

TABLE OF CONTENTS

AUTHORIZATION.....	ii
THESIS AUTHENTICITY STATEMENT.....	iii
PREFACE	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	vii
LIST OF FIGURES	viii
ABSTRACT	ix
ABSTRAK	x
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	5
1.3 Research Question	6
1.4 Purpose Statement	6
1.5 Research Contribution	7
1.5.1 Theoretical Contribution	7
1.5.2 Practical Contribution	7
1.6 Research Scope.....	7
1.7 The systematics of writing.....	8
CHAPTER II LITERATURE REVIEW.....	10
2.1 Theoretical Background.....	10
2.1.1 Strategy and Strategic Management.....	10
2.1.2 Strategy Formulation Framework	15
2.1.3 Internal Factor Evaluation (IFE) Matrix	18
2.1.4 External Factor Evaluation (EFE) Matrix	19
2.1.5 Internal-External (IE) Matrix	21
2.1.6 Strength-Weaknesses-Opportunity-Threat (SWOT) Matrix	22
2.1.7 QSPM/Quantitative Strategic Planning Matrix.....	25
2.1.8 Wedding Organizer	26
2.2 Previous Studies	29
2.3 Research Framework	31
CHAPTER III RESEARCH METHODS.....	32
3.1 Research Design.....	32
3.2 Data Collection.....	33
3.3 Research Instrument.....	34
3.4 Data Analysis Method.....	35
3.5 Company Profile	42
CHAPTER IV RESULT AND DISCUSSION.....	45
4.1 Data Description.....	45
4.2 Internal Factor Evaluation (IFE) Matrix	56
4.3 Internal Factor Evaluation (EFE) Matrix	59
4.4 Internal-External (IE) Matrix	60
4.5 SWOT Matrix.....	65
4.6 Quantitative Strategic Planning Matrix (QSPM)	68
CHAPTER V CONCLUSION AND LIMITATION	72



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Strategy Formulation in Dealing with The New Normal Market: Study of Zahira Wedding Organizer Business

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5.1 Conclusion.....	72
5.2 Implication	73
5.3 Research Limitation & Recommendation	74
5.4 Suggestion	74
REFERENCES	76
APPENDIXES	i
Attachment 1. List of Respondent and Validator	ii
Attachment 2. Transcript of Interview Question and Answer	iii
Attachment 3. Research Questionnaire	xxvii
Attachment 4. Questionnaire Result Weighting and Grading.....	xxxiii

LIST OF TABLES

Table 2.1 Alternative strategies	13
Table 2.2 The Professional Abilities of Wedding Organizer.....	28
Table 2.3 List of Previous Studies	29
Table 3.1 List of Respondents	34
Table 3.2 Draft Table of Internal Factor Evaluation (IFE) Matrix	37
Table 3.3 Draft Table of External Factor Evaluation (EFE) Matrix.....	38
Table 3.4 Draft Table of SWOT Matrix	40
Table 4.1 Zahira Customer Journey Map	53
Table 4.2 Internal Factor Evaluation (IFE) Matrix.....	57
Table 4.3 External Factor Evaluation (EFE) Matrix.....	59
Table 4.4 Strength-Weaknesses-Opportunities-Weaknesses (SWOT) Matrix.....	65
Table 4.5 Quantitative Strategic Planning Matrix (QSPM).....	68

LIST OF FIGURES

Figure 1.1 Total Order of Zahira WO from 2016 to 2022.....	4
Figure 2.1 The Strategy Making and Execution Process.....	12
Figure 2.2 From Analyzing the Company’s Situation to Choosing a Strategy	13
Figure 2.3 The Strategy Formulation Analytical Framework.....	15
Figure 2.4 Relationship between Key External Forces and an Organization	19
Figure 2.5 The Internal–External (IE) Matrix	22
Figure 2.6 Research Framework.....	31
Figure 3.1 Zahira WO Social Media Account	43
Figure 3.2 Zahira WO Social Media Account	44
Figure 3.3 Organization Structure at Zahira Wedding Organizer	44
Figure 4.1 Internal-External (IE) Matrix	61