

DAFTAR ISI

HALAMAN JUDUL	i
HALAMAN PENGESAHAN	ii
HALAMAN IDENTITAS TIM PENGUJI TESIS	iii
HALAMAN PENYATAAN ORISINALITAS	iv
HALAMAN RIWAYAT HIDUP	v
HALAMAN UCAPAN TERIMA KASIH	vi
HALAMAN ABSTRAK (BAHASA INDONESIA)	vii
HALAMAN ABSTRACT (BAHASA INGGRIS)	viii
KATA PENGANTAR	ix
DAFTAR ISI	xi
DAFTAR TABEL	xv
DAFTAR GAMBAR	xvi
DAFTAR GRAFIK	xvii
DAFTAR DIAGRAM	xviii
I. PENDAHULUAN	
I.1. Latar Belakang Masalah	1
I.2. Rumusan Masalah	8
I.3. Tujuan Penelitian	8
I.4. Manfaat Penelitian	9
II. LANDASAN TEORI	
2.1. Hasil Penelitian Terdahulu yang Relevan	
2.1.1. A Business Model Canvas :Traditional Restaurant “Melayu” in North Sumatra, Indonesia	10
2.1.2. From Service for Free to Service for Fee : Business Model Innovation in Manufacturing Firms	12

2.1.3. Implementasi <i>Value Proposition</i> dalam Penetapan Strategi Pemasaran	15
2.2. Teori – teori yang Digunakan	
2.2.1. Business Model Canvas (BMC)	18
2.2.2. IDEO's Three Lenses of Innovation	32
III. KERANGKA PENELITIAN	
3.1. Kerangka Pikir	34
3.2. Model Analisa Penelitian	36
IV. METODE PENELITIAN	
4.1. Jenis Penelitian	37
4.2. Sumber Data dan Teknik Pengumpulan Data	
4.2.1. Jenis Data	38
4.2.2. Teknik Pengumpulan Data	39
4.2.3. Teknik Penentuan Informan	40
4.2.4. Waktu dan Tempat Penelitian	41
4.2.5. Uji Validitas	41
4.2.6. Analisis Data	42
V. ANALISA DATA	
5.1 Profil Informan	45
5.2 Pengumpulan Data <i>Value Proposition Design Canvas</i>	47
5.2.1. <i>Achieving Fit</i>	47
5.2.2. <i>Customer Jobs</i>	48
5.2.3. <i>Customer Pains</i>	49
5.2.4. <i>Customer Gains</i>	50
5.2.5. <i>Products and Services</i>	51
5.2.6. <i>Pain Relievers</i>	52

5.2.7. <i>Gain Creators</i>	53
5.3 <i>Pengumpulan Data Business Model Canvas</i>	54
5.3.1. <i>Customers Segments</i>	55
5.3.2 <i>Value Propositions</i>	56
5.3.3 <i>Channels</i>	57
5.3.4 <i>Customer Relationship</i>	58
5.3.5 <i>Revenue Streams</i>	59
5.3.6 <i>Key Resources</i>	60
5.3.7 <i>Key Activities</i>	61
5.3.8 <i>Key Partnerships</i>	61
5.3.9 <i>Cost Structures</i>	62
5.4 <i>Pembahasan The Value Propositions Design Canvas</i>	63
5.4.1. <i>Achieving Fit</i>	63
5.4.2. <i>Customer Jobs</i>	65
5.4.3. <i>Customer Pains</i>	66
5.4.4. <i>Customer Gains</i>	66
5.4.5. <i>Products and Services</i>	66
5.4.6. <i>Pain Relievers</i>	67
5.4.7. <i>Gain Creators</i>	68
5.5 <i>Pembahasan Business Model Canvas</i>	69
5.5.1 <i>Customer Segments</i>	69
5.5.2 <i>Value Propositions</i>	70
5.5.3 <i>Channels</i>	70
5.5.4 <i>Customer Relationship</i>	71
5.5.5 <i>Revenue Streams</i>	71
5.5.6 <i>Key Resources</i>	71
5.5.7 <i>Key Activities</i>	72
5.5.8 <i>Key Partnerships</i>	72
5.5.9 <i>Cost Structures</i>	73

5.6	Pembahasan IDEO's <i>Three Lenses of Innovations</i>	75
5.6.1.	<i>Desireability</i>	75
5.6.2.	<i>Feasibility</i>	76
5.6.3	<i>Viability</i>	79
5.7	Implikasi Manajerial	81
5.8	Keterbatasan Penelitian	91
VI.	KESIMPULAN DAN SARAN	
6.1	Kesimpulan	92
6.2	Saran	93
	DAFTAR PUSTAKA	95
	LAMPIRAN	

