

## DAFTAR GAMBAR

|                                                                        |     |
|------------------------------------------------------------------------|-----|
| Gambar 1. 1 Warung Nasi Sederhana Berhias.....                         | 1   |
| Gambar 1. 2 Struktur Organisasi.....                                   | 2   |
| Gambar 1. 3 Lokasi Warung Nasi Sederhana Berhias .....                 | 3   |
| Gambar 1. 4 Data UMKM 2018-2023 .....                                  | 3   |
| Gambar 2. 1 Business Model Canvas .....                                | 21  |
| Gambar 2. 2 Matriks TOWS .....                                         | 31  |
| Gambar 2. 3 Kerangka Pemikiran.....                                    | 37  |
| Gambar 3. 1 Metode Kualitatif .....                                    | 55  |
| Gambar 3. 2 Components in Data Analysis (Miles & Huberman, 2014) ..... | 58  |
| Gambar 4. 1 Business Model Canvas Saat Ini .....                       | 93  |
| Gambar 4. 2 Business Model Canvas Baru.....                            | 126 |