

DAFTAR ISI

| | |
|--|-----------|
| KATA PENGANTAR..... | iii |
| DAFTAR ISI | v |
| DAFTAR TABEL..... | vii |
| DAFTAR GAMBAR | viii |
| ABSTRAK | ix |
| <i>ABSTRACT</i> | x |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 7 |
| 1.3 Pertanyaan Penelitian | 7 |
| 1.4 Tujuan Penelitian..... | 8 |
| 1.5 Manfaat Penelitian..... | 8 |
| 1.6 Lingkup Penelitian | 8 |
| 1.7 Sistematika Penelitian | 9 |
| BAB II LANDASAN TEORI | 11 |
| 2.1 Diversifikasi | 11 |
| 2.2 <i>SWOT Analysis Model</i> | 14 |
| 2.2.1 <i>TOWS Matrix</i> | 15 |
| 2.3 <i>IFE and EFE Matrixs</i> | 16 |
| 2.4 <i>IE Matrixs</i> | 17 |
| 2.5 Kajian Penelitian Terdahulu | 19 |
| BAB III METODE PENELITIAN | 20 |
| 3.1 Desain Penelitian..... | 20 |
| 3.2 Metode Pengambilan Data | 21 |
| 3.3 Instrumen Penelitian..... | 22 |
| 3.4 Metode Analisis Data | 23 |



| | |
|--|-----------|
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN..... | 24 |
| 4.1 Deskripsi Data | 24 |
| 4.2 Profil Perusahaan..... | 24 |
| 4.3 Analisis Formula Strategi | 25 |
| 4.3.1 <i>IFE and EFE Matrixs</i> | 25 |
| 4.3.1.1 <i>IFE Matrix</i> | 25 |
| 4.3.1.2 <i>EFE Matrix</i> | 30 |
| 4.3.3 <i>IE Matrixs</i> | 34 |
| 4.3.4 Analisis SWOT | 36 |
| BA V KESIMPULAN..... | 40 |
| 5.1 Simpulan..... | 40 |
| 5.2 Implikasi | 41 |
| 5.2.1 Implikasi Teoretis..... | 41 |
| 5.2.2 Implikasi Praktis | 42 |
| 5.2 Keterbatasan Penelitian | 42 |
| 5.4 Saran | 42 |
| DAFTAR PUSTAKA..... | 43 |
| LAMPIRAN..... | 44 |
| Lampiran 1 | 44 |
| Lampiran 2 | 49 |
| Lampiran 3 | 52 |