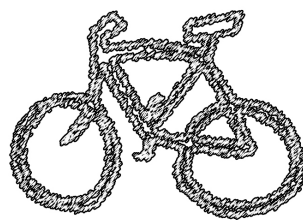


LAMPIRAN

LAMPIRAN 1
LOGO BIKE TO FARM



BiketoFarm



BiketoFarm

LAMPIRAN 2

BUSINESS MODEL CANVAS BIKE TO FARM

KEY PARTNER	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATION	CUSTOMER SEGMENT
<ul style="list-style-type: none"> • Petani • Artisan • <i>Tour Travel Agent</i> • Lembaga Desa • Hotel 	<ul style="list-style-type: none"> • <i>Engage</i> petani • <i>Engage</i> artisan • Sewa sepeda • <i>Marketing</i> <hr/> <p style="text-align: center;">KEY RESOURCES</p> <hr/> <ul style="list-style-type: none"> • Petani ladang • Artisan • Tempat produksi • <i>Merchandise</i> 	<ul style="list-style-type: none"> • Lokal/Desa • Sehat • <i>Empowerment</i> petani • Dekat petani-pertanian • Vintage • Otentik • Permakultur • Bisnis sosial 	<ul style="list-style-type: none"> • Media sosial • Web • <i>Newsletter</i> <hr/> <p style="text-align: center;">CHANNEL</p> <hr/> <ul style="list-style-type: none"> • Media sosial • Web • <i>Tour Travel Agent</i> • Pameran-Bazaar • <i>Endorse</i> • Hotel-Restoran • <i>Marketplace</i> 	<ul style="list-style-type: none"> • Urban • Bule/Expat • Anak muda • Keluarga • Lembaga tour/travel • Korporat • Komunitas
		COST	REVENUE	
		<ul style="list-style-type: none"> • Sewa sepeda • Biaya kunjungan • Iklan (<i>Brand campaign</i>) • Cetak leaflet 	<ul style="list-style-type: none"> • Tiket • <i>Merchandise</i> • Polaroid 	

LAMPIRAN 3
PENGANGGARAN BIKE TO FARM

COST					
Variabel Cost		Fixed Cost		Merch	
<i>Sewa</i>		<i>Sawah</i>	Rp50.000	<i>Kertas</i>	
<i>Sepeda</i>	Rp30.000	<i>Mendong</i>	Rp50.000	<i>Polaroid</i>	Rp.172.000
<i>Makan</i>	Rp10.000	<i>Emping</i>	Rp50.000		
<i>Merch</i>	Rp17.200	<i>Polaroid</i>	Rp55.000		
	Rp57.200		Rp205.000		Rp.172.000
PESERTA					
	1	2	3	4	5
HPP					
<i>Fixed</i>	Rp205.000	Rp205.000	Rp205.000	Rp205.000	Rp205.000
<i>Variable</i>	Rp57.200	Rp114.400	Rp171.600	Rp228.800	Rp286.000
<i>Total</i>	Rp262.200	Rp319.400	Rp376.600	Rp433.800	Rp491.000
HTM		REVENUE			
150000	Rp150.000	Rp300.000	Rp450.000	Rp600.000	Rp750.000
155000	Rp155.000	Rp310.000	Rp465.000	Rp620.000	Rp775.000
160000	Rp160.000	Rp320.000	Rp480.000	Rp640.000	Rp800.000
165000	Rp165.000	Rp330.000	Rp495.000	Rp660.000	Rp825.000
170000	Rp170.000	Rp340.000	Rp510.000	Rp680.000	Rp850.000
HTM		MARGIN			
150000	Rp(112.200)	Rp(19.400)	Rp73.400	Rp166.200	Rp259.000
155000	Rp(107.200)	Rp(9.400)	Rp88.400	Rp186.200	Rp284.000
160000	Rp(102.200)	Rp600	Rp103.400	Rp206.200	Rp309.000
165000	Rp(97.200)	Rp10.600	Rp118.400	Rp226.200	Rp334.000
170000	Rp(92.200)	Rp20.600	Rp133.400	Rp246.200	Rp359.000

LAMPIRAN 4
BUKLET BIKE TO FARM

The brochure is divided into six panels arranged in a 2x3 grid. The top-left panel features a bicycle in a field with the Agradaja logo and event details: 'Sabtu, 23 Juni 2018 Pukul. 08:00-14:00 WIB. Joglo Agradaja, Dusun Pandan 05/14, Sandangan, Minggu - Selayan'. The top-right panel shows a person cycling on a path with a text block: 'Tinggalkan kesibukan kota, kita ikuti kegiatan petani sambil bersepeda keliling desa. Manjakan diri dengan udara segar, pemandangan hijau teduh dan angin sayup sejuk. Melihat lebih dekat bagaimana kearifan lokal dilestarikan dengan terlibat bersamanya.' The bottom-left panel includes a price tag icon and text: 'HANYA IDR165k: JADI WARGA DESA SEDERHANA, BAHAGIA.' The bottom-right panel features a person cycling on a path with the text: 'Bersepeda, naik ontel istimewa. AYO, TANDAI SEPEDAMU SEKARANG!' The middle panels are decorated with various icons representing agriculture, bicycles, and community.

LAMPIRAN 5

TEASER BIKE TO FARM

Agradaya **BiketoFarm**

*Bike to Farm:
Melihat Lebih Dekat
Merasa Lebih Pekat*

**Safari desa
Naik Ontel Istimewa**
Menjauhi polusi kota
nikmati angin sejuk ala desa

**Berlumur Lumpur
Ikut Nandur**
Memaknai lebih jauh bagaimana
makanan bisa tersaji di meja makan

**Melestarikan
Kearifan Lokal**
Belajar bersama artisan tradisional
mulai dari pangan hingga anyaman

Sabtu,
24 Maret 2018
08:00 - 14:00 WIB

Joglo Agradaya
Dusun Planden RT.03/14
Sendangrejo, Minggir - Sleman.

Selengkapinya:
+62 813 858 555 46

**agra
crossword**

Mendatar

- Tempat menanam buah & sayuran.
- Menuju.

Menurun

- Kereta angin.