

## DAFTAR TABEL

|                                                                        |    |
|------------------------------------------------------------------------|----|
| <b>Tabel 1. 1</b> Diferensiasi Strategi Brand Kopi Lokal .....         | 3  |
| <b>Tabel 1. 2</b> Waktu dan Periode Penelitian .....                   | 13 |
| <b>Tabel 2. 1</b> Jurnal Nasional Terdahulu .....                      | 19 |
| <b>Tabel 2. 2</b> Jurnal Internasional Terdahulu.....                  | 22 |
| <b>Tabel 3. 1</b> Unit Analisis .....                                  | 29 |
| <b>Tabel 3. 2</b> Kriteria Informan .....                              | 30 |
| <b>Tabel 3. 3</b> Informan Penelitian.....                             | 31 |
| <b>Tabel 3. 4</b> Komponen dalam Analisis Data Miles dan Huberman..... | 35 |