

DAFTAR GAMBAR

Gambar I.1 Data UMKM Indonesia 2018 - 2023	15
Gambar I.2 Pendapatan Pasar <i>Beauty Tech</i> di Indonesia	16
Gambar I.3 Omzet Penjualan Ringslight	17
Gambar I.4 Persentase Ulasan Pelanggan.....	18
Gambar I.5 Persentase Ketepatan Waktu Pengiriman.....	19
Gambar I.6 <i>Platform</i> Instagram Ringslight	20
Gambar I.7 Diagram <i>Fishbone</i> Ringslight.....	21
Gambar II.1 <i>Business Model Canvas</i>	27
Gambar II.2 <i>Value proposition Canvas</i>	30
Gambar II.3 <i>Business Model Environment</i>	33
Gambar II.4 Kuadran Analisis SWOT	34
Gambar II.5 <i>Lean Canvas</i>	36
Gambar III.1 Sistematika Penyelesaian Masalah.....	42
Gambar IV.1 <i>Business Model Canvas</i> Eksisting.....	68
Gambar IV.2 Hasil Diagram <i>Customer Jobs</i>	71
Gambar IV.3 Hasil Diagram <i>Customer Gains</i>	73
Gambar IV.4 Hasil Diagram <i>Customer Pains</i>	76
Gambar IV.5 <i>Customer Profile</i>	77
Gambar IV.6 Pertumbuhan <i>Influencer Marketing Market</i>	78
Gambar IV.7 Jumlah <i>Influencer</i> di Indonesia	78
Gambar IV.8 <i>Influencer</i> Terpopuler menurut Industri di Indonesia.....	79
Gambar IV.9 Karakteristik Konsumen Indonesia Saat Berbelanja	80
Gambar IV.10 <i>Top Brand Index</i> Jasa Kurir	84
Gambar IV.11 Pengguna Media Sosial di Indonesia.....	85
Gambar IV.12 Grafik Nilai Tukar Rupiah.....	87
Gambar IV.13 <i>Business Model Environment</i>	88
Gambar IV.14 Pemetaan Kuadran Hasil SWOT <i>Value proposition</i>	96
Gambar IV.15 Pemetaan Kuadran Hasil SWOT <i>Cost and Revenue</i>	104
Gambar IV.16 Pemetaan Kuadran Hasil SWOT <i>Infrastructure</i>	111
Gambar IV.17 Pemetaan Kuadran Hasil SWOT <i>Customer Interface</i>	118
Gambar IV.18 <i>Value Map</i>	129

Gambar IV.19 <i>Fit Value Map</i> dengan <i>Customer Profile</i>	130
Gambar IV.20 <i>Business Model Canvas</i> Usulan	132
Gambar IV.21 <i>Platform</i> Instagram Eksisting	145
Gambar IV.22 Usulan Profil Instagram.....	149
Gambar IV.23 Usulan <i>Caption</i> Instagram.....	150
Gambar IV.24 Usulan <i>Story</i>	150
Gambar IV.25 Usulan <i>Highlight</i>	151
Gambar IV.26 Usulan Konten untuk <i>Highlight</i>	151
Gambar IV.27 Usulan <i>hashtag</i>	151
Gambar IV.28 Usulan Akun Profesional.....	152
Gambar VI.1 Kesimpulan <i>Business Model Canvas</i> Eksisting	172
Gambar VI.2 Kesimpulan <i>Business Model Canvas</i> Usulan.....	173