

DAFTAR GAMBAR

Gambar 1.1 Instagram JoyCurls.....	2
Gambar 1.2 Satin Besar <i>Colorful</i>	3
Gambar 1.3 Satin Kecil <i>Colorful</i>	3
Gambar 1.4 Produk Bundling	4
Gambar 1.5 Satin Burgundy.....	5
Gambar 1.6 Organza Burgundy	5
Gambar 1.7 Katun Burgundy	6
Gambar 1.8 <i>Bundling</i> Burgundy	6
Gambar 1.9 Logo JoyCurls	7
Gambar 1.10 Struktur Organisasi JoyCurls	8
Gambar 1.11 Instagram Pritigoodthings	14
Gambar 1.12 <i>Platfrom</i> Pemasaran Scrunchers	15
Gambar 1.13 <i>Jumlah</i> Startup di Negara ASEAN (11 Januari 2024).....	17
Gambar 2.1 Model Porter's Five Forces	27
Gambar 2.2 Analisis PESTLE.....	29
Gambar 2.3 Komponen Value Chain	31
Gambar 2.4 Analisis SWOT.....	34
Gambar 2.5 Kerangka Pemikiran.....	46
Gambar 3.1 Tahapan Penelitian	50
Gambar 4.1 Value Chain JoyCurls	58
Gambar 4.2 Analisis SWOT JoyCurls	64
Gambar 4.3 Kuadran SWOT.....	71