**ABSTRACT**

Syahrul Kurniawan / 75150434 / 2019 / *Business Plan of Digital Marketing Agency* “MARKETING IN” *in South Bekasi / Advisor*: Drs. Akromul Ibad M.M

MARKETING IN *is a business engaged in digital marketing that has a business concept a Digital Marketing Agency*. MARKETING IN *offers a variety of promotional services. MARKETING IN will open its business in the Grand Galaxy Park area, South Bekasi.*

MARKETING IN *has a vision that is, "become a digital marketing agency known throughout Indonesia, become a quality digital marketing agency and build strong relationships with customers.*

*The services offered by* MARKETING IN *are digital marketing services. Digital marketing services offered are Social Media Management, Marketplace Management and Web Development.*

*Like other businesses, marketing strategies are needed to increase public awareness of the brand being offered. In this case* MARKETING IN *plans to use social media, websites, business cards and personal offers.*

*Human resources are needed to support* MARKETING IN*'s business operations. At present it is planned that there will be 8 employees recruited.*

*The initial investment required for* MARKETING IN *is Rp. 342,955,104 used for cash reserves, equipment costs, equipment costs, shop rental fees, and renovation costs. This initial investment is a gift from parents and own capital.*

*The results of financial analysis show that the BEP value of sales is higher than the costs incurred. For NPV, the value is Rp. 841,018,206. The payback period is obtained 1 year 2 months 10 days with a maximum limit of 5 years, while the Profitability Index shows results of more than 1, 2.452 which means the project is accepted. The conclusion from this financial feasibility analysis is that the* MARKETING IN *business is feasible to run.*