

DAFTAR ISI

LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN ORISINALITAS	iii
KATA PENGANTAR	iv
ABSTRAK	v
ABSTRACT	vi
DAFTAR ISI	vii
DAFTAR GAMBAR	x
DAFTAR TABEL	xiii
DAFTAR ISTILAH	xv
DAFTAR SINGKATAN	xvi
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah	4
I.3 Tujuan Penelitian	4
I.4 Manfaat Penelitian	5
I.5 Batasan Penelitian	5
I.6 Sistematika Pelaporan	6
BAB II TINJAUAN PUSTAKA	7
II.1 Penelitian Terdahulu	7
II.2 Sistem Informasi	8
II.3 Technopreneurship	8
II.4 Startup	8
II.5 Rekayasa Perangkat Lunak (Software Engineering)	8
II.6 Mobile Application	9
II.7 Android	9
II.7.1 Pengertian Android	9
II.7.2 Versi Android	9

II.7.3 Tools Android.....	10
II.7.4 Android Studio	11
II.7.5 Bahasa Pemrograman Android.....	11
II.7.6 Bahasa Pemodelan Android.....	12
II.8 Tools Pendukung Startup.....	13
II.8.1 Balsamiq Mockup.....	14
II.8.2 Trello	14
II.8.3 Firebase.....	14
II.9 Kompetitor Startup CallMe.....	15
II.9.1 Go-Food.....	15
II.9.2 GrabFood.....	16
II.10 Lean Model Canvas	16
II.11 Hooked Model	18
II.12 Teknik Pengumpulan Data.....	19
II.13 Metode Prototyping	19
II.13.1 Pengertian Metode Prototyping.....	19
II.13.2 Fase-Fase Metode Prototyping	19
II.13.3 Alasan Menggunakan Metode Prototyping	20
II.14 Teknik Pengujian (Testing).....	21
II.14.1 Pengujian Fungsionalitas (Black-box Testing)	21
II.14.2 Integration Testing.....	21
II.14.3 Pengujian Antarmuka (User Interface Testing).....	21
II.14.4 Pengujian Penerimaan Pengguna (User Acceptance Testing).....	21
BAB III METODOLOGI PENELITIAN	22
III.1 Model Konseptual	22
III.2 Sistematika Penelitian	23
III.2.1 Tahap Identifikasi.....	25
III.2.2 Tahap Pengembangan Produk.....	25
III.2.3 Tahap Penutup.....	26
III.3 Strategic Plan.....	26
BAB IV ANALISIS DAN PERANCANGAN SISTEM	28
IV.1 Analisis.....	28
IV.1.1 Analisis Bisnis Model	28
IV.1.2 Analisis Potensi Pasar	34

IV.1.3 Analisis Rencana Bisnis.....	35
IV.1.4 Analisis Rencana Teknik	40
IV.1.5 Analisis Kelayakan Bisnis	42
IV.2 Analisis Kebutuhan	46
IV.3 Actor.....	47
IV.4 Perancangan Sistem.....	47
IV.4.1 Requirement Gathering and Refinement.....	47
IV.4.2 Quick Design	48
IV.4.3 Building Prototype	50
IV.4.4 Customer Evaluation.....	52
IV.4.5 Refining Prototype	52
IV.4.6 Engineer Product.....	60
IV.7 Perancangan Infrastruktur	76
BAB V IMPLEMENTASI DAN PENGUJIAN SISTEM	77
V.1 Implementasi	77
V.1.1 Implementasi Bisnis	77
V.1.2 Implementasi Aplikasi.....	80
V.2 Pengujian Sistem (Software Testing)	81
V.2.1 Black-box Testing	81
V.2.2 Integration Testing	83
V.2.3 Pengujian Antarmuka (User Interface Testing).....	84
V.2.4 Pengujian Pengguna (User Acceptance Testing)	85
BAB VI PENUTUP	88
VI.1 Kesimpulan.....	88
VI.2 Saran.....	89
DAFTAR PUSTAKA.....	90