

## ABSTRACT

*In today's digital era, technology and information are developing very rapidly. The role of this technology has brought benefits to humans in all aspects of fields in various fields, namely education, economy, social and culture, transportation, etc. With increasingly advanced technology, it is hoped that it will facilitate human work in the future. One form of progress today is that people have started building startups. A startup is a new start-up company that has a tendency to use digital technology in running a company's business such as the internet and smartphones. How to build a startup is not easy, there are several factors that can make a startup succeed and fail, it all depends on the behavior of the startup founder, for example after finding a startup idea, the next step is in marketing or marketing, if the marketing is good it will support the startup to grow and vice versa. Therefore, this time the author will create a startup idea and how to arrange it.*

*Keywords: Startup, how to start a startup business*