

DAFTAR TABEL

Tabel 1.1 Statistik Jumlah Penduduk Desa Sugihmukti (April 2023).....	2
Tabel 1.2 Sejarah Kepala Desa Sugihmukti	3
Tabel 1.3 Jenis Paket Wisata Desa Wisata Alamendah.....	7
Tabel 1.4 Klasifikasi Desa Wisata Indonesia	9
Tabel 2.1 Kajian Penelitian Terdahulu	32
Tabel 3.1 Karakteristik Penelitian.....	40
Tabel 3.2 Operasional Variabel	42
Tabel 3.3 Kriteria Narasumber	47
Tabel 3. 4 Narasumber Penelitian.....	47
Tabel 4. 1 Karakteristik Narasumber	53
Tabel 4.2 Hasil Wawancara <i>Customer Segments</i>	54
Tabel 4.3 Hasil Wawancara <i>Value Propositions</i>	55
Tabel 4.4 Hasil Wawancara <i>Channels</i>	56
Tabel 4. 5 Hasil Wawancara <i>Customer Relationships</i>	57
Tabel 4.6 Hasil Wawancara <i>Revenue Streams</i>	57
Tabel 4.7 Hasil Wawancara <i>Key Activities</i>	58
Tabel 4.8 Hasil Wawancara <i>Key Resources</i>	59
Tabel 4.9 Hasil Wawancara <i>Key Partners</i>	60
Tabel 4.10 Hasil Wawancara <i>Cost Structures</i>	61
Tabel 4. 11 Hasil Wawancara <i>Corporate & Maintenance Culture</i>	62
Tabel 4.12 Hasil Wawancara <i>Management, Systems, Strategy & Tactics, Diversifying Revenue</i>	63
Tabel 4. 13 Hasil Wawancara <i>Business Operations, Marketing & Brand Positioning</i>	65
Tabel 4.14 Hasil Wawancara <i>Human Resource Management Systems & Benefits</i>	66
Tabel 4. 15 Hasil Analisis SWOT.....	76
Tabel 4.16 Matriks SWOT Desa Wisata Sugihmukti.....	82