

DAFTAR ISI

| | |
|---|-------------|
| KATA PENGANTAR..... | i |
| DAFTAR ISI..... | iii |
| DAFTAR GAMBAR..... | v |
| DAFTAR TABEL..... | vi |
| INTISARI..... | vii |
| ABSTRACT..... | viii |
| BAB I PENDAHULUAN..... | 1 |
| 1.1. Latar Belakang..... | 1 |
| 1.2. Rumusan Masalah..... | 4 |
| 1.3. Pertanyaan Penelitian..... | 4 |
| 1.4. Tujuan Penelitian..... | 4 |
| 1.5. Manfaat Penelitian..... | 5 |
| 1.6. Lingkup Penelitian..... | 5 |
| 1.7. Sistematika Penelitian..... | 6 |
| BAB II LANDASAN TEORI..... | 8 |
| 2.1. Konsep Strategi Disversifikasi..... | 8 |
| 2.2. Porter 3 <i>Test</i> | 11 |
| 2.3. Porter 5 <i>Forces Framework</i> | 13 |
| 2.4. <i>Cost Benefit Analysis</i> | 14 |
| 2.5. Rantai Nilai Perusahaan..... | 18 |
| BAB III METODE PENELITIAN..... | 21 |
| 3.1. Desain Penelitian..... | 21 |
| 3.2. Metode Pengumpulan Data..... | 21 |
| 3.3. Metode Analisis Data..... | 22 |
| 3.4. Kerangka Penelitian..... | 25 |
| BAB IV HASIL DAN PEMBAHASAN..... | 27 |
| 4.1 Identifikasi Bisnis Pakaian Pria..... | 27 |
| 4.2 Acttractiveness Test..... | 28 |
| 4.3 Cost of Entry..... | 40 |

| | |
|----------------------------------|-----------|
| 4.4 <i>Better of Test</i> | 56 |
| BAB V PENUTUP | 78 |
| 5.1 Simpulan | 78 |
| 5.2 Implikasi | 79 |
| 5.3 Keterbatasan Penelitian..... | 81 |
| 5.4 Saran | 82 |
| DAFTAR PUSTAKA | 83 |
| LAMPIRAN | 86 |
| Lampiran 1 | 86 |
| Lampiran 2 | 91 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1. 1. Grafik Omzet PT. Asta Karya Makmur Q-1 2020 sampai Q-2 2023 | 2 |
| Gambar 1. 2. Indonesia Apparel Market Revenue | 3 |
| Gambar 2. 1. Porter Five Forces Analysis | 14 |
| Gambar 2. 2. Skema Rantai Nilai..... | 20 |
| Gambar 3. 1. Kerangka Penelitian | 26 |
| Gambar 4. 1. Hasil Survey Populix Terhadap Trend Pakaian | 27 |
| Gambar 4. 2. <i>Flow Chart Inbound Logistic</i> Bahan Utama PT. AKM | 63 |
| Gambar 4. 3. <i>Flow Chart</i> Proses Pemotongan Kain Pada PT. AKM | 65 |
| Gambar 4. 4. <i>Flow Chart</i> Proses Jahit Pada PT. AKM..... | 66 |
| Gambar 4. 5. <i>Flow Chart</i> Proses Penyimpanan Produk di Gudang..... | 68 |
| Gambar 4. 6. <i>Flow Chart</i> Pengiriman Produk PT. AKM | 69 |

DAFTAR TABEL

| | |
|--|----|
| Tabel 3. 1. Daftar Narasumber Penelitian | 22 |
| Tabel 4. 1. Analisis Porter 5 Forces Framework..... | 37 |
| Tabel 4. 2. Perhitungan Biaya Modal..... | 43 |
| Tabel 4. 3. Proyeksi Pendapatan Bisnis Pakaian | 44 |
| Tabel 4. 4. Arus Kas..... | 47 |
| Tabel 4. 5. Laba Rugi | 49 |
| Tabel 4. 6. NPV, IRR, Payback Period | 52 |
| Tabel 4. 7. Resume Analisis <i>Value Chain</i> PT. AKM | 75 |