

DAFTAR GAMBAR DAN ILUSTRASI

Gambar II. 1 Komponen TOGAF ADM (The Open Group, 2011)	8
Gambar II. 2 Fase-fase pada TOGAF ADM	10
Gambar II. 3 Holistik Marketing Diagram	13
Gambar IV. 1 Jurnal.id	20
Gambar IV. 2 Gambaran umum Struktur Organisasi fungsi marketing.....	25
Gambar V. 1 Power and Level of Interest.....	32
Gambar V. 2 Value Chain Diagram UKM Shared Service.....	38
Gambar V. 3 Solution Concept Diagram	39
Gambar V. 4 Goal diagram fungsi marketing pada UKM Shared Services	39
Gambar V. 5 Business Footprint Diagram	44
Gambar V. 6Functional Decomposition Diagram UKM shared services	47