

DAFTAR ISI

| | |
|--|-----------|
| HALAMAN JUDUL..... | i |
| HALAMAN PENGESAHAN..... | iii |
| HALAMAN PERNYATAAN..... | iv |
| KATA PENGANTAR..... | v |
| ABSTRAK..... | vi |
| <i>ABSTRACT</i> | vii |
| DAFTAR ISI..... | viii |
| DAFTAR TABEL..... | x |
| DAFTAR GAMBAR..... | xi |
| BAB I..... | 1 |
| A. PENDAHULUAN..... | 1 |
| 1. Profil Digital Happiness..... | 1 |
| a) Visi & Misi..... | 1 |
| b) Penghargaan..... | 1 |
| c) Game Buatan Digital Happiness..... | 2 |
| 2. Latar Belakang..... | 2 |
| 3. Rumusan Masalah..... | 7 |
| 4. Pertanyaan Penelitian..... | 8 |
| 5. Tujuan Penelitian..... | 8 |
| 6. Manfaat Penelitian..... | 8 |
| a) Secara Praktis..... | 8 |
| b) Secara Akademis..... | 8 |
| BAB II..... | 9 |
| B. TINJAUAN PUSTAKA..... | 9 |
| 1. Manajemen Strategy..... | 9 |
| 2. <i>Dynamic Capability</i>..... | 10 |
| 3. <i>Competitive Advantage</i>..... | 10 |
| 4. Strategi Bersaing..... | 11 |
| 5. BMC..... | 12 |
| 6. Perkembangan Video Game..... | 13 |
| 7. Jurnal Acuan..... | 17 |
| a) Jurnal Acuan Internasional..... | 17 |
| b) Jurnal Acuan Lokal..... | 21 |
| 8. Kerangka Berpikir..... | 22 |
| BAB III..... | 23 |
| C. METODE PENELITIAN..... | 23 |
| 1. Tujuan Penelitian..... | 24 |
| 2. Overasional Variable..... | 24 |
| 3. Informan/Narasumber..... | 27 |
| 4. Tahapan Penelitian..... | 27 |
| a) Situasi Sosial, Kelompok & Sampel..... | 28 |
| b) Metode Pengambilan Sampel..... | 29 |
| c) Pengambilan Data & Sumber Data..... | 29 |
| d) Teknik Analisis Data..... | 30 |
| BAB IV..... | 31 |
| D. HASIL PENELITIAN DAN PEMBAHASAN..... | 31 |
| 1. Hasil Penelitian..... | 31 |
| 1) Gambaran Umum Lokasi Penelitian..... | 31 |
| 2) Bisnis Model Canvas (BMC)..... | 32 |

| | |
|---|-----------|
| 3) Asumsi Lingkungan..... | 36 |
| a) Asumsi Lingkungan Makro (<i>STEEP</i>)..... | 36 |
| b) Asumsi Lingkungan Mikro (<i>5 FORCES</i>)..... | 41 |
| 2. Pembahasan..... | 46 |
| 3. Asumsi Strategu..... | 49 |
| 1) Analisis SWOT..... | 49 |
| 2) Rekomendasi BMC..... | 51 |
| BAB V | 51 |
| E. Kesimpulan Dan Saran..... | 51 |
| 1. Kesimpulan..... | 52 |
| 2. Saran..... | 52 |
| a) Saran Secara Teoritis..... | 52 |
| b) Saran Secara Praktis..... | 52 |
| DAFTAR PUSTAKA..... | 53 |
| LAMPIRAN..... | |