company's operational activities (Ausat et al., 2023). The Capex cost planning is as follows:

Table 2. Capital Expenditure (CAPEX)

Item	Price List	Y1		Y2		Y3		Y4		Y5		Total Quantity	Total Expenditure
		Qty	Total	Qty	Total	Qty	Total	Qty	Total	Qty	Total		
Leptop & PC													
Laptop Komisaris	25.000.000	-	-	-	-	-	-	-	-	-	-	-	-
Laptop CEO	25.000.000	1	25.000.000	-	-	-	-	-	-	-	-	1	25.000.000
Laptop BOD	25.000.000	2	50.000.000	-	-	-	-	-	-	-	-	2	50.000.000
Laptop Manager	14.000.000	2	28.000.000	-	-	-	-	-	-	-	-	2	28.000.000
Laptop Staff	10.000.000	13	130.000.000	-	-	1	10.000.000	4	40.000.000	-	-	18	180.000.000
PC Staff	10.000.000	8	80.000.000	-	-	-	-	-	-	-	-	8	80.000.000
PC Khusus 2	35.000.000	3	105.000.000	-	-	2	70.000.000	-	-	-	-	5	175.000.000
Meja & Kursi Kerja													
KCEO	15.000.000	1	15.000.000	-	-	-	-	-	-	-	-	1	15.000.000
BOD	10.000.000	3	30.000.000	-	-	-	-	-	-	-	-	3	30.000.000
Manager	5.000.000	2	10.000.000	-	-	-	-	-	-	-	-	2	10.000.000
Staff	2.000.000	21	40.000.000	-	-	1	2.000.000	4	8.000.000	-	-	26	52.000.000
Staff Khusus	3.000.000	3	9.000.000	-	-	2	6.000.000	-	-	-	-	5	15.000.000
Lemari Arsip Besi													
BOD	2.000.000	2	4.000.000	-	-	-	-	-	-	-	-	2	4.000.000
Finance	1.500.000	4	3.000.000	-	-	-	-	-	-	-	-	4	6.000.000
Marketing	1.500.000	2	3.000.000	-	-	-	-	-	-	-	-	2	3.000.000
Redaksi	1.500.000	2	3.000.000	-	-	-	-	-	-	-	-	2	3.000.000
Admin	1.500.000	2	3.000.000	-	-	-	-	-	-	-	-	2	3.000.000
Data & Riset	1.500.000	2	3.000.000	-	-	-	-	-	-	-	-	2	3.000.000
Ruang Studio													
Laptop	25.000.000	1	25.000.000	-	-	-	-	-	-	-	-	1	25.000.000
Kamera Video Canon EOS RP	14.000.000	4	58.000.000	-	-	-	-	-	-	-	-	4	56.000.000
Kamera Foto Canon EOS 1500D	9.000.000	1	9.000.000	-	-	-	-	-	-	-	-	1	9.000.000

Mixer Video Feelworld L2 Plus	7.200.000	1	7.200.000	-	-	-	-	-	-	-	-	1	7.000.000
Audio Interface Solid State Logic SSL 12 USB	8.300.000	2	16.600.000	-	-	-	-	-	-	-	-	2	16.600.000
Lightning Godox H160-B Lighting Kit	5.500.000	2	10.000.000	-	-	-	-	-	-	-	-	2	10.000.000
Lightning Godox LED Video Light Flash	4.500.000	2	9.000.000	-	-	-	-	-	-	-	-	2	9.000.000
Greenscreen	4.500.000	1	14.500.000	-	-	-	-	-	-	-	-	1	4.500.000
Tripod EA2TT VT-88	2.500.000	4	10.000.000	-	-	-	-	-	-	-	-	4	10.000.000
Handy Talky		-		-	-	-	-	-	-	-	-	-	-
Reflektor	200.000	2	400.000	-	-	-	-	-	-	-	-	2	400.000
Gimbal Zhiyun Tech Wee Bill S	4.000.000	1	4.000.000	-	-	-	-	-	-	-	-	1	4.000.000
Mic. Saramonic Blink 500 Pro B8 4 Channel Wireless	8.500.000	1	8.500.000	-	-	-	-	-	-	-	-	1	8.500.000
TV Sony 49 Inch Smart TV UHD KD-49X8000E	9.500.000	3	28.500.000	-	-	-	-	-	-	-	-	3	28.500.000
Kursi dan Meja Shooting	10.000.000	1	10.000.000	-	-	-	-	-	-	-	-	1	10.000.000
Perlengkapan													
Meja + Kursi Meeting: 9 Kursi	15.000.000	1	15.000.000	-	-	-	-	-	-	-	-	1	15.000.000
Kursi lipat kampus	750.000	20	15.000.000	-	-	3	2.250.000	4	3.000.000	-	-	27	20.250.000
Meja + Kursi ruang tamu	10.000.00	1	10.000.000	-	-	-	-	-	-	-	-	1	10.000.000
PABX Panasonic	29.500.000	1	29.500.000	-	-	-	-	-	-	-	-	1	29.500.000
Mesin Absen	3.000.000	1	3.000.000	-	-	-	-	-	-	-	-	1	3.000.000
Smart Doorlock	5.000.000	1	5.000.000	-	-	-	-	-	-	-	-	1	5.000.000
Doorcloser	300.000	10	3.000.000	-	-	-	-	-	-	-	-	10	3.000.000
Intenet Rooter wifi	700.000	4	2.800.000	-	-	-	-	-	-	-	-	4	2.800.000
CCTV	15.000.000	1	15.000.000	-	-	-	-	-	-	-	-	1	15.000.000
Genset	25.000.000	1	25.000.000	-	-	-	-	-	-	-	-	1	25.000.000
Glassboard	4.000.000	2	9.000.000	-	-	-	-	-	-	-	-	2	9.000.000
Kulkas	5.000.000	1	5.000.000	-	-	-	-	-	-	-	-	1	5.000.000
Water Dispenser	2.000.000	4	8.000.000	-	-	-	-	-	-	-	-	4	8.000.000
Brangkas	8.000.000	1	8.000.000	-	-	-	-	-	-	-	-	1	8.000.000
Printer A3	15.000.000	1	15.000.000	-	-	-	-	-	-	-	-	1	15.000.000
Printer A4	3.000.000	6	30.000.000	-	-	-	-	-	-	-	-	6	21.000.000

Printer dot matrix	30.000.000	1	25.000.000	-	-	-	-	-	-	-	-	1	30.000.000
Rak Gudang 100 x 200	1.000.000	3	5.100.000	-	-	-	-	-	-	-	-	3	5.100.000
Kendaraan													
Motor OPS. Vario	27.350.000	1	27.350.000	-	-	-	-	-	-	-	-	1	27.350.000
Motor OPS. Beat	18.450.000	1	18.450.000	-	-	-	-	-	-	-	-	1	18.450.000
Mobil OPS. Kijang Inova 2.4 GAT Diesel	424.900.000	1	424.900.000	-	-	-	-	-	-	-	-	1	424.900.000
Mobil OPS. New Avanza	235.100.000	1	235.100.000	-	-	-	-	-	-	-	-	1	235.100.000

### Pre-Operational Cost Budget

The operating cost budget is a cost incurred before the company starts its operational activities. PT. Media Franchise Indonesia (Fanchiseglobal.com) makes a budget for pre-operational costs consisting of office rental, office renovation, web development, hosting, domain, PT establishment, brand registration, other licensing and software (Wahyudi & Riady, 2021). The cost breakdown is as follows:

Table 3. Pre-Operational Cost Budget

Aitem	Cots	Y1		Y2		Y3		Y4		Y5	
		Qty	Total	Qty	Total	Qty	Total	Qty	Total	Qty	Total
Sewa Kantor	200.000.000	1	200.000.000	1	200.000.000	1	200.000.000	1	200.000.000	1	200.000.000
Renovasi Kantor	400.000.000	1	400.000.000	-		-		-		-	
Web Development	300.000.000	1	300.000.000	-		-		-		-	
Hosting/Server dan DRC	180.000.000	1	180.000.000	1	180.000.000	1	180.000.000	1	180.000.000	1	180.000.000
Akuisisi Merek & Domain From UC	200.000.000	1	200.000.000	-		-		-		-	
Renewal Dimain	350.000	1	350.000	1	350.000	1	350.000	1	350.000	1	350.000
Legalitas Pendirian Perusahaan	15.000.000	1	15.000.000	-		-		-		-	
Pendaftaran Merrek & Kelas	3.500.000	8	28.000.000	-		-		-		-	
Perizinan Lainnya	10.000.000	1	10.000.000	-		-		-		-	
Softwere dan Lisensi	6.500.000	1	6.500.000	1	6.500.000	1	6.500.000	1	6.500.000	1	6.500.000

### Operational Expenditure

Operational Expenditure (Opex) is a cost incurred by a company in carrying out its daily operations. Opex FranchiseGlobal.com covers all expenses related to routine business activities, covering different types of expenses that are necessary to keep the platform up and running. Managing Opex efficiently is essential because high operational costs can reduce a company's profitability. Here is Opex FranchiseGlobal.com:

Table 4. Operational Expenditure (Opex)

Operational Cost	Y1	Y2	Y3	Y4	Y5	TOTAL
Sewa Kantor	200.000.00 0	200.000.00 0	200.000.00 0	200.000.00 0	200.000.00 0	1.000.000.0 00
Renovasi Kantor	400.000.00 0	-	-	-		400.000.000
Sewa Hosting	180.000.00 0	180.000.00 0	180.000.00 0	180.000.00 0	180.000.00 0	900.000.000
Renual Domain	350.000	350.000	350.000	350.000	350.000	1.750.000
Software dan Lisensi	6.500.000	6.500.000	6.500.000	6.500.000	6.500.000	32.500.000
Gaji, THR dan Bonus Karyawan	4.335.500. 000	4.552.275. 000	5.131.035. 000	6.109.944. 750	6.415.441. 988	26.544.196. 738
Komisi dan Insentif	303.900.00 0	363.245.00 0	529.594.00 0	629.370.30 0	1.060.278. 370	2.886.387.6 70
Telp dan Telekomunikasi	47.500.000	49.875.000	52.250.000	57.475.000	57.475.000	264.575.000
Listrik	29.000.000	30.450.000	31.900.000	35.090.000	35.090.000	161.530.000
Air	14.000.000	14.700.000	15.400.000	16.940.000	16.940.000	77.980.000
Materai	43.200.000	45.360.000	47.520.000	52.272.000	52.272.000	240.624.000
ATK, Fotocopy, dan Jilid	3.000.000	3.150.000	3.300.000	3.630.000	3.630.000	16.710.000
Ekspedisi, Pengiriman dan Packaging	13.500.000	14.175.000	14.850.000	16.335.000	16.335.000	75.195.000
Rumah Tangga Kantor	148.000.00 0	155.400.00 0	162.800.00 0	179.080.00 0	179.080.00 0	824.360.000
IPKL, Kebersihan dan Keamanan	13.500.000	14.175.000	14.850.000	16.335.000	16.335.000	75.195.000
Transportasi, Bensin, Tol dan Parkir	45.000.000	47.250.000	49.500.000	54.450.000	54.450.000	250.650.000
Meeting Direksi dan Karyawan	200.000.00 0	21.000.000	22.000.000	24.200.000	24.200.000	111.180.000
BPJS Kesehatan/Pengobatan	112.800.00 0	117.288.00 0	122.000.40 0	126.948.00 0	132.143.84 1	611.180.661
BPJS Ketenagakerjaan	206.329.34 4	215.902.84 8	241.620.96 0	287.446.41 2	300.947.28 3	1.252.246.8 48
Asuransi	-	-	-	-	-	-
Pendidikan, Pelatihan dan Raker	25.000.000	26.250.000	27.500.000	30.250.000	30.250.000	139.250.000
Pemeliharaan Inventaris Kantor	20.000.000	21.000.000	22.000.000	24.200.000	24.200.000	111.400.000
Sumbangan/ Infak & Sedekah	-	-	-	-	-	-
Perjalanan Dinas & Akomodasi	-	-	-	-	-	-
Penyusutan Peralatan Kantor	183.751.50 0	183.751.50 0	207.055.07 1	217.983.64 3	118.623.64 3	911.250.000
Penyusutan Kendaraan Kantor	88.294.821	88.294.821	88.294.821	88.294.821	88.294.821	441.474.107
Amortisasi	-	-	-	-	-	-

Pajak kendaraan	-	-	-	-	-	-
Pajak PPh Pasal 4 (2)	-	-	-	-	-	-
Pajak PPh	-	-	-	-	-	-
<b>Amount</b>	<b>6.439.125.665</b>	<b>6.350.392.169</b>	<b>7.170.320.253</b>	<b>8.357.095.347</b>	<b>9.012.836.946</b>	<b>37.329.770.381</b>

## Conclusion

FranchiseGlobal.com has shown that the use of an effective digital media strategy can be the key to accelerating the development of the franchise industry and business opportunities in Indonesia. As a platform that functions as a link between franchisors and prospective franchisees, FranchiseGlobal.com has successfully leveraged the power of digital marketing to significantly increase franchise visibility. The use of data-based advertising, content distribution, and online business matching services has provided added value for business people in developing their business networks. The digital strategy implemented not only helps expand the market, but also encourages economic growth of the franchise sector in Indonesia, especially post-pandemic.

To continue to support the growth of the franchise industry and business opportunities, FranchiseGlobal.com is advised to focus more on developing innovative features that can improve interaction between franchisors and potential franchisees. The use of more sophisticated analytics to understand market needs and improve educational services for potential partners is also important to consider. In addition, FranchiseGlobal.com need to continue to strengthen its international network to support the expansion of local franchises into the global market, which will provide wider business opportunities for industry players in Indonesia.

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