

DAFTAR ISI

ABSTRAK	ii
Abstrak	iii
LEMBAR PENGESAHAN	iv
HALAMAN PERNYATAAN ORISINALITAS	v
KATA PENGANTAR	vi
DAFTAR ISI	vii
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	6
1.3 Tujuan Penelitian	7
1.4 Manfaat Tugas Akhir	7
1.5 Sistematika Penelitian	7
BAB II LANDASAN TEORI	9
II. 1 Literatur Pemilihan Teori/ model/ kerangka standar perancangan	9
II.1.1 UMKM	9
II.1.2 Model Bisnis	9
II.1.3 BMC	10
II.1.3.1 Customer Segment	10
II.1.3.2 Customer Relationship	11
II.1.3.3 Value Proposition	11
II.1.3.4 Key Partners	11
II.1.3.5 Key Resources	11
II.1.3.6 Key Activities	11
II.1.3.7 Cost Structure	12
II.1.3.8 Channel	12
II.1.3.9 Revenue Stream	12
II.1.4 Analisis SWOT	12
II.1.5 Lingkungan Internal	14
II.1.6 Lingkungan Eksternal	14
II. 2 Pemilihan Teori	16
BAB III METODOLOGI PENYELESAIAN MASALAH	19
III.1 Sistematika Perancangan	19

III.2 Identifikasi Komponen Sistem Terintegrasi	22
III.3 Batasan dan Asumsi Tugas Akhir	23
BAB IV PENGUMPULAN DAN PENGOLAHAN DATA	24
IV.1 Deskripsi Data.....	24
IV.1.1 Pengumpulan Data	24
IV.1.2 Spesifikasi Rancangan dan Standar Perancangan	24
IV.2 Proses Rancangan.....	26
IV.2.1 Kondisi Eksisting Model Bisnis Win’s Gokil	26
IV.2.2 Customer Segment.....	28
IV.2.3 Value Proposition	28
IV.2.4 Channels	29
IV.2.5 Customer Relationship.....	29
IV.2.6 Revenue Streams.....	30
IV.2.7 Key Resources	30
IV.2.8 Key Activities	30
IV.2.9 Key Partners	31
IV.2.10 Cost Structure.....	31
IV.3 Business Model Canvas Eksisting Win’s Gokil.....	32
IV.3.1 Data Pelanggan profile Win’s Gokil	32
IV.3.2 Customer Profile.....	33
IV.3.2.1 Customer Jobs.....	33
IV.3.2.2 Customer Gains	37
IV.3.2.3 Customer Pains.....	40
IV.3.2.4 Customer Profile Win’s Gokil.....	42
IV.3.4 Business Model Environment	43
IV.3.4.1 Market Forces	44
IV.3.4.1.1 Industry Forces.....	47
IV.3.4.1.2 Key Trends.....	49
IV.3.4.1.3 Macro Economic Forces.....	51
IV.3.4.1.4 Pemetaan <i>Business Model Environment</i>.....	53
IV.4 Proses Perancangan.....	57
IV.4.1 Analisis SWOT Value Proposition	57
IV.4.1.1 Analisis SWOT Revenue Stream/Cost Structure	59
IV.4.1.2 Analisis SWOT Infrastructure	61

IV.4.1.3 Analisis SWOT Customer Interface	63
IV.4.1.4 Pembobotan nilai dan usulan	65
IV.4.1.5 Value Proposition	65
IV.4.1.6 Cost/Revenue.....	67
IV.4.1.7 Infrastructure.....	69
IV.4.1.8 Customer Interface.....	72
IV.4.2 Perancangan Value Proposition Canvas	74
IV.4.2.1 Pains Relievers	74
IV.4.2.2 Gains Creators	75
IV.4.2.3 Product and Service.....	76
IV.4.3 Fit Customer Profile dengan Value Proposition.....	77
IV.5 Perancangan Business Model Canvas Usulan.....	77
BAB V ANALISIS.....	80
V.1 Verifikasi Hasil Rancangan.....	80
V.2 Validasi Hasil Rancangan	80
V.3 Analisis dan Rencana Hasil.....	84
BAB VI KESIMPULAN DAN SARAN.....	86
VI.1 Kesimpulan	86
VI.2 Saran.....	87
Daftar Pustaka	88
LAMPIRAN.....	90