

DAFTAR GAMBAR

Gambar 1. 1 Total Laba Rugi KLZ Group	2
Gambar 1. 2 Radio Kompetitor	3
Gambar 1. 3 Insight Instagram Zora Radio	4
Gambar 1. 4 Jumlah rata-rata viewers Instagram Story	5
Gambar 2. 1 Business Model Canvas.....	10
Gambar 2. 2 Customer Profile Map	11
Gambar 2. 3 Value Map	13
Gambar 2. 4 Fitting Customer Profile dan Value Map.....	14
Gambar 2. 5 Bisnis Model Lingkungan	18
Gambar 3. 1 Model Konseptual	21
Gambar 3. 2 Sistematika Penelitian	23
Gambar 3. 3 Sistematika Penelitian (Lanjutan)	24
Gambar 4. 1 Website Zora Radio.....	34
Gambar 4. 2 Instagram Zora Radio.....	35
Gambar 4. 3 Harga Iklan	36
Gambar 4. 4 BMC Eksisting.....	41
Gambar 4. 5 Customer Profile Pendengar	45
Gambar 4. 6 Customer Profile Pengiklan	47
Gambar 4. 7 Meningkatnya pendengar radio.....	49
Gambar 4. 8 Pertumbuhan Ekonomi Indonesia	54
Gambar 4. 9 Analisis Lingkungan Bisnis Radio Zora.....	57
Gambar 5. 1 Blok Value Propositions.....	66
Gambar 5. 2 Blok Cost and Revenue	68
Gambar 5. 3 Blok Infrastructure	70
Gambar 5. 4 Blok Customer Interface.....	72
Gambar 5. 5 Product and Services Pendengar	75
Gambar 5. 6 Product and Services Pengiklan.....	77
Gambar 5. 7 Fit Customer Profile Segmen Pelanggan Pendengar.....	78
Gambar 5. 8 Fit Customer Profile Segmen Pelanggan Pengiklan.....	80
Gambar 5. 9 Business Model Canvas Usulan.....	82