

DAFTAR ISI

PERSEMBAHAN	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
BAB I	Error! Bookmark not defined.
1.1 Gambaran Umum Objek Penelitian	Error! Bookmark not defined.
1.1.1 Profil Perusahaan	Error! Bookmark not defined.
1.1.2 Visi dan Misi	Error! Bookmark not defined.
1.1.3 Produk	Error! Bookmark not defined.
1.2 Latar Belakang Penelitian	Error! Bookmark not defined.
1.3 Perumusan Masalah	Error! Bookmark not defined.
1.4 Tujuan Penelitian	Error! Bookmark not defined.
1.5 Manfaat Penelitian	Error! Bookmark not defined.
1.6 Sistematika Penulisan Tugas Akhir	Error! Bookmark not defined.
BAB II.....	Error! Bookmark not defined.
2.1 Teori dan Penelitian Terdahulu.....	Error! Bookmark not defined.
2.1.1 Definisi UMKM.....	Error! Bookmark not defined.
2.1.2 Manajemen Strategi	Error! Bookmark not defined.
2.1.3 Pengembangan Usaha	Error! Bookmark not defined.
2.1.4 Strategi Bisnis	Error! Bookmark not defined.
2.1.5 Model Bisnis	Error! Bookmark not defined.
2.1.6 <i>Business Model Canvas (BMC)</i>	Error! Bookmark not defined.

2.1.7 Analisis SWOT	Error! Bookmark not defined.
2.1.8 Matriks TOWS	Error! Bookmark not defined.
2.1.9 Penelitian Terdahulu	Error! Bookmark not defined.
2.2 Kerangka Pemikiran.....	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
3.1 Jenis Penelitian.....	Error! Bookmark not defined.
3.2 Variabel Operasional.....	Error! Bookmark not defined.
3.3 Tahapan Penelitian.....	Error! Bookmark not defined.
3.4 Situasi Sosial	Error! Bookmark not defined.
3.5 Pengumpulan Data Dan Sumber Data	Error! Bookmark not defined.
3.6 Rigor Penelitian.....	Error! Bookmark not defined.
3.7 Teknik Analisis data.....	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
4.1 Karakteristik Informan	Error! Bookmark not defined.
4.2 Hasil Penelitian	Error! Bookmark not defined.
4.2.1 Uji Triangulasi Data.....	Error! Bookmark not defined.
4.2.2 <i>Business Model Canvas Saat Ini</i>	Error! Bookmark not defined.
4.2.3 Analisis SWOT Terhadap BMC Sagomak	Error! Bookmark not defined.
4.2.4 Analisis SWOT Sagomak	Error! Bookmark not defined.
4.2.5 Matrix TOWS Sagomak.....	Error! Bookmark not defined.
4.2.6 <i>Rekomendasi Business Model Canvas Baru Sagomak</i>	Error! Bookmark not defined.
4.2.7 Persamaan dan Perbedaan dengan Penelitian Terdahulu...	Error! Bookmark not defined.
BAB V.....	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
.5.2 Saran.....	Error! Bookmark not defined.
5.2.1 Saran Teoritis	Error! Bookmark not defined.
5.2.2 Saran Praktis	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.