

DAFTAR ISI

| | |
|--|-----|
| HALAMAN PENGESAHAN | i |
| HALAMAN PERNYATAAN..... | ii |
| KATA PENGANTAR | iii |
| ABSTRAK..... | v |
| DAFTAR ISI | vii |
| DAFTAR TABEL | ix |
| DAFTAR GAMBAR | x |
| BAB I | 1 |
| PENDAHULUAN..... | 1 |
| 1.1 Gambaran Umum Objek Penelitian | 1 |
| 1.1.1 Profil Desa Cipamekar..... | 1 |
| 1.1.2 Visi dan Misi Desa Cipamekar..... | 4 |
| 1.1.3 Struktur Organisasi Desa Cipamekar..... | 4 |
| 1.2 Latar Belakang Penelitian | 5 |
| 1.3 Pertanyaan Penelitian | 16 |
| 1.4 Tujuan Penelitian..... | 16 |
| BAB II..... | 18 |
| TINJAUAN PUSTAKA..... | 18 |
| 2.1 Teori Terkait Penelitian..... | 18 |
| 2.1.1 Manajemen Strategi..... | 18 |
| 2.1.2 Tahapan Manajemen Strategi..... | 18 |
| 2.1.3 Kerangka Perumusan Strategi..... | 19 |
| 2.1.4 Lingkungan Internal | 21 |
| 2.1.5 Lingkungan Eksternal | 23 |
| 2.1.6 SWOT Matrix..... | 25 |
| 2.1.7 Pengambilan Keputusan..... | 26 |
| 2.1 Penelitian Terdahulu | 28 |
| 2.2 Kerangka Pemikiran | 32 |
| BAB III..... | 33 |
| METODE PENELITIAN | 33 |
| 3.1 Jenis Penelitian | 33 |
| 3.2 Operasional Variable..... | 34 |

| | | |
|-----------------------------------|---|------------|
| 3.3 | Tahapan Penelitian | 40 |
| 3.4 | Populasi dan Sampel | 43 |
| 3.5 | Pengumpulan Data dan Sumber Data | 45 |
| 3.6 | Uji Validitas dan Reabilitas | 46 |
| 3.7 | Teknik Analisis Data..... | 47 |
| 3.7.1 | <i>Internal Factor Evaluation Matrix (IFE)</i> | 48 |
| 3.7.2 | <i>External Factor Evaluation Matrix (EFE)</i> | 50 |
| 3.7.3 | SWOT Matrix..... | 51 |
| 3.7.4 | QSPM Matrix | 52 |
| BAB IV | | 56 |
| HASIL DAN PEMBAHASAN..... | | 56 |
| 4.1 | Karakteristik Narasumber | 56 |
| 4.2 | Hasil Analisis Lingkungan | 57 |
| 4.2.1 | Hasil Analisis Lingkungan Eksternal | 57 |
| 4.2.2 | Hasil Lingkungan Internal | 72 |
| 4.3 | Hasil Penelitian | 89 |
| 4.3.1 | Matriks EFE | 89 |
| 4.3.2 | Matriks IFE | 90 |
| 4.3.3 | Analisis Matriks SWOT..... | 93 |
| 4.3.4 | Matriks QSPM | 104 |
| BAB V | | 109 |
| KESIMPULAN DAN SARAN | | 109 |
| 5.1 | Kesimpulan | 109 |
| 5.2 | Saran..... | 110 |
| DAFTAR PUSTAKA..... | | 112 |
| LAMPIRAN..... | | 116 |