

DAFTAR GAMBAR

Gambar I.1 PDB Industri Tekstil dan Pakaian Jadi 2020-2022	2
Gambar I.2 Prediksi Angka Pengguna E-commerce di Indonesia	3
Gambar I.3 Jumlah Pengguna Aktif Media Sosial di Indonesia (2015-2022)	3
Gambar I.4 Data Penjualan Owari Official	4
Gambar I.5 Diagram Fishbone Owari Official	6
Gambar II.1 Strategi Pertumbuhan Perusahaan	13
Gambar II.2 <i>Porter's Five Forces</i>	16
Gambar II.3 The Strategy-Formulation Analytical Framework	22
Gambar II.4 Matriks SPACE	28
Gambar II.5 Matriks BCG.....	30
Gambar II.6 Matriks Internal-Eksternal.....	32
Gambar II.7 Matriks Grand Strategy	33
Gambar III.1 Tahap Perancangan	45
Gambar III.1 Tahap Perancangan (Lanjutan).....	46
Gambar IV.1 Logo Owari Official.....	53
Gambar IV.2 Struktur Perusahaan Owari Official.....	54
Gambar IV.3 Akun Instagram Owari Official	55
Gambar IV. 4 Tokopedia Owari Official	56
Gambar IV.5 Matriks Internal-Eksternal	73
Gambar IV.6 Rencana Kegiatan Strategi Pemasaran.....	80