

## DAFTAR TABEL

<b>Tabel 1. 1 Kontribusi Industri Kreatif.....</b>	<b>3</b>
<b>Tabel 2. 1 Penelitian Terdahulu.....</b>	<b>23</b>
<b>Tabel 3. 1 Karakteristik Penelitian .....</b>	<b>31</b>
<b>Tabel 3. 2 Operasional Variabel .....</b>	<b>32</b>
<b>Tabel 3. 3 Kriteria Narasumber .....</b>	<b>48</b>
<b>Tabel 4. 1 Daftar Informan .....</b>	<b>59</b>
<b>Tabel 4. 2 Jawaban Responden Internal Terhadap Segmentasi.....</b>	<b>60</b>
<b>Tabel 4. 3 Jawaban Responden Internal Terhadap Targeting .....</b>	<b>61</b>
<b>Tabel 4. 4 Jawaban Responden Internal Terhadap Positioning .....</b>	<b>62</b>
<b>Tabel 4. 5 Jawaban Responden Internal Terhadap Current Marketing .....</b>	<b>63</b>
<b>Tabel 4. 6 Jawaban Responden Internal Terhadap Anticipated .....</b>	<b>64</b>
<b>Tabel 4. 7 Jawaban Responden Internal Terhadap Culture and Structural Issues .....</b>	<b>66</b>
<b>Tabel 4. 8 Jawaban Responden Internal Terhadap Produk .....</b>	<b>67</b>
<b>Tabel 4. 9 Jawaban Responden Internal Terhadap Harga .....</b>	<b>68</b>
<b>Tabel 4. 10 Jawaban Responden Internal Terhadap Tempat.....</b>	<b>69</b>
<b>Tabel 4. 11 Jawaban Responden Internal Terhadap Promosi.....</b>	<b>70</b>
<b>Tabel 4. 12 Jawaban Responden Internal Terhadap Proses .....</b>	<b>71</b>
<b>Tabel 4. 13 Jawaban Responden Internal Terhadap Physical Evidence.....</b>	<b>72</b>
<b>Tabel 4. 14 Jawaban Responden Internal Terhadap People.....</b>	<b>73</b>
<b>Tabel 4. 15 Hasil Analisis Lingkungan Internal.....</b>	<b>74</b>
<b>Tabel 4. 16 Jawaban Responden Eksternal Terhadap Produk.....</b>	<b>75</b>
<b>Tabel 4. 17 Jawaban Responden Eksternal Terhadap Harga.....</b>	<b>76</b>
<b>Tabel 4. 18 Jawaban Responden Eksternal Terhadap Tempat .....</b>	<b>78</b>
<b>Tabel 4. 19 Jawaban Responden Eksternal Terhadap Promosi .....</b>	<b>79</b>
<b>Tabel 4. 20 Jawaban Responden Eksternal Terhadap Proses .....</b>	<b>80</b>
<b>Tabel 4. 21 Jawaban Responden Eksternal Terhadap Physical Evidence.....</b>	<b>81</b>
<b>Tabel 4. 22 Jawaban Responden Eksternal Terhadap People .....</b>	<b>83</b>
<b>Tabel 4. 23 Jawaban Responden Eksternal Terhadap Rivalry Among Competing .....</b>	<b>84</b>
<b>Tabel 4. 24 Jawaban Responden Eksternal Terhadap Masuknya Pesaing Baru.....</b>	<b>86</b>
<b>Tabel 4. 25 Jawaban Responden Eksternal Terhadap Potensi Pengembangan Produk Substitusi .....</b>	<b>87</b>
<b>Tabel 4. 26 Jawaban Responden Eksternal Terhadap Bargaining Power of Supplier.....</b>	<b>88</b>
<b>Tabel 4. 27 Jawaban Responden Eksternal Terhadap Bargaining Power of Consumers .....</b>	<b>90</b>

<b>Tabel 4. 28 Hasil Analisis Lingkungan Eksternal .....</b>	<b>92</b>
<b>Tabel 4. 29 Tabel IFE .....</b>	<b>92</b>
<b>Tabel 4. 30 Tabel EFE .....</b>	<b>94</b>
<b>Tabel 4. 31 Tabel Matriks SWOT .....</b>	<b>97</b>
<b>Tabel 4. 32 Matriks QSPM .....</b>	<b>100</b>
<b>Tabel 4. 33 Hasil Alternatif Strategi Matriks QSPM.....</b>	<b>107</b>