

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.2 Yang Dirasakan oleh Konsumen Terkait Aplikasi Wisata | 3 |
| Gambar 2.1 Peta Empati (<i>Empathy Map</i>) | 14 |
| Gambar 2.2 Kerangka Pemikiran | 30 |
| Gambar 3.1 Unit Analisis Penelitian..... | 33 |
| Gambar 3.2 Analisis Data Kualitatif..... | 37 |
| Gambar 4.1 Hasil Peta Empati Narasumber 1 | 43 |
| Gambar 4.2 Hasil Peta Empati Narasumber 2 | 45 |
| Gambar 4.3 Hasil Peta Empati Narasumber 3 | 47 |
| Gambar 4.4 TagCrowd <i>Variable See</i> | 50 |
| Gambar 4.5 Peta Empati <i>Variable See</i> | 51 |
| Gambar 4.6 TagCrowd <i>Variable Hear</i> | 51 |
| Gambar 4.7 Peta Empati <i>Variable Hear</i> | 52 |
| Gambar 4.8 TagCrowd <i>Variable Think & Feel</i> | 53 |
| Gambar 4.9 Peta Empati <i>Variable Think & Feel</i> | 54 |
| Gambar 4.10 TagCrowd <i>Variable Say & Do</i> | 55 |
| Gambar 4.11 Peta Empati <i>Variable Say & Do</i> | 56 |
| Gambar 4.12 TagCrowd <i>Variable Pain</i> | 57 |
| Gambar 4.13 Peta Empati <i>Variable Pain</i> | 58 |
| Gambar 4.14 TagCrowd <i>Variable Gain</i> | 59 |
| Gambar 4.15 Peta Empati <i>Variable Gain</i> | 60 |
| Gambar 4.16 Hasil Peta Empati Ketiga Informan | 61 |