

DAFTAR ISI

ABSTRAK	I
ABSTRACT	II
HALAMAN PENGESAHAN	III
HALAMAN PERNYATAAN ORISINALITAS	IV
KATA PENGANTAR	V
DAFTAR ISI	VI
DAFTAR GAMBAR	VIII
DAFTAR TABEL	IX
DAFTAR ISTILAH	X
DAFTAR LAMPIRAN	XI
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Alternatif Solusi	10
I.3 Perumusan Masalah	13
I.4 Tujuan Tugas Akhir	13
I.5 Manfaat Tugas Akhir	13
I.6 Sistematika Penulisan	13
BAB II LANDASAN TEORI	16
II.1 Fishbone Diagram	16
II.2 Rich Picture	18
II.3 Strategi	18
II.4 Bisnis	19
II.5 Model Bisnis	20
II.6 Model Bisnis Canvas	21
II.6.1 <i>Customer Segments</i>	22
II.6.2 <i>Value Proposition</i>	24
II.6.3 <i>Channels</i>	24
II.6.4 <i>Customer Relationship</i>	25
II.6.5 <i>Revenue Streams</i>	26
II.6.6 <i>Key Resources</i>	27
II.6.7 <i>Key Activities</i>	28
II.6.8 <i>Key Partnership</i>	28
II.6.9 <i>Cost Structure</i>	29
II.7 Model Bisnis <i>Environment</i>	30
II.7.1 <i>Key Trends</i>	30
II.7.2 <i>Market Forces</i>	32
II.7.3 <i>Industry Forces</i>	34
II.7.4 <i>Macro-Economic Forces</i>	36
II.8 <i>Value Proposition Canvas</i>	37
II.8.1 <i>Customer Profile</i>	38
II.8.2 <i>Value Map</i>	41
II.9 SWOT Analysis	41
II.9.1 Perhitungan Bobot dan Skor <i>SWOT</i>	44
II.10 Pemilihan Teori/ model/ kerangka standar perancangan	45
BAB III METODOLOGI PERANCANGAN	48
III.1 Sistematika Perancangan	48

