

DAFTAR TABEL

| | |
|--|----|
| Tabel I. 1 Kesamaan Fasilitas Antar Pesaing Sekitar..... | 3 |
| Tabel I. 2 Kekurangan Fasilitas Antar Pesaing Sekitar..... | 5 |
| Tabel I. 3 Alternatif Solusi | 8 |
| Tabel II. 1 Matriks SWOT..... | 19 |
| Tabel III. 1 Pengumpulan Data..... | 26 |
| Tabel IV. 1 Spesifikasi Rancangan | 30 |
| Tabel IV. 2 Standar Perancangan | 31 |
| Tabel IV. 3 Daftar Pertanyaan dan Jawaban Wawancara | 32 |
| Tabel IV. 4 Daftar Pertanyaan Customer Profile | 35 |
| Tabel IV. 5 Hasil Customer Jobs terpilih..... | 36 |
| Tabel IV. 6 <i>Customer Gains</i> | 38 |
| Tabel IV. 7 <i>Customer Pain</i> Terpilih | 40 |
| Tabel IV. 8 <i>Customer Jobs</i> | 40 |
| Tabel IV. 9 <i>Customer Gains</i> | 41 |
| Tabel IV. 10 <i>Customer Pain</i> | 41 |
| Tabel IV. 11 <i>Market Forces</i> | 45 |
| Tabel IV. 12 <i>Industry Forces</i> | 46 |
| Tabel IV. 13 <i>Key Trends</i> | 47 |
| Tabel IV. 14 <i>Macroeconomic Forces</i> | 48 |
| Tabel IV. 15 Analisis SWOT <i>Customer Interface</i> | 50 |
| Tabel IV. 16 Analisis SWOT <i>Value Proposition</i> | 52 |
| Tabel IV. 17 Analisis SWOT <i>Company Infrastructure</i> | 52 |
| Tabel IV. 18 Matriks TOWS <i>Value Propostition</i> | 55 |
| Tabel IV. 19 Usulan Strategi <i>Value Proposition</i> | 55 |
| Tabel IV. 20 Matriks TOWS <i>Infrastructure</i> | 56 |
| Tabel IV. 21 Usulan Strategi <i>Infrastructure</i> | 58 |
| Tabel IV. 22 Matriks TOWS <i>Customer Interface</i> | 58 |
| Tabel IV. 23 Usulan Strategi <i>Customer Interface</i> | 59 |
| Tabel IV. 24 Keseluruhan Usulan Strategi | 61 |
| Tabel IV. 25 <i>Pain Relievers</i> | 65 |
| Tabel IV. 26 <i>Gain Creators</i> | 65 |

| | |
|---|----|
| Tabel IV. 27 <i>Products and Services</i> | 65 |
| Tabel IV. 28 Analisis Usulan Model Bisnis..... | 67 |
| Tabel V. 1 Validasi Hasil Rancangan | 74 |