

## EXECUTIVE SUMMARY

Indonesia is rich of natural resources, beautiful sceneries, histories and cultures. Histories and cultures are important elements to the Indonesia since those build Indonesian identity or nationalism that unite the nation, avoid them from separation, and protect them from negative effects of globalization. Sadly, Indonesian nationalism is deteriorating. The emergence of hedonism, individualism placed over togetherness, and other nation culture displaced the traditional culture are the symptoms of this nationalism deterioration.

Current museums are not yet able to optimally role as means to grow the nationalism toward young generation in particular because it is still perceived unattractive. Psychologically, on this age range, the youngsters can learn more effectively through entertaining activities. Therefore, PT Berkarya Indonesia offers Museum Historia, museum of Indonesian history and culture that is completed with four thematic diorama (Indonesia prehistory, Majapahit kingdom, independence war, and cultures), to facilitate the education through a range of involving and entertaining activities. The education content of each diorama is divided into five levels which goals range from knowing to appreciating and is aligned with national curriculum. The education is delivered with specific methods that affect the cognitive, affective, and psychomotor domain of the visitor.

Target markets of this business are schools and children. The schools targeted are from elementary to senior level private school in DKI Jakarta that have study tour program to History and Archeology museum or General museum which is estimated consist of 1.776 schools or 436.700 students. This business also targets children of 10-17 years old from middle class in DKI Jakarta who at least once in a year choose to visit History and

Archeology museum or General museum. The size is estimated to be 536.958 children.

The values to deliver are education, entertainment, and nationalism. Therefore, visitors are encouraged to finish the adventure tasks of the designated level assigned to them. When entering the facilities, they will be equipped with relevant custom of the diorama they are going to enter, adventure map, and adventure book in their first visit. Adventure map will show them what tasks need to be done to complete the level. Adventure book is used to record which level of diorama they have completed. After completing certain level in certain diorama, they will get special calling such as “Petualang Pemula”, “Petualang Jagoan”, and so on. Differentiations of this business are visitors able to interact with collections (touch and use); real and representative ambience; hospitable and knowledgeable personnel.

The museum will be managed by museum director (hold by CEO), curator, conservator, and registrar. The diorama will be managed under business team. To present excellent experience, company form and develop the personnel based on company core values (KREASI) and core competence that is knowledgeable while able to communicate the knowledge with fun. To engage them, company provide non-financial benefit which are the pride of educating nation young generation and special naming such as “Punggawa” for the guides, along with competitive compensation and development plan.

To run the business, PT Berkarya Indonesia is financed through 100% equity worth 106 billion rupiahs to cover initial investment and working capital. The capital structure will 19.81% founders and 81,19% venture capital. Using the 5% inflation rate and 19,36% cost of capital, the business is estimated to have NPV FCFE 99 billion rupiahs, 27% IRR, and 6.16 years payback period