

DAFTAR TABEL

| | | |
|-------------|---|----|
| Tabel 1. 1 | Produksi Susu Segar (Ton) | 4 |
| Tabel 1. 2 | Perusahaan Olahan Susu Sapi Perah di Indonesia | 6 |
| Tabel 1. 3 | Produk yang Dihasilkan PT XYZ | 7 |
| Tabel 1. 4 | Pencapaian Penjualan Pada Target | 8 |
| Tabel 2. 1 | Perbedaan Antara Red Ocean dan Blue Ocean Strategy..... | 22 |
| Tabel 2. 2 | Matriks SWOT..... | 35 |
| Tabel 2. 3 | Penelitian Terdahulu | 41 |
| Tabel 3. 1 | Karakteristik Penelitian..... | 62 |
| Tabel 3. 2 | Operasionalisasi Variabel | 64 |
| Tabel 3. 3 | Kriteria Narasumber..... | 77 |
| Tabel 3. 4 | Narasumber Penelitian | 78 |
| Tabel 3. 5 | Matriks IFE | 84 |
| Tabel 3. 6 | Matriks EFE | 86 |
| Tabel 3. 7 | Matriks QSPM | 90 |
| Tabel 4. 1 | Karakteristik Responden | 92 |
| Tabel 4. 2 | Rangkuman Hasil Wawancara - 1 | 94 |
| Tabel 4. 3 | Rangkuman Hasil Wawancara - 2..... | 94 |
| Tabel 4. 4 | Rangkuman Hasil Wawancara - 3..... | 94 |
| Tabel 4. 5 | Rangkuman Hasil Wawancara - 4..... | 95 |
| Tabel 4. 6 | Rangkuman Hasil Wawancara - 5..... | 95 |
| Tabel 4. 7 | Rangkuman Hasil Wawancara - 6..... | 96 |
| Tabel 4. 8 | Rangkuman Hasil Wawancara - 7..... | 96 |
| Tabel 4. 9 | Rangkuman Hasil Wawancara - 8..... | 96 |
| Tabel 4. 10 | Rangkuman Hasil Wawancara - 9..... | 97 |
| Tabel 4. 11 | Rangkuman Hasil Wawancara - 10..... | 97 |
| Tabel 4. 12 | Rangkuman Hasil Wawancara - 11..... | 97 |
| Tabel 4. 13 | Rangkuman Hasil Wawancara - 12..... | 98 |
| Tabel 4. 14 | Rangkuman Hasil Wawancara - 13..... | 98 |

| | | |
|-------------|---|-----|
| Tabel 4. 15 | Rangkuman Hasil Wawancara - 14..... | 99 |
| Tabel 4. 16 | Rangkuman Hasil Wawancara - 15..... | 99 |
| Tabel 4. 17 | Rangkuman Hasil Wawancara - 16..... | 99 |
| Tabel 4. 18 | Rangkuman Hasil Wawancara - 17..... | 100 |
| Tabel 4. 19 | Rangkuman Hasil Wawancara - 18..... | 100 |
| Tabel 4. 20 | Rangkuman Hasil Wawancara - 19..... | 100 |
| Tabel 4. 21 | Rangkuman Hasil Wawancara - 20..... | 101 |
| Tabel 4. 22 | Rangkuman Hasil Wawancara - 21..... | 101 |
| Tabel 4. 23 | Rangkuman Hasil Wawancara - 22..... | 102 |
| Tabel 4. 24 | Rangkuman Hasil Wawancara - 23..... | 102 |
| Tabel 4. 25 | Rangkuman Hasil Wawancara - 24..... | 103 |
| Tabel 4. 26 | Rangkuman Hasil Wawancara - 25..... | 103 |
| Tabel 4. 27 | Rangkuman Hasil Wawancara - 26..... | 104 |
| Tabel 4. 28 | Rangkuman Hasil Wawancara - 27..... | 104 |
| Tabel 4. 29 | Hasil Analisis Kekuatan dan Kelemahan PT XYZ..... | 105 |
| Tabel 4. 30 | Penentuan Bobot pada Faktor Internal PT XYZ..... | 106 |
| Tabel 4. 31 | Matriks IFE PT XYZ | 107 |
| Tabel 4. 32 | Konsistensi Matriks IFE..... | 109 |
| Tabel 4. 33 | Rangkuman Hasil Wawancara - 28..... | 112 |
| Tabel 4. 34 | Rangkuman Hasil Wawancara - 29..... | 113 |
| Tabel 4. 35 | Rangkuman Hasil Wawancara - 30..... | 113 |
| Tabel 4. 36 | Rangkuman Hasil Wawancara - 31..... | 114 |
| Tabel 4. 37 | Rangkuman Hasil Wawancara - 32..... | 114 |
| Tabel 4. 38 | Rangkuman Hasil Wawancara - 33..... | 114 |
| Tabel 4. 39 | Rangkuman Hasil Wawancara - 34..... | 115 |
| Tabel 4. 40 | Rangkuman Hasil Wawancara - 35..... | 115 |
| Tabel 4. 41 | Rangkuman Hasil Wawancara - 36..... | 116 |
| Tabel 4. 42 | Rangkuman Hasil Wawancara - 37..... | 117 |
| Tabel 4. 43 | Rangkuman Hasil Wawancara - 38..... | 117 |
| Tabel 4. 44 | Rangkuman Hasil Wawancara - 39..... | 117 |
| Tabel 4. 45 | Rangkuman Hasil Wawancara - 40..... | 118 |

| | |
|--|-----|
| Tabel 4. 46 Rangkuman Hasil Wawancara - 41..... | 118 |
| Tabel 4. 47 Rangkuman Hasil Wawancara - 42..... | 119 |
| Tabel 4. 48 Rangkuman Hasil Wawancara - 43..... | 119 |
| Tabel 4. 49 Rangkuman Hasil Wawancara - 44..... | 119 |
| Tabel 4. 50 Hasil Analisis Peluang dan Ancaman PT XYZ | 120 |
| Tabel 4. 51 Penentuan Bobot Pada Faktor Eksternal PT XYZ..... | 121 |
| Tabel 4. 52 Matriks EFE PT XYZ | 123 |
| Tabel 4. 53 Konsistensi Matriks EFE | 125 |
| Tabel 4. 54 Perhitungan Selisih Faktor SWOT..... | 128 |
| Tabel 4. 55 Matriks SWOT | 129 |
| Tabel 4. 56 Matriks QSPM | 144 |
| Tabel 4. 57 Urutan Strategi Alternatif..... | 152 |
| Tabel 4. 58 Implementasi Strategi Alternatif..... | 154 |
| Tabel 4. 59 Rangkuman Hasil Wawancara..... | 159 |
| Tabel 4. 60 Kerangka Kerja Empat Langkah Blue Ocean Strategy PT XYZ..... | 170 |