

DAFTAR TABEL

Tabel 2.1 Penelitian terdahulu.....	26
Tabel 3.1 Karakteristik Penelitian.....	32
Tabel 3.2 Operasionalisasi variable BMC dan SWOT	33
Tabel 3.3 Operasionalisasi variable PESTEL dan Porter Five's Forces	36
Tabel 3.4 Narasumber	39
Tabel 4.1 Karakteristik responden	43
Tabel 4.2 BMC Segmentasi pelanggan.....	45
Tabel 4.3 BMC Value Proposition.....	46
Tabel 4.4 BMC Channels.....	47
Tabel 4.5 BMC Customer relationship	48
Tabel 4.6 BMC Revenue streams.....	50
Tabel 4.7 BMC Key resources	50
Tabel 4.8 BMC Key activities.....	52
Tabel 4.9 BMC Key partnership	53
Tabel 4.10 BMC Cost structure	54
Tabel 4.11 PESTEL Political	56
Tabel 4.12 PESTEL Economic	58
Tabel 4.13 PESTEL Sociocultural	60
Tabel 4.14 PESTEL Technological.....	62
Tabel 4.15 PESTEL Ecological	65
Tabel 4.16 PESTEL Legal	67
Tabel 4.17 Analisis Porter's Five Forces.....	73
Tabel 4.18 SWOT	74
Tabel 4.19 Analisis SWOT	78
Tabel 4.20 Matriks strategi SWOT	79