

ANALYSIS BUSINESS PROSPECT OF METAVERSE FROM META COMPANY

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Abstract

Metaverse as an evolution of digital interaction has an important role in life and in the future because it allows people to interact in virtual environments in a more immersive and realistic way. This research aims to find out the product description, business concept, business goals, target market, business risk, marketing strategy, financial statements of Metaverse from meta company so that the public or the world of education can get an idea of the business prospects of Metaverse. This study used descriptive qualitative method. Data collection techniques are visual content and documentation. The object of this research is Metaverse technology from meta company. The result of this research is Metaverse a virtual world created to interact with other people immersively without being in the same room by using a VR (Virtual Reality) headset. The Metaverse business concept includes key partners, key activities, value propositions, customer relationships, customer segments, key resources, channels, cost structure, revenue streams. The business goals of Metaverse are to create the digital world, where people can work together, spend time with friends like the real world. These are some of the target markets for the Metaverse, including content developers, Metaverse users, marketers and businesses. Business risks of the Metaverse are competitors and regulatory or political risks. Marketing strategy of Metaverse namely Increase Awareness by disseminating content, Partnerships and sponsorships, and Customer Engagement. Reality Labs reports that Metaverse financial reports experience continuous losses until 2023.

Keywords: *Metaverse Prospects and Product Description, Business Concept and Business Goals, Target Market and Business Risk, Marketing Strategy and Financial Statements*

1. Introduction

The world has recently moved to remove the boundary between the digital and physical worlds by utilizing the latest advances in information and communications technology. Believing in the importance and necessity of their existence, this shift strives to improve the interaction between humans and machines without replacing one with the other. The technologies of the third and fourth industrial revolutions computers and the Internet were the world's weapon to achieve this goal. (Sari & Pratama, 2021) Today's business world faces intense competition, with many choices or product services offered to consumers. This

competition ultimately drives companies to differentiate their products in order to compete and be accepted in the market.

Mark Zuckerberg, the founder and CEO of Facebook and one of the world's leading businessmen and programmers, officially did it. According to the announcement, the Facebook company's recently change company's name to "Meta," and the company will operate under this new name to help build a platform that embodies digital social relationships, experiences, and interaction it called the "Metaverse". This platform provide anyone can meet other people anywhere and anytime in the Metaverse world (Lopez Diez, 2021), company Meta or what was formerly called Facebook is reported to have issued investment funds of 10 billion US dollars (Rp 140.8 trillion) to make the metaverse a reality.

Others are skeptical, seeing Metaverse as a fad that will change the way people work, shop, socialize, and play. Whether we view the Metaverse as a technological revolution or not, however, there is no denying that the massive proliferation of this technology will affect nearly every aspect of life and business over the next decade. It will also allow interaction in virtual and augmented spaces, as well as a mix of both. (Petrosyan Anait K., 2020) Statista once conducted a survey of 1,000 respondents to find out what activities they would like to do in the world of Metaverse. And apparently, about 52% of respondents said they wanted to go there to get experience working in a virtual workspace. As many as 48% of respondents want to witness art and entertainment performances directly in a virtual space. Then 44% said they wanted to invest in cryptocurrency. Furthermore, 40% of respondents want to experience learning in the Metaverse virtual space, while 32% of respondents want to do online dating and socializing. Finally, 29% of respondents want to play games, and another 18% want to watch adult entertainment on Metaverse.

The researcher discovered various scientific literatures that discuss the metaverse universe as a result of his literature search. There are numerous scientific studies or works that look into topic. Based on that, the ideas that researchers draw from come from a variety of metaverse-related literature, including articles (journals) and scientific papers that have been published both locally and internationally.

Based on (Al-gnbri, 2022) in the Indonesian Accounting entitled "*Internal auditing in metaverse world: between the prospects of virtual reality and the possibilities of augmented reality*". From the journal showing the results of this study is that the Metaverse implications for internal audit will exist in two directions: The first direction: virtual reality and augmented reality devices will be used in carrying out the internal audit process on virtual economy and business activities in the Metaverse world, which requires updating and developing some auditing methodologies and methods, and the second direction: that audit Internal audit checks and confirms the Metaverse technology itself, which requires additional audit tasks, and no matter how fast the two as this trend moves, it can be argued that both require an expansion of the range of services provided by internal audit.

Based on (Darwish & Hassanien, 2022) in the Journal of System and Management Sciences entitled "*Fantasy Magical Life: Opportunities, Applications, and Challenges in Metaverses*". From the journal shows the results that if the Metaverse unites with enabling technologies it will form digital twins, Internet of Things (IoT), artificial intelligence (AI), and blockchains. This paper concludes that the future of the Metaverse is the future of connectedness.

Based on (Sembiring Depari et al., 2022) in an economic journal entitled "*big data and*

metaverse toward business operations in indonesia". From the journal shows the results that big data and the metaverse can be a big improvement in business operations. In addition, it will also provide more opportunities and choices in business models to create new values to assist business people in their activities. However, there are also obstacles that need to be resolved and resolved such as internet infrastructure, VR or AR related technologies, human readiness to adapt and others. In addition, the health problems of metaverse users such as psychology and physical health are still being studied by many researchers.

Based on (Wang, 2023) in the Journal of Business, Chengdu university of Technology, Chengdu, Sichuan, China entitled "*Voluntary Information Disclosure in Meta Verse Industry Taking IMS Group Information Disclosure Violation as Case Analysis*". From the journal shows the results that the metaverse is a hot concept that emerged with immature technological developments, so it will have a long way to go. However, some companies increase their competitiveness to seek more corporate interests. The outlook for the future development of the meta universe is too virtual and resplendent, but it is difficult to find support in real performance, that is, corporate behavior follows hot pursuit of corporate interests and illegal disclosure of information.

The difference between this research and previous research is that previous research used the metaverse to advance business in combination with other digital technologies, while the current research wants to know the business prospects of the metaverse itself in the future.

(Widjaja et al., 2023) A financial or economic analyst, that the metaverse is a 3 dimensional digital world where you can live in it and do many things you normally do in the real world, such as studying, socializing, doing business and so on. However, in order for the entire world community to get used to and like it, the metaverse will take a long time. Based on the data above, the metaverse project created by the Meta company could be a project that gives the Meta company an advantage in the digital social market or could become a cover for the Meta company sector to gain profits and the needs of digital challenges in the future. However, to be able to achieve all this, it will take a long time for the metaverse to gain the trust of the world community, because there is still a small portion of society who think negatively about metaverse technology. Therefore, there is a need for an in-depth approach to society. Based on the explanation above, the researcher intends to conduct research with the title "Analysis Business Prospect of Metaverse from Meta Company".

Based on the background that the author has stated above, the author will formulate the problem in this research, namely:

1. How the metaverse product description from meta company?
2. How is the metaverse business concept from meta company?
3. How is the metaverse business goals from meta company?
4. How the metaverse target market from meta company?
5. How the metaverse business risk from meta company?
6. How is the metaverse marketing strategy of meta company?

2. Literature Review

2.1. Business

According to (Saputri, 2021) Business is any action, deed, or economic activity carried out by an individual or entrepreneur with the intention of making a profit is referred to as

business. By making an effort, we not only aid those under our care but also ourselves. If we are fortunate enough, we may even donate a portion of the fruits of our labor to support others in need. Besides that (Ariqa, 2021) Business can be defined as an activity carried out by humans to earn income or sustenance in order to fulfill their daily needs by utilizing economic resources effectively and efficiently. (Ariqa, 2021) In business there are two basic activities carried out, namely production and marketing, production is the result of human efforts to create goods and services that do not exist, or also called making changes in form or developing them so that they can meet human needs, while marketing is an effort that carried out to fulfill the needs and desires of consumers by creating a product or service which is then purchased by those who need it through an exchange.

2.2. Business Prospect

(Saputri, 2021) Business prospects can be thought of as an expanding opportunity, a chance to turn a profit, or a summary of the business that will be conducted in the future. An entrepreneur's personal elements, both internal and external, determine the success of their enterprise. Internal elements include labor, capital, management, technology, and so forth. External aspects include communication, transportation, and the use of new technologies to boost income. All of these factors come with expenses, and the goal is to help or profit entrepreneurs. Based on (Capinera, 2021) Business prospects are a description of the future in economic science. Whether our planned firm will succeed and turn a profit in the future depends on whether there will be a market for the product being produced or not, or whether none of these factors exists. In a research (Capinera, 2021) State that the way to measure business prospects is by conducting analysis including strengths, weaknesses, opportunities and threats (SWOT) of business. Moreover, also explain about indicators for measuring business prospects are: product description, business concept, business goals, target market, business risk, and marketing strategy.

2.2.1. Product Description

According to (Sugiharto & Darmawan, 2021) Define a product or service as everything that is offered to the market to realize the desires or fulfill the needs in the form of goods, services, enrichment of experience, events, places, property, people, organizations, information and ideas. (Sugiharto & Darmawan, 2021) The most important element of a service product is quality. This quality can be checked at the level of core service products as well as at the level of service added. Product quality has strategic considerations because of its important role in customer satisfaction and organizational performance.

2.2.2. Business Concept

Based on (Petrosyan Anait K., 2020) Business concept is a product, service, and information flow architecture that contains a description of numerous actors, their responsibilities, prospective benefits, and income sources. A business concept is a company idea that incorporates essential information such as a service or product, the value of a competitive edge, and how a business might profit. The firm will not operate aimlessly as a result of this component. Because they already know what product he is developing and who the intended market is.

2.2.3. Business Goals

Based on (Ahmadin et al., 2023) A business goal is something you want to achieve that is usually over a long period of time and the outcome will be life-changing, such as

retiring, buying a house, or making a major career change. Business goals are often characterized as changes in direction that will ultimately lead to results, which are desired. Goal is a general statement about whatever you want to achieve, so a business goal is a target that an entrepreneur wants to achieve in his business.

2.2.4. Target Market

Based on (Gallego et al., 2023) Target market is recognised as a managerial tool that supports an organisation to enhance their sustainable performance. Target marketing is particularly promising in terms of its potential to support organizations to achieve their goals and become long-term businesses in which all stakeholders are relevant. In addition (Gallego et al., 2023) The selection of target markets involves four steps, choosing the main criteria for segmentation, conducting the market segmentation based on the chosen criteria, assessing segment suitability, and finally, selecting target markets.

2.2.5. Business Risk

Based on (Lestari et al., 2021) Business risk is the potential for generating differences in corporate outcomes (shareholder wealth and corporate value) and business performance due to a company entering a particular business with a typical industry environment and using a variety of particular technologies. In (Lestari et al., 2021) Business risk is a type of risk that cannot be avoided. Once a company enters a certain business, the company will immediately experience business risks. The most important thing is how to ensure that management's appetite for risk remains in compliance with the principle of higher risk, higher expected return, high risk, high return.

2.2.6. Marketing Strategy

Marketing strategy according to (Afidah & Kurniawan, 2020) Namely marketing logic and based on this, business units are expected to achieve their marketing goals. Marketing strategy consists of making decisions about the company's marketing costs, marketing mix and marketing allocation. Besides that (Li et al., 2021) A marketing strategy is an integrated set of decisions that helps the firm make critical choices regarding marketing activities in selected markets and segments, with the aim to create, communicate, and deliver value to customers in exchange for accomplishing its specific financial, market, and other objectives.

3. Methodology

The method in this article uses library research, namely a method of collecting data by understanding and studying theories, articles, research from various literature related to this research, the data is obtained from sources such as books, journals, news, scientific articles and online articles and various others on the internet or on websites, the goal to be achieved in this article is to find out the metaverse product description, business concept, business goals, target market, business risk, and marketing strategy of meta company.

4. Result and Discussion

4.1. Result

4.1.1. Product Description

Metaverse is a virtual world, in the metaverse anyone can do anything they have ever imagined, such as socialize with friends and family, work, learn and play, shop, be creative, and have a variety of new experiences that are inconsistent with the current way we deal with Machines interact, agree.

According to (Wang, 2023) Metaverse is a virtual world mapping and interacting with the real world linked and created by scientific and technological means, equipped with digital living space of new social system. And Metaverse ushered in explosive growth after Zuckerberg officially announced that Facebook was renamed meta. The concept of Metaverse is sought after by large Internet enterprises at home and abroad. Nevertheless, Metaverse is still the newborn industries in the embryonic exploration stage with immature technology. While some enterprises took advantage of the popularity of Metaverse to drive up their share prices and since November 2021, multiply listed companies received inquiry letters from Stock Exchange for information disclosure.

4.1.2. Business Concept

The company concept is critical for new businesses since it incorporates real ideas with main components such as a core strategy, strategic resources, a value network, and consumer intermediaries. According to (Petrosyan Anait K., 2020) The Metaverse business concept includes key partners (content creators, technology companies, and entrepreneurs), key activities (platform development, content development, promotion), value propositions (collaboration and productivity, business opportunities, virtual entertainment), customer relationships (support and community, virtual interaction), customer segments (content developers, metaverse users, marketers and businesses), key resources (good content, partnerships, virtual reality technology), channels (metaverse platform, metaverse application, word of mouth), cost structure (operational costs, technology developments, content developments), revenue streams (advertising, subscriptions, application and content commerce).

4.1.3. Business Goals

Based on (Abbydzar Nur Fauzan & Soerjati Priowirjanto, 2023) The vision and mission of the metaverse may vary depending on the perspective of the developer, company, or community involved in developing and understanding this concept. Vision of the metaverse is giving people the power to build community and bring the world closer together. What this means is that the Metaverse concept aims to create a digital environment that allows individuals to interact, collaborate, and communicate with people from all over the world. Mission of the Metaverse is people deserve to be heard and to have a voice-even when that means defending the right of people we disagree with, our services help people connect, and when they're at their best, they bring people closer together, we work to make technology accessible to everyone, and our business model is ads so our services can be free, and we have a responsibility to promote the best of what people can do together by keeping people safe and preventing harm.

4.1.4. Target Market of Metaverse

Based on (Petrosyan Anait K., 2020) These are some of the target markets for the metaverse consist of content developers, metaverse users, marketer and businesses. Metaverse will be needed by many people, such as through metaverse we can carry out many simulations that are difficult to do in the real world, for example in the medical, pilot, mining and other fields, If there is a simulation for workers through the metaverse, it is hoped that the risk of accidents will be smaller, and maybe schools can upgrade using virtual media, because maybe teachers can more easily provide material or explanations.

4.1.5. Business Risk

Metaverse risk includes two categories, namely dynamic risk and strategic risk,

dynamic risk is a risk by various technological advances over time namely metaverse competitors and strategic risk is the risk faced by a company as a result of fundamental changes in the economic and political environment or regulations that have the potential to strictly regulate the operations of Metaverse digital technology. Metaverse has competitors from other technology companies like Artificial Intelligence (AI) namely OpenAI ChatGPT, and Chip Neuralink by Elon Musk.

According to (Althin et al., 2023) Explains that artificial intelligence (AI) is a way to automate repetitive processes with predetermined rules. Based on (Ruiz-Real et al., 2021) Artificial intelligence (AI) is a disruptive technological development that, together with robotics, is changing the operating model in companies in each and every one of its basic functions. From the definition above, it can be interpreted that Artificial Intelligence is technology that allows computers or machines to carry out tasks that usually require understanding, processing data and making decisions similar to the way humans do them.

(Abdul et al., 2023) Neuralink was founded by Elon Musk on June 21, 2016. Neuralink is an American neurotechnology company founded by Elon Musk and others, with the aim of developing implantable brain-computer interfaces so that it can be understood that neuralink is a chip that can connect the human brain with digital devices, this is the peak of the development of Brain Computer Interface (BCI) technology. This company's headquarters is in San Francisco, founded in 2016 and first released a report to the general public in March 2017. Chip neuralink is used to help people with motor disabilities due to stroke, physical injury, brain or neurological injury. The way it works is to connect the human brain with a computer device so that later people can move the computer without having to have physical contact and just use their thoughts. Vice versa, computers can also be used to control brains that already have a neuralink chip.

4.1.6. Marketing Strategy

Marketing strategy is a company's plan to introduce its brand or product to get sales targets and prospective customers. After that, through marketing strategies it will turn them into regular target consumers. (Petrosyan Anait K., 2020) These are some of the marketing strategy for the metaverse is Virtual branding of metaverse platform by creating interesting and different avatar characters that reflect brand values and personality to create a strong and unique brand image in the virtual world, also by providing interactive and interesting content for metaverse users such as holding live events, virtual exhibitions or competitions in the metaverse, metaverse application by Create forums, social groups, or virtual environments to interact with customers that will encourage participation and contribution such as Meta, Vrchat, Instagram, WhatsApp, Messenger, and other similar things, and Another strategy is to carry out direct marketing campaigns in the real world through word of mouth so that making it easier for other people to trust and be interested in the metaverse.

4.2. Discussion

4.2.1. Product Description

According to (Lopez Diez, 2021) In October 2021 Mark Zuckerberg finally announced that Meta would focus on developing the Metaverse. Mark poured funds amounting to USD 10 billion (Rp. 140.8 trillion) to develop new hardware and software such as smart glasses, haptic gloves and artificial intelligence. However, not long after the development process, or more precisely, only within 1 year, the keywords or searches for the word metaverse in the Google application faded, this is because most people are no longer interested and are no

longer being developed by companies that were originally active, the metaverse that was once so great famous and viral discussed by many people is slowly disappearing and the public is no longer enthusiastic about the metaverse.

Metaverse is starting to be abandoned by its users. There are several causes for the fading of the metaverse in the world, Metaverse requires high levels of interoperability, scalability, and security, all of which are not easy to achieve because they require large investments to build infrastructure, user acquisition, and create content. Even though the current economic conditions do not allow companies to bet on long-term investments, especially since the profits are uncertain, metaverse is used as a virtual meeting place, whereas now there is a name called zoom which is simpler and has been used by many people. Then there are banks that want to create banks in the metaverse, whereas now there is mobile banking which is easier and used by many people.

Metaverse basically just needs time to really find the right use case, mature technology, devices that are easily accessible, and comfortable for many people to use. Meta is not building the metaverse but building for the metaverse. What this means is that metaverse is a very big project and requires a very long process, therefore according to him metaverse is a vision for the next 10 years, there are many components that must be thought about such as devices, connectivity, experience, privacy and security (hardware and software) which require expertise in their respective fields but Meta does not have all of them, therefore building the metaverse must be together or meta may collaborate with companies that have these capabilities to build the metaverse.

4.2.2. Business Concept

The canvas business model is also applied in building the metaverse, with this canvas business model it can be an opportunity to achieve success in building the metaverse. The canvas business model of metaverse consist of 9 component.

Key partners consist of content creator (content creators have a very important role, the metaverse as a virtual world that allows digital interactions and activities with other people of course requires content that is interesting to users, through good cooperative relationships with developers and content creators, they can provide a good experience variety for users), technology company (they can provide the hardware, software and other technology needed. In addition, company can use metaverse to make simulation about their business to reduce cost of operational and risk of injury), entrepreneurs (Business people can use the metaverse world as a new advertising platform to promote their products or services and even sell the digital products they own like real estate company, education or course virtual, hospital company to promote their service, and other company).

Key activities consist of platform development (Develop and improve the infrastructure and functionality of the metaverse platform so that it can continue to run and keep up with the times so that it can continue to be liked by its users), content development (Through various complaints submitted by users, content development was carried out to overcome this, developing not only visuals but also writing, sound, movement and others), promotion (This promotion is carried out to continue to increase sales and other people's knowledge of the product (metaverse) so that later they can get potential users).

Value propositions consist of collaboration and productivity (As a company that has a good ecosystem and technology, metaverse can be a place to work, communicate in a virtual environment, and collaborate with other users), business opportunities (Metaverse

can provide a forum for users to carry out promotions, sell products, and can even provide services in the metaverse world so that they can get unlimited profits in an unlimited world), virtual entertainment (Metaverse is not only used as a place for business or learning, metaverse can also give its users experiences that have never been felt before, namely holding virtual entertainment, concerts, games and events).

Customer relationships consist of Support and community (Users will never feel alone in confusion or difficulty because the metaverse will always provide full support and also has a community that can help each other between users), virtual interaction (Not only the community and full support, metaverse also collaborates well with its users by using virtual characters or through avatars).

Customer segments consist of content developers (They are creators and provide various kinds of content in the metaverse world, such as video content, images, games, and others), metaverse user (What is meant here are individuals, organizations and companies that participate in the metaverse world), marketers and businesses (Business people who want to use the metaverse as their new business platform to promote their products or even make sales there).

Key resources consist of good content (To continue to maintain the metaverse so that it can be known by many people and liked by its users, this can be done by innovating creative and interesting content), partnerships (Metaverse collaborates with various development, technology and advertising companies to continue to expand the metaverse world ecosystem), virtual reality technology (This is the most important resource because this technology is the access to enter the metaverse world, so maintenance and development of this technology platform is necessary).

Channels consist of metaverse platform (By creating content and experiences through platforms such as Decentraland, Roblox, and other virtual reality platforms), metaverse application (Other distribution using platforms such as Meta, Vrchat, Instagram, WhatsApp, Messenger, and other similar things), word of mouth (The channel is the most trusted because it organically gets reviews directly from its users, making it easier for other people to trust and be interested in the metaverse).

Cost structure consist of operational costs (These operational costs include costs incurred every day including advertising, infrastructure, customer support and employee salaries), technology development (Costs incurred by the company related to maintaining and developing the metaverse to increase the capacity of existing technology or obtain new technology, including software and hardware, employee training to be able to use the technology as well as research and development), content development (to create good content of course requires a lot of money, so that from these costs you can create interesting entertainment and business content in the metaverse).

Revenue stream consist of advertising (Of course the metaverse gets a lot of income through the advertisements inserted in it), subscriptions (Metaverse provides several subscription models, users can choose whether to subscribe monthly or annually to get premium access), application and content commerce (Other metaverse revenue is generated through the sale of virtual goods such as headset and other, games, real estate virtual, education, tourism virtual, or other additional content).

4.2.3. Business Goals

Business goals of Metaverse is to create the digital world, where people can work

together, spend time with friends etc. With the metaverse, it can create a broad and interactive virtual ecosystem that can be used by individuals, companies, and organizations to interact, collaborate, and carry out various business activities. The metaverse involves building attractive virtual environments for users, with potential opportunities for marketing, commerce, entertainment, and other services. Businesses can use the metaverse as a platform to build brands, create immersive customer experiences, run marketing campaigns, or even virtually offer their products and services. By exploring and leveraging the potential of the metaverse you can create new opportunities, increase customer engagement, and improve efficiency and productivity through deep digital innovation.

The ultimate goal of the Metaverse universe, according to (Al-gnbri, 2022) Is for the user to fully experience his presence with another person, and to be able to move virtual immediately as an anthropomorphic to anywhere he wants without leaving his spot in the real physical world. This would provide greater chances for everyone, regardless of where they live. Finally, it will reduce congestion and the overall negative effects of emissions caused by individuals, businesses, or events, known as the carbon footprint.

4.2.4. Target Market of Metaverse

Target markets for the metaverse is a content developer (They are creators and provide various kinds of content in the metaverse world, such as video content, images, games, and others), metaverse user (What is meant here are individuals, organizations and companies that participate in the metaverse world, metaverse can be used by the education industry to deliver unique and immersive learning experiences. Virtual environments can be created by educational and training institutions to teach complex ideas or to promote collaboration amongst students from different locations), marketers and businesses (Business people who want to use the metaverse as their new business platform to promote their products or even make sales there).

4.2.5. Business Risk

Metaverse risk includes two categories, namely dynamic risk and strategic risk, dynamic risk is a risk by various technological advances over time namely metaverse competitors and strategic risk is the risk faced by a company as a result of fundamental changes in the economic and political environment or regulations that have the potential to strictly regulate the operations of Metaverse digital technology, namely state economic policies, political policies and so on.

(Paul & Dennis, 2023) Competitors from other technology companies consist of OpenAI ChatGPT (Generative Pre-training Transformer). OpenAI ChatGPT has been around since 2015 and was invested in by Elon Musk, Sam Altman and other investors by spending USD 1 billion on the business. ChatGPT itself was officially launched on November 30 2022, which is now led by Sam Altman. They want to implement artificial intelligence because they think the technology is mature, easy to use compared with metaverse, more benefit, and easy to login access. (Gurtner, 2021) Chip neuralink technology is used to help people with motor disabilities due to stroke, physical injury, brain or neurological injury. The way it works is to connect the human brain with a computer device so that later people can move the computer without having to have physical contact and just use their thoughts. Vice versa, computers can also be used to control brains that already have a neuralink chip. However, this idea is a breakthrough where the neuralink chip is implanted in the head, not in the human brain. Therefore, many investors think that neuralink technology is something crazy and

impossible with the large risks involved.

Political risks include legal regulations issued by the government or other authorities to be implemented in strictly regulating the operations and presence of Metaverse digital technology as well as various aspects of this increasingly developing virtual environment, regulation is limit unsafe search results for younger users, block younger users from appearing in searches, disable direct messages from unknown accounts, and create new accounts as a private account until configured otherwise are steps that can help companies demonstrate compliance and dedication to user safety, separate safer metaverse spaces designed for children or teens, and follow minimal data collection policies for younger users.

4.2.6. Marketing Strategy

(Li et al., 2021) Marketing strategy for the metaverse consist of Increase Awareness by disseminating content (It is important to educate and increase awareness about the metaverse and its benefits to the target market by disseminating information to get users interested. First, create interesting and relevant content that fits the atmosphere and virtual environment. This could include creating promotional videos, virtual art exhibitions, or interactive experiences that introduce audiences to the uniqueness and value of a product or brand. Next, take advantage of popular metaverse platforms to distribute content, such as hosting events or performances within a highly visited virtual world. Use social media in the metaverse and community forums to build and share content organically. Collaboration with metaverse users or influencers can also increase reach and increase engagement with audiences), partnerships and sponsorships (Marketing strategies through partnerships and sponsorships can be an effective approach to expand brand reach, increase visibility and reach a wider audience. Partnerships can help create synergies between collaborating brands, while sponsors can provide financial support or resources for metaverse projects. First of all, metaverse parties must choose partners or sponsors that align with the company's brand values and goals. After that, it is necessary to make a mutually beneficial agreement, taking into account brand exposure, benefits offered and consumer engagement), customer Engagement (Marketing strategies in the metaverse through customer or user engagement need to leverage interactive features and 3D experiences to create deep relationships with the audience. First, identify the metaverse platforms most relevant to your target market, and create a strong presence by designing an engaging and on-brand virtual space. Next, build content that is interactive and participatory, such as live events, virtual art shows, or gaming experiences that engage users).

5. Conclusion and Suggestion

5.1. Conclusion

Metaverse is a collection of virtual spaces that can be created and explored with other people who are not in the same physical space as you through VR (Virtual Reality) devices that can make you feel like you are in that virtual world . In the metaverse you can do all the things you usually do in the real world, including doing business, having a career to make money, studying, and so on. The Metaverse business concept includes key partners (content creators, technology companies, and entrepreneurs), key activities (platform development, content development, promotion), value propositions (collaboration and productivity, business opportunities, virtual entertainment), customer relationships (support and

community, virtual interaction), customer segments (content developers, metaverse users, marketers and businesses), key resources (good content, partnerships, virtual reality technology), channels (metaverse platform, metaverse application, word of mouth), cost structure (operational costs, technology developments, content developments), revenue streams (advertising, subscriptions, application and content commerce). Business goals of Metaverse are to create the digital world, where people can work together, spend time with friends etc. With the metaverse, it can create a broad and interactive virtual ecosystem that can be used by individuals, companies, and organizations to interact, collaborate, and carry out various business activities. Metaverse targets various market groups. Content developers are key in creating and creating new experiences in the metaverse. Metaverse users include individuals who want a more immersive digital experience. Marketers see the metaverse as a new platform for targeting audiences. Businesses can use the metaverse for virtual meetings, training, or digital commerce events. Business risks of the metaverse are competitors and regulatory or political risks. Competitors include Artificial Intelligence (AI) namely OpenAI ChatGPT, Neuralink chip by Elon Musk, and Apple Vision Pro. Regulation or political risks include limiting unsafe search results for younger users or separating metaverses that are specifically designed for children, having contracts about the limits of behavior permitted in the metaverse, and contracts about the amount of use of user data that is permitted. With this risk, the metaverse has the possibility of losing due to technological advances from competitors or the risk of the metaverse being closed by the government due to cases of data misuse. These are some of the marketing strategies for the metaverse, namely Increase Awareness by disseminating content, Partnerships and sponsorships, and Customer engagement.

5.2. Suggestion

Based on the research implementation process that has been carried out, there are several limitations experienced and can be taken into consideration by future researchers in perfecting their research because this research has shortcomings and needs to be corrected in future research. This research was only limited to Meta's metaverse technology innovations and did not include Meta's other applications or technologies, This research only carries out analysis based on various information found on the internet or from literature studies and does not carry out in-depth interviews or distribute questionnaires directly to users related to the metaverse, so the data obtained is not perfect and not optimal for the breadth of this research, While data collection and analysis for the research are done in English, pertinent Indonesian reference materials will also be included.

The suggestion for future researchers, this research can be used as a reference in conducting further research regarding the metaverse business prospects of the Meta company. However, the researcher suggests that future researchers can conduct research by conducting direct interviews with parties from the metaverse, or can conduct research on other international companies regarding the company's business prospects.

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