

DAFTAR ISI

LEMBAR PENGESAHAN.....	i
LEMBAR PERNYATAAN ORISINALITAS.....	ii
ABSTRAK.....	iii
ABSTRACT.....	v
UCAPAN TERIMA KASIH/ KATA PENGANTAR.....	vii
DAFTAR ISI.....	ix
DAFTAR LAMPIRAN.....	xii
DAFTAR GAMBAR DAN ILUSTRASI.....	xiii
DAFTAR TABEL.....	xv
DAFTAR SINGKATAN DAN LAMBANG.....	xvi
Bab I Pendahuluan.....	1
I.1 Latar Belakang.....	1
I.2 Rumusan Masalah.....	3
I.3 Tujuan Penelitian.....	3
I.4 Manfaat Penelitian.....	3
I.5 Batasan Penelitian.....	3
I.6 Sistematika Laporan.....	4
Bab II Kajian Teori.....	5
II.1 <i>Startup</i>	5
II.2 Bisnis Model.....	6
II.2.1 <i>Business Model Canvas</i>	6
II.2.2 Lean Canvas.....	11
II.3 <i>Key Performance Indicator (KPI)</i>	13
II.3.1 <i>Balanced Scorecard</i>	13
II.3.2 <i>Integrated Performance Measurement System (IPMS)</i>	15
II.3.3 <i>Performance Prism</i>	15
II.4 <i>Dashboard</i>	16
II.5 Pengembangan Perangkat Lunak.....	18
II.5.1 <i>Software Development Lifecycle</i>	18
II.5.1.1 <i>Waterfall Model</i>	19
II.5.1.2 <i>V-Model</i>	20
II.5.1.3 <i>Iterative dan Incremental</i>	20
II.6 <i>Laravel Framework</i>	22

II.7	<i>State of the Art</i>	24
Bab III	METODE TUGAS AKHIR.....	26
III.1	Konseptual Model.....	26
III.2	Sistematika Penelitian.....	27
III.2.1	Tahap Pendahuluan.....	28
III.2.2	Tahap Pengembangan Sistem.....	28
III.2.2.1	Tahap <i>Inception</i>	28
III.2.2.2	Tahap <i>Elaboration</i>	28
III.2.2.3	Tahap <i>Construction</i>	28
III.2.2.4	Tahap <i>Transition</i>	28
III.2.3	Tahap Penutup.....	29
Bab IV	ANALISIS DAN PERANCANGAN.....	30
IV.1	Analisis dan Perancangan Bisnis.....	30
IV.1.1	Analisis Potensi Pasar.....	30
IV.1.2	Analisis (SWOT).....	31
IV.1.3	Analisis Kompetitor.....	32
IV.1.4	Analisis ROI.....	32
IV.1.5	Analisis Bisnis Model.....	35
IV.2	Perancangan Produk.....	35
IV.2.1	Perancangan Modul Dashboard.....	35
IV.2.1.1	Analisis Balanced Scorecard.....	35
IV.2.1.2	Aktor.....	39
IV.2.1.3	Kebutuhan Fungsional Sistem.....	39
IV.2.1.4	<i>Use Case Diagram</i>	40
IV.2.1.5	<i>Use Case Description</i>	41
IV.2.1.6	<i>Activity Diagram</i>	42
IV.2.1.7	<i>Sequence Diagram</i>	43
IV.2.1.7.1	Lihat <i>Dashboard</i>	43
IV.2.1.8	<i>Class Diagram</i>	44
IV.2.1.9	<i>Database Model</i>	44
IV.2.1.10	Perancangan <i>Interface</i>	46
IV.2.2	Perancangan Modul <i>Reporting</i>	48
IV.2.2.1	Kebutuhan Fungsional Sistem.....	48
IV.2.2.2	<i>Use Case Description</i>	49
IV.2.2.3	<i>Activity Diagram</i>	51
IV.2.2.4	<i>Sequence Diagram</i>	56
IV.2.2.4.1	Lihat <i>Revenue</i>	56
IV.2.2.4.2	Lihat <i>Average Order Value</i>	56
IV.2.2.4.3	Lihat <i>Customer Retention</i>	57
IV.2.2.4.4	Lihat <i>Customer Acquisition</i>	58
IV.2.2.4.5	Lihat Jumlah Produk Baru.....	59
IV.2.2.4.6	Lihat Rata-Rata Waktu Pengiriman.....	60

IV.2.2.5	Perancangan <i>Interface</i>	61
Bab V	Implementasi dan Pengujian	67
V.1	Implementasi Aplikasi.....	67
V.1.1	Implementasi Modul <i>Dashboard</i>	67
V.1.2	Implementasi Modul <i>Reporting</i>	69
V.2	Pengujian	75
V.2.1	Pengujian Modul <i>Dahboard</i>	75
V.2.2	Pengujian Modul <i>Reporting</i>	76
Bab VI	Kesimpulan dan Saran	83
VI.1	Kesimpulan	83
VI.2	Saran.....	83
Daftar Pustaka	84
LAMPIRAN A	87
LAMPIRAN B	93