

**BUSINESS AND SYSTEM ANALYSIS & DESIGN OF AN
ONLINE BOOK PUBLISHING FUNDING PLATFORM**

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in

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The process of publishing printed books require initial capital investment from publishers, which limits the number of new book titles published in Indonesia. Additionally, publishers lack the funds to publish new titles due to the decline in book sales caused by the Covid-19 pandemic. This research aims to solve funding issues towards book publishing, which is allocated towards printing physical copies. A business analysis was conducted to analyze the feasibility of the business model of the proposed solution and the unique value proposition that is offered to the market. A prototype is also developed as a proof of concept to demonstrate how the proposed solution would take form. The prototype was demonstrated to interviewees to gain feedback for evaluation, which concludes that the proposed solution has promising value to be used by Indonesian publishers.

Keywords: crowdfunding, online marketplace, peer-to-peer lending, server-side rendering

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DEDICATION

This work is dedicated to everyone whom I have encountered in life to be the person who I am today.

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