

DAFTAR TABEL

Tabel I. 1 Data pengikut instagram dari kompetitor	6
Tabel II. 1 Penelitian Terdahulu	21
Tabel III. 1 Identifikasi Kebutuhan Data	28
Tabel IV. 1 Daftar Harga	33
Tabel IV. 2 Daftar Pertanyaan Wawancara Internal	33
Tabel IV. 3 Key Activities	40
Tabel IV. 4 Cost Structure	43
Tabel IV. 5 Daftar Pertanyaan Profil Pelanggan.....	48
Tabel IV. 6 Customer Job	50
Tabel IV. 7 Customer Pains	52
Tabel IV. 8 Customer Gains	54
Tabel IV. 9 Porter Five Forces.....	58
Tabel IV. 10 Business Model Environment Market Forces.....	61
Tabel IV. 11 Business Model Environment Industry Forces	63
Tabel IV. 12 Business Model Environment Key Trends	65
Tabel IV. 13 Business Model Environment Macroeconomic Forces	67
Tabel IV. 14 Konfirmasi Analisis SWOT Customer Interface	69
Tabel IV. 15 Konfirmasi Analisis SWOT Value Proposition.....	74
Tabel IV. 16 Konfirmasi Analisis SWOT Cost & Revenue	76
Tabel IV. 17 Konfirmasi Analisis SWOT Infrastructure	80
Tabel IV. 18 Perhitungan Bobot & Skor Value Proposition.....	85
Tabel IV. 19 Perhitungan Bobot & Skor Cist & Revenue-1.....	86
Tabel IV. 20 Perhitungan Bobot & Skor Cost & Revenue-2.....	87
Tabel IV. 21 Perhitungan Bobot & Skor Infrastructure-1.....	88
Tabel IV. 22 Perhitungan Bobot & Skor Insfrastructure-2.....	89
Tabel IV. 23 Perhitungan Bobot & Skor Customer Interface-1.....	90
Tabel IV. 24 Perhitungan Bobot & Skor Customer Interface-2.....	91
Tabel V. 1 SWOT Value Proposition	93
Tabel V. 2 Strategi Usulan Value Proposition	94
Tabel V. 3 SWOT Cost & Revenue	98
Tabel V. 4 Strategi Usulan Cost & Revenue	100
Tabel V. 5 SWOT Infrastructure.....	103

Tabel V. 6 Strategi Usulan Insfrastructure.....	104
Tabel V. 7 SWOT Customer Interface.....	109
Tabel V. 8 STrategi Usulan Customer Interface	110
Tabel V. 9 Pain Relievers	114
Tabel V. 10 Gain Creators	114
Tabel V. 11 Analisis Rancangan Business Model Canvas Usulan	122