

## DAFTAR TABEL

|   |     |
|---|-----|
| Tabel 1. 1 Jenis Produk .....   | 3   |
| Tabel 2. 1 Kajian Penelitian Terdahulu Jurnal Internasional .....                   | 30  |
| Tabel 2. 2 Kajian Penelitian Terdahulu Jurnal Nasional.....                         | 36  |
| Tabel 3. 1 Karakteristik Penelitian.....  | 46  |
| Tabel 3. 2 Panduan Pertanyaan <i>Business Model Canvas</i> .....                    | 47  |
| Tabel 3. 3 Variabel Penelitian Kekuatan, Kelemahan, Peluang dan Ancaman ....        | 49  |
| Tabel 3. 4 Narasumber Wawancara .....   | 56  |
| Tabel 3. 5 Pengertian dan Pemenuhan Aspek Keabsahan Data Metode Kualitatif<br>..... | 58  |
| Tabel 4. 1 Karakteristik Responden .....  | 62  |
| Tabel 4. 2 Uji Triangulasi Internal Business Model Canvas .....                     | 52  |
| Tabel 4. 3 Uji Triangulasi Internal Business Model Canvas .....                     | 59  |
| Tabel 4. 4 Uji Triangulasi Eksternal Business Model Canvas.....                     | 75  |
| Tabel 4. 5 Uji Triangulasi Eksternal Business Model Canvas.....                     | 80  |
| Tabel 4. 6 <i>Business Model Canvas</i> Seymour saat ini.....                       | 83  |
| Tabel 4. 7 Identifikasi Kekuatan Seymour.....                                       | 95  |
| Tabel 4. 8 Identifikasi Kelemahan Seymour.....                                      | 96  |
| Tabel 4. 9 Identifikasi Peluang Seymour .....                                       | 96  |
| Tabel 4. 10 Identifikasi Ancaman Seymour.....                                       | 97  |
| Tabel 4. 11 Business Model Canvas Seymour baru.....                                 | 103 |