

## DAFTAR ISI

|                                                                       |      |
|-----------------------------------------------------------------------|------|
| ABSTRAK.....                                                          | I    |
| <i>ABSTRACT</i> .....                                                 | III  |
| LEMBAR PENGESAHAN .....                                               | V    |
| HALAMAN PERNYATAAN ORISINALITAS .....                                 | VI   |
| KATA PENGANTAR.....                                                   | VII  |
| DAFTAR ISI.....                                                       | IX   |
| DAFTAR GAMBAR .....                                                   | XII  |
| DAFTAR TABEL .....                                                    | XIV  |
| DAFTAR SINGKATAN .....                                                | XVII |
| DAFTAR LAMPIRAN .....                                                 | 1    |
| BAB I PENDAHULUAN.....                                                | 1    |
| I.1    Latar Belakang .....                                           | 1    |
| I.2    Rumusan Masalah .....                                          | 8    |
| I.3    Tujuan Penelitian.....                                         | 8    |
| I.4    Manfaat Penelitian .....                                       | 9    |
| I.5    Sistematika Penulisan.....                                     | 9    |
| BAB II LANDASAN TEORI .....                                           | 11   |
| II.1    Model Bisnis .....                                            | 11   |
| II.2 <i>Business Model Canvas</i> .....                               | 11   |
| II.3    Analisis SWOT .....                                           | 14   |
| II.4    Matriks TOWS .....                                            | 15   |
| II.5 <i>Business Model Environment</i> .....                          | 17   |
| II.6 <i>Value Proposition Canvas</i> .....                            | 18   |
| II.7 <i>Lean Canvas</i> .....                                         | 20   |
| II.8 <i>Interview</i> .....                                           | 22   |
| II.9    Kuesioner .....                                               | 22   |
| II.10    Alasan Pemilihan Metode dan Teori Penyelesaian Masalah ..... | 22   |
| BAB III METODOLOGI PENYELESAIAN MASALAH .....                         | 24   |
| III.1    Model Konseptual .....                                       | 24   |
| III.2    Sistematika Perancangan.....                                 | 25   |

|                                             |                                                      |    |
|---------------------------------------------|------------------------------------------------------|----|
| III.3                                       | Batasan dan Asumsi Penelitian .....                  | 29 |
| III.4                                       | Identifikasi Sistem Terintegrasi.....                | 30 |
| BAB IV PENGUMPULAN DAN PENGOLAHAN DATA..... |                                                      | 31 |
| IV.1.                                       | Deskripsi Data.....                                  | 31 |
| IV.2.                                       | Profil Perusahaan .....                              | 31 |
| IV.2.1                                      | Data model bisnis Ekstisting.....                    | 32 |
| IV.2.1.1                                    | <i>Customer Segment</i> .....                        | 33 |
| IV.2.1.2                                    | <i>Value Proposition</i> .....                       | 34 |
| IV.2.1.3                                    | <i>Channels</i> .....                                | 34 |
| IV.2.1.4                                    | <i>Customer Relationship</i> .....                   | 35 |
| IV.2.1.5                                    | <i>Revenue Stream</i> .....                          | 36 |
| IV.2.1.6                                    | <i>Key Activities</i> .....                          | 36 |
| IV.2.1.7                                    | <i>Key Resources</i> .....                           | 37 |
| IV.2.1.8                                    | <i>Key Patnership</i> .....                          | 38 |
| IV.2.1.9                                    | <i>Cost Structure</i> .....                          | 39 |
| IV.2.1.10                                   | <i>Business Model Canvas Eksisting</i> .....         | 41 |
| IV.2.2                                      | Data Customer Profil Baso Budi.....                  | 41 |
| IV.2.2.1                                    | <i>Customer Jobs</i> .....                           | 42 |
| IV.2.2.2                                    | <i>Customer Gains</i> .....                          | 44 |
| IV.2.2.3                                    | <i>Customer Pains</i> .....                          | 1  |
| IV.2.2.4                                    | <i>Pemetaan Customer profile</i> .....               | 46 |
| IV.2.3                                      | Data Bussines Model Environment Baso Budi.....       | 46 |
| IV.2.3.1                                    | <i>Market Forces</i> .....                           | 47 |
| IV.2.3.2                                    | <i>Industry Forces</i> .....                         | 49 |
| IV.2.3.3                                    | <i>Key Trends</i> .....                              | 53 |
| IV.2.3.4                                    | <i>Macroeconomics Trends</i> .....                   | 58 |
| IV.2                                        | <i>Business Model Environment Baso Budi</i> .....    | 60 |
| IV.3                                        | Spesifikasi Perancangan dan Standar Perancangan..... | 61 |
| IV.4                                        | Pengolahan Data SWOT Baso Budi.....                  | 63 |
| IV.4.1                                      | Analisis SWOT <i>Value Propositions</i> .....        | 64 |
| IV.4.1.1                                    | Analisis SWOT <i>Value Propositions</i> .....        | 64 |
| IV.4.1.2                                    | Analisis SWOT <i>cost and revenue streams</i> .....  | 67 |
| IV.4.1.3                                    | Analisis SWOT <i>Infrastructure</i> .....            | 70 |
| IV.4.1.4                                    | Analisis SWOT <i>Customer Interface</i> .....        | 74 |

|          |                                                                    |     |
|----------|--------------------------------------------------------------------|-----|
| IV.4.2   | Perhitungan Bobot dan Skor, Matriks TOWS, dan Usulan Strategi..... | 78  |
| IV.4.2.1 | Bidang <i>Value Proposition</i> .....                              | 79  |
| IV.4.2.2 | Bidang <i>Cost/Revenue Stream</i> .....                            | 82  |
| IV.4.2.3 | Bidang <i>Company Infrastructure</i> .....                         | 85  |
| IV.4.2.4 | Bidang <i>Customer Interface</i> .....                             | 88  |
| IV.4.2.5 | Keseluruhan Strategi Usulan.....                                   | 92  |
| IV.4.3   | Perancangan <i>Value Proposition Canvas</i> Baso Budi .....        | 94  |
| IV.4.3.1 | <i>Pain Reliver</i> .....                                          | 95  |
| IV.4.3.2 | <i>Gain Creators</i> .....                                         | 95  |
| IV.4.3.3 | <i>Products and Services</i> .....                                 | 96  |
| IV.4.3.4 | <i>Fit Customer profile</i> dengan <i>Value Map</i> .....          | 97  |
| IV.4.4   | Hasil Rancangan Bussines Model Canvas (BMC) Usulan .....           | 98  |
| BAB V    | ANALISIS.....                                                      | 103 |
| V.1      | Verifikasi Hasil Rancangan .....                                   | 103 |
| V.2      | Validasi Hasil Rancangan.....                                      | 103 |
| V.3      | Evaluasi Hasil Rancangan.....                                      | 106 |
| V.4      | Rencana Impelentasi Hasil Rancangan .....                          | 110 |
| V.5      | Anggaran Biaya Hasil Rancangan.....                                | 114 |
| V.5.1    | Pengeluaran.....                                                   | 114 |
| V.5.2    | Pendapatan .....                                                   | 118 |
| V.5.3    | Analisis Pengeluaran dan Pendapatan.....                           | 125 |
| BAB IV   | KESIMPULAN DAN SARAN .....                                         | 128 |
| IV.1     | Kesimpulan .....                                                   | 128 |
| IV.2     | Saran.....                                                         | 129 |
|          | DAFTAR PUSTAKA.....                                                | 130 |
|          | LAMPIRAN.....                                                      | 133 |