

DAFTAR GAMBAR

Gambar 1.1 Logo Saruhan	2
Gambar 1.2 Struktur Organisasi.....	5
Gambar 1.3 Jenis Produk yang Dijual oleh UMKM.....	9
Gambar 1.4 Konsumsi Cabai Perkapita Masyarakat Indonesia (2019-2023)	10
Gambar 1.5 Produksi Cabai	11
Gambar 1.6 Keberagaman Sambal di Indonesia	12
Gambar 1.7 <i>Prasurvey</i> Konsumsi Sambal Telkom University	13
Gambar 2.1 <i>Value Proposition</i>	29
Gambar 2.2 <i>Customer Journey Mapping</i>	33
Gambar 2.3 <i>House of Quality</i>	35
Gambar 2.4 Alur Penelitian.....	48
Gambar 3.1 <i>Research Onion</i>	51
Gambar 3.2 Tahapan Penelitian	57
Gambar 3.3 Triangulasi Teknik	64
Gambar 4.1 <i>Word Cloud</i> Nvivo	67
Gambar 4.2 <i>Tree Map</i> NVivo	69
Gambar 4.3 Visualiasi NVivo	73
Gambar 4.4 Nvivo <i>Touchpoint</i>	76
Gambar 4.6 Nvivo <i>Customer Jobs</i>	82
Gambar 4.7 Nvivo <i>Customer Pains</i>	86
Gambar 4.8 Nvivo <i>Customer Gains</i>	90
Gambar 4.9 Nvivo <i>Product and Service</i>	93
Gambar 4.10 Nvivo <i>Gain Creators</i>	97
Gambar 4.11 Nvivo <i>Pain Relievers</i>	100
Gambar 4.12 <i>Mindmap</i> NVivo.....	102
Gambar 4.13 User Persona.....	115
Gambar 4.14 <i>Customer Journey Map</i>	118

Gambar 4.15 <i>Value Proposition Canvas</i>	120
Gambar 4.16 <i>House of Quality</i>	123