

DAFTAR ISI

ABSTRAK.....	i
KATA PENGANTAR.....	iii
DAFTAR GAMBAR.....	viii
DAFTAR TABEL.....	ix
LAMPIRAN.....	xi
BAB I.....	1
PENDAHULUAN.....	1
I.1 Latar Belakang.....	1
I.2 Alternatif Solusi	7
I.3 Perumusan Masalah	8
I.4 Tujuan Penelitian	9
I.5 Manfaat Penelitian.....	9
I.6 Sistematika Penulisan.....	10
BAB II.....	11
LANDASAN TEORI.....	11
II.1 UMKM (Usaha Mikro Kecil dan Menengah)	11
II.1.1 Kriteria UMKM.....	11
II.2 Bisnis	12
II.3 Model Bisnis	12
II.4 Analisis SWOT.....	13
II.5 <i>Value Proposition Canvas</i>	15
II.5.1 <i>Customer Profile</i>	16
II.5.2 <i>Value Map</i>	17

II.6	<i>Business Model Canvas</i>	18
II.7	Analisis Lingkungan Bisnis.....	22
II.9	Wawancara.....	24
II.9.1	Wawancara Terstruktur.....	24
II.9.2	Wawancara Tidak Terstruktur.....	24
II.10	Perbandingan Metode dan Metode yang Dipilih.....	24
BAB III		30
METODOLOGI PERANCANGAN		30
III.1	Sistematika Perancangan.....	30
III.1.1	Kerangka Berfikir	31
III.1.2	Deskripsi Mekanisme Pengumpulan Data	33
III.1.3	Tahapan Perancangan.....	35
III.1.4	Deskripsi Mekanisme Verifikasi	36
III.1.5	Deskripsi Mekanisme Validasi Hasil Rancangan	36
III.1.6	Hasil Pembahasan.....	37
III.2	Batasan dan Asumsi Tugas Akhir.....	38
BAB IV		39
PERANCANGAN SISTEM TERINTEGRASI.....		39
IV.1	Deskripsi Data.....	39
IV.1.1	Profil Perusahaan	39
IV.1.2	Produk Brush and Palette Coffee.....	41
IV.2	Model Bisnis Eksisting <i>Brush and Palette Coffee</i>	43
IV.2.1	Customer Segment Brush and Palette Coffee	44
IV.2.2	Value Proposition Brush and Palette Coffee.....	44
IV.2.3	Channel Brush and Palette Coffee	45
IV.2.4	Customer Relationship Brush and Palette Coffee	45
IV.2.5	Revenue Stream Brush and Palette Coffee	46

IV.2.6	Key Resources Brush and Palette Coffee	46
IV.2.7	Key Activities Brush and Palette Coffee.....	47
IV.2.8	Key Partnership Brush and Palette Coffee	47
IV.2.9	Cost Structure Brush and Palette Coffee	48
IV.2.10	Model Bisnis Saat Ini Brush and Palette Coffee.....	49
IV.3	Kondisi Eksisting <i>Business Model Canvas</i>	54
IV.3.1	Customer Profile	54
IV.3.1.1	Customer Jobs.....	55
IV.3.1.2	Costumer Pains.....	55
IV.3.1.3	Gains	55
IV.4	Data Lingkungan Bisnis <i>Brush and Palette Coffee</i>	57
IV.4.1	<i>Market Forces</i> (Kekuatan Pasar).....	57
IV.4.1.1	Isu Pasar	57
IV.4.1.2	Segmen Pasar.....	58
IV.4.2	<i>Industri Forces</i> (Kekuatan Industri)	59
IV.4.2.3	Benchmark.....	60
IV.5	<i>Business Model Environment</i>	61
IV.7	Pengolahan Data SWOT <i>Brush and Palette Coffee</i>	64
IV.8	Analisis Swot Perusahaan.....	64
IV.8.1	Perhitungan Bobot Skor.....	67
IV.9	Analisis SWOT.....	72
IV.9.1	Value Proposition.....	72
V.9.2	Biaya Pendapatan	74
IV.9.3	Infrastruktur	75
IV.9.4	Customer Relationship.....	77
BAB V		80
VALIDASI DAN EVALUASI HASIL RANCANGAN		80
V.1	Validasi Hasil Rancangan.....	80
V.2	Evaluasi Hasil Rancangan	81

V.2.1 <i>Value proposition Canvas</i>	81
V.3 Analisis dan Rencana Implementasi Hasil Rancangan	83
V.3.1 Perancangan Strategi Usulan Model Bisnis Brush and Palette Coffee.....	83
V.3.2 Perancangan Business Model Canvas Usulan	84
V.3.3 Penilaian Business Model Canvas	90
V.3.4 Business Model Canvas Usulan	92
BAB VI	94
KESIMPULAN DAN SARAN	94
VI.1 Kesimpulan.....	94
VI.2 Saran	96
DAFTAR PUSTAKA	97
LAMPIRAN A	99
LAMPIRAN B	103
LAMPIRAN C	114
LAMPIRAN D	118