

DAFTAR TABEL

TABEL 1.1 Daftar Game Kembangan Agate Studio	3
TABEL 1.2 Serious Game.....	7
TABEL 1.3 Perbandingan Top Game Alegrium, Agate, dan Kidalang pada Play Store.....	12
TABEL 2.1 Skala Penilaian Perbandingan Pasangan	32
TABEL 2.2 Penelitian Terdahulu.....	33
TABEL 3.1 Karakteristik Penelitian	38
TABEL 3.2 Variabel Operasional EFE.....	39
TABEL 3.3 Variabel Operasional IFE	40
TABEL 3.4 Kriteria Narasumber	45
TABEL 3.5 Narasumber.....	46
TABEL 4.1 Karakteristik Responden.....	54
TABEL 4.2 Analisis Lingkungan Eksternal.....	57
TABEL 4.3 Analisis Lingkungan Internal	61
TABEL 4.4 Perbandingan Berpasangan Faktor-Faktor Eksternal	78
TABEL 4.5 Perbandingan Berpasangan Faktor-Faktor Internal	79
TABEL 4.6 Bobot Matrik EFE	82
TABEL 4.7 Bobot Matrik IFE.....	83
TABEL 4.8 Matrik EFE Entertainment Games Agate Studio.....	86
TABEL 4.9 Matrik EFE Serious Games Agate Studio	87
TABEL 4.10 Matrik IFE Entertainment Games Agate Studio.....	88
TABEL 4.11 Matrik IFE Serious Games Agate Studio	90
TABEL 4.12 Matrik QSP Entertainment Games Agate Studio	95
TABEL 4.13 Matrik QSP Serious Games Agate Studio	99