

## **ABSTRACT**

Nowadays, IT has important role in our business and every company definitely used IT to run their business. IT has made a significant contribution to economic growth and quality of life. Almost in all industry, transaction couldn't be done smoothly without IT. In globalization era, the trend of digital media using internet and social network (Facebook, Twitter, MySpace, LinkedIn) grow very fast.

It means a lot of people in Indonesia already familiar with high technology. The problem is, the usage of IT based system in Indonesia is not really used optimally. Nowadays, people want to do almost everything faster and more convenience using technology. We know that until now, there are a lot of situations that make people queue or wait to get their need.

Every industry needs IT to improve their business and give faster service to customers. The objectives of our thesis are to introduce the new way of doing business with using NFC technology for the people in Indonesia which are want to doing business in effective and efficiency way, and improve customer engagement.

This is new business model that could attract customers, especially Indonesian people in big cities who want to do their transaction in quick and efficient way. We did external and internal analysis in this thesis and also market survey to build something different in business model creation.

Key word:

New Technology, Innovation, NFC, New Business Model, and Business Analysis.