

## **DAFTAR TABEL**

|                                                       |    |
|-------------------------------------------------------|----|
| Tabel 2. 1 Penelitian Terdahulu .....                 | 31 |
| Tabel 3. 1 Karakteristik Penelitian.....              | 43 |
| Tabel 3. 2 Variabel Penelitian.....                   | 47 |
| Tabel 4. 1 Karakteristik Narasumber .....             | 63 |
| Tabel 4. 2 Rangkuman Hasil Wawancara Internal.....    | 66 |
| Tabel 4. 3 Rangkuman Hasil Wawancara Internal.....    | 67 |
| Tabel 4. 4 Rangkuman Hasil Wawancara Internal.....    | 67 |
| Tabel 4. 5 Rangkuman Hasil Wawancara Internal.....    | 68 |
| Tabel 4. 6 Rangkuman Hasil Wawancara Internal.....    | 69 |
| Tabel 4. 7 Rangkuman Hasil Wawancara .....            | 70 |
| Tabel 4. 8 Rangkuman Hasil Wawancara Internal.....    | 71 |
| Tabel 4. 9 Rangkuman Hasil Wawancara Internal.....    | 72 |
| Tabel 4. 10 Rangkuman Hasil Wawancara Internal.....   | 73 |
| Tabel 4. 11 Rangkuman Hasil Wawancara Internal.....   | 74 |
| Tabel 4. 12 Rangkuman Hasil Wawancara Internal.....   | 75 |
| Tabel 4. 13 Rangkuman Hasil Wawancara .....           | 75 |
| Tabel 4. 14 Rangkuman Hasil Wawancara Internal.....   | 77 |
| Tabel 4. 15 Rangkuman Hasil Wawancara Internal.....   | 77 |
| Tabel 4. 16 Rangkuman Hasil Wawancara .....           | 78 |
| Tabel 4. 17 Rangkuman Hasil Wawancara Internal.....   | 80 |
| Tabel 4. 18 Rangkuman Hasil Wawancara Internal.....   | 80 |
| Tabel 4. 19 Rangkuman Hasil Wawancara Internal.....   | 81 |
| Tabel 4. 20 Rangkuman Hasil Wawancara Internal.....   | 82 |
| Tabel 4. 21 Rangkuman Hasil Wawancara Internal.....   | 83 |
| Tabel 4. 22 Rangkuman Hasil Wawancara Internal.....   | 84 |
| Tabel 4. 23 Kekuatan dan kelemahan Ayam Gokil .....   | 85 |
| Tabel 4. 24 Rangkuman Hasil Wawancara Eksternal ..... | 87 |
| Tabel 4. 25 Rangkuman Hasil Wawancara Eksternal ..... | 87 |
| Tabel 4. 26 Rangkuman Hasil Wawancara Eksternal ..... | 88 |
| Tabel 4. 27 Rangkuman Hasil Wawancara Eksternal ..... | 89 |

|                                                      |     |
|------------------------------------------------------|-----|
| Tabel 4. 28 Rangkuman Hasil Wawancara Eksternal..... | 90  |
| Tabel 4. 29 Rangkuman Hasil Wawancara Eksternal..... | 91  |
| Tabel 4. 30 Rangkuman Hasil Wawancara Eksternal..... | 91  |
| Tabel 4. 31 Rangkuman Hasil Wawancara Eksternal..... | 92  |
| Tabel 4. 32 Rangkuman Hasil Wawancara Eksternal..... | 93  |
| Tabel 4. 33 Rangkuman Hasil Wawancara Eksternal..... | 96  |
| Tabel 4. 34 Rangkuman Hasil Wawancara Eksternal..... | 97  |
| Tabel 4. 35 Peluang dan Ancaman Ayam Gokil.....      | 98  |
| Tabel 4. 36 Tabel Matriks IFE dan pembobotan .....   | 100 |
| Tabel 4. 37 Tabel Matriks EFE dan pembobotan .....   | 101 |
| Tabel 4. 38 Matriks SWOT Ayam Gokil.....             | 104 |
| Tabel 4. 39 QSPM Ayam Gokil.....                     | 108 |