

DAFTAR ISI

KATA PENGANTAR.....	<i>iv</i>
ABSTRAK.....	<i>v</i>
ABSTRACT	<i>vi</i>
DAFTAR ISI.....	<i>I</i>
DAFTAR TABEL	<i>ix</i>
DAFTAR GAMBAR.....	<i>x</i>
BAB I PENDAHULUAN.....	<i>I</i>
1.1 Gambaran Umum Objek Penelitian.....	1
1.1.1 Sejarah dan Struktur Perusahaan	1
1.1.2 Profile Perusahaan.....	3
1.2 Latar Belakang Penelitian	4
1.3 Rumusan Masalah	11
1.4 Tujuan Penelitian.....	12
1.5 Manfaat Penelitian	12
1.6 Sistematika Penulisan Tugas Akhir	13
BAB II TINJAUAN PUSTAKA.....	<i>14</i>
2.1 Landasan Teori	14
2.1.1 Manajemen Strategi	14
2.1.2 Digitalisasi Bisnis	18
2.1.3 Business Model Canvas (BMC)	30
2.1.4 Analisis PESTEL	35
2.1.5 Analisis <i>Porter's Five Forces</i>	37
2.1.6 <i>Competitor Analysis</i>	39
2.1.7 <i>VRIO Frameworks</i>	40
2.1.8 <i>Value Chain Analysis</i>	42
2.1.9 Analisis SWOT.....	43
2.1.10 <i>Porter's Generic Strategies</i>	46
2.2 Penelitian Terdahulu	48
2.3 Kerangka Penelitian.....	62
BAB III METODE PENELITIAN.....	<i>64</i>
3.1 Jenis Penelitian	64
3.2 Operasional Variabel.....	68
3.3 Situasi Sosial	78
3.4 Pengumpulan Data.....	79

3.5	Uji Keabsahan Data	82
3.6	Teknik Analisis Data.....	84
	BAB IV HASIL PENELITIAN DAN PEMBAHASAN	86
4.1	Karakteristik Narasumber	86
4.2	Perbandingan dengan Penelitian Terdahulu Error! Bookmark not defined.	
4.3	Validasi	90
4.3.1	<i>Existing Business Model Canvas</i>	90
4.3.2	PESTEL	92
4.3.3	Porter's 5 Forces	95
4.3.4	<i>Competitor Analysis</i>	96
4.3.5	<i>VRIO Frameworks</i>	96
4.3.6	<i>Value Chain Analysis</i>	97
4.3.7	<i>Porter's Generic Strategies</i>	98
4.4	Analisis Pembahasan.....	99
4.4.1	<i>The Existing Business Model Canvas</i>	99
4.4.2	<i>PESTEL Analysis.....</i>	101
4.4.3	<i>Analisis Porter's Five Forces</i>	103
4.4.4	<i>Competitors Analysis.....</i>	105
4.4.5	<i>VRIO Frameworks.....</i>	106
4.4.6	<i>Value Chain Analysis</i>	107
4.4.7	<i>SWOT Analysis</i>	109
4.4.8	Matriks SWOT.....	110
4.4.9	<i>Analisis Proposed New Business Model Canvas.....</i>	114
	BAB V PENUTUP	120
5.1	Kesimpulan	120
5.2	Saran.....	121
5.3	Keterbatasan Penelitian Error! Bookmark not defined.	
	DAFTAR PUSTAKA	122
	LAMPIRAN.....	127