

DAFTAR ISI

LEMBAR PENGESAHAN	i
LEMBAR PERNYATAAN ORISINALITAS	ii
ABSTRAK.....	iii
<i>ABSTRACT</i>	iv
KATA PENGANTAR	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR	ix
DAFTAR TABEL.....	x
BAB I PENDAHULUAN.....	1
I.1 Latar Belakang	1
I.2 Rumusan Masalah	6
I.3 Tujuan Penelitian	7
I.4 Manfaat Penelitian	7
I.5 Batasan Penelitian	7
I.6 Sistematika Penulisan	7
BAB II LANDASAN TEORI.....	9
II.1 Bisnis.....	9
II.2 Model Bisnis	9
II.3 Inovasi Model Bisnis.....	10
II.4 <i>Business Model Canvas</i>	10
II.5 <i>Value Proposition Canvas</i>	14
II.5.1 <i>Customer Profile</i>	15
II.5.2 <i>Value Map</i>	16
II.6 Analisis Lingkungan Bisnis	18
II.7 Analisis SWOT	19
BAB III METODE PENELITIAN	21
III.1 Model Konseptual	21
III.2 Sistematika Penelitian	22
III.2.1 Tahap Pendahuluan.....	24
III.2.2 Tahap Pengumpulan dan Pengolahan Data.....	24
III.2.3 Tahap Analisis dan Perancangan Model Bisnis.....	27
III.2.4 Tahap Akhir	28
BAB IV PENGUMPULAN DAN PENGOLAHAN DATA.....	29

IV.1	Gambaran Umum Perusahaan	29
IV.2	Model Bisnis Eksisting BixLar	30
IV.2.1	<i>Customer Segments</i>	32
IV.2.2	<i>Value Propositions</i>	32
IV.2.3	<i>Channels</i>	32
IV.2.4	<i>Customer Relationships</i>	32
IV.2.5	<i>Revenue Streams</i>	33
IV.2.6	<i>Key Resources</i>	33
IV.2.7	<i>Key Activities</i>	33
IV.2.8	<i>Key Partnerships</i>	34
IV.2.9	<i>Cost Structure</i>	34
IV.2.10	<i>Business Model Canvas Eksisting</i>	35
IV.3	Data Konsumen	36
IV.3.1	<i>Customer Jobs</i>	37
IV.3.2	<i>Customer Pains</i>	38
IV.3.3	<i>Customer Gains</i>	40
IV.3.4	<i>Customer Profile</i>	43
IV.4	Data Lingkungan Bisnis	44
IV.4.1	<i>Market Forces</i>	44
IV.4.1.1	<i>Market Issues</i>	44
IV.4.1.2	<i>Market Segments</i>	44
IV.4.1.3	<i>Market Demands</i>	45
IV.4.2	<i>Industry Forces</i>	46
IV.4.2.1	<i>Suppliers and Other Value Chain Actors</i>	46
IV.4.2.2	<i>Competitors (Incumbents)</i>	46
IV.4.2.3	<i>Substitute Products and Services</i>	49
IV.4.3	<i>Key Trends</i>	50
IV.4.3.1	<i>Technology Trends</i>	50
IV.4.3.2	<i>Socioeconomic Trends</i>	52
IV.4.4	<i>Macroeconomic Forces</i>	53
IV.4.4.1	<i>Global Market Conditions</i>	53
IV.4.4.2	<i>Commodities and Other Resources</i>	54
IV.5	Analisis Lingkungan Bisnis	54
IV.6	Data SWOT	59
IV.6.1	Konfirmasi SWOT	59

IV.6.2	Perhitungan Bobot dan Skor SWOT.....	70
IV.6.2.1	Sub-variabel <i>Value Proposition</i>	70
IV.6.2.2	Sub-variabel <i>Cost / Revenue</i>	71
IV.6.2.3	Sub-variabel <i>Infrastructure</i>	72
IV.6.2.4	Sub-variabel <i>Customer Interface</i>	73
BAB V ANALISIS DAN PERANCANGAN MODEL BISNIS		76
V.1	Analisis SWOT	76
V.1.1	Sub-variabel <i>Value Proposition</i>	76
V.1.2	Sub-variabel <i>Cost / Revenue</i>	79
V.1.3	Sub-variabel <i>Infrastructure</i>	81
V.1.4	Sub-variabel <i>Customer Interface</i>	84
V.2	<i>Value Proposition Canvas</i>	87
V.2.1	<i>Pain Relievers</i>	87
V.2.2	<i>Gain Creators</i>	88
V.2.3	<i>Products and Services</i>	89
V.3	<i>Fit Value Map</i> dengan <i>Customer Profile</i>	90
V.4	<i>Perancangan Model Bisnis Usulan</i>	93
V.5	Korelasi Antar Blok pada Model Bisnis Usulan	99
BAB VI KESIMPULAN DAN SARAN		100
VI.1	Kesimpulan.....	100
VI.2	Saran.....	101
DAFTAR PUSTAKA		102
LAMPIRAN A.....		105
LAMPIRAN B		107
LAMPIRAN C		118