



TABLE OF CONTENT

STATEMENT OF ORIGINALITY OF THESIS PAPER.....	i
PREFACE.....	ii
TABLE OF CONTENT.....	iii
ABSTRACT.....	v
CHAPTER 1 INTRODUCTION	
1.1. External Environment.....	01
1.2. Internal Environment.....	08
1.3. Potential Market Estimation.....	11
1.4. Research Problem.....	11
1.5. Research Questions.....	12
1.6. Research Purpose.....	12
1.7. Research Benefit.....	13
1.8. Research Scope.....	14
CHAPTER 2 LITERATURE STUDY	
2.1. Education Service.....	15
2.2. Digital Based Education.....	20
2.3. Business Model.....	24
2.3.1 Customer Segments.....	27
2.3.2 Value Proposition.....	29
2.3.3 Channels.....	32
2.3.4 Customer Relationship.....	33
2.3.5 Revenue Streaming.....	34
2.3.6 Key Resources.....	35
2.3.7 Key Activity.....	36
2.3.8 Key Partners.....	37
2.3.9 Cost Structure.....	38
2.4. Empathy Map.....	40
2.5. Product-Market Fit.....	42
2.6. Financial Feasibility Analysis.....	44
CHAPTER 3 RESEARCH METHOD	
3.1. Research Design.....	47
3.2. Unit of Analysis.....	48
3.3. Data and Data Collection Strategy.....	49
3.4. Data Analysis.....	56
3.5. Research Quality Assurance.....	60
CHAPTER 4 RESULTS AND ANALYSIS	
4.1. Empathy Map.....	64
4.2. Belajar Dari Mereka Business Model.....	68
4.3. Economic Feasibility Analysis.....	85
4.4. Sensitivity Analysis.....	92
CHAPTER 5 CONCLUSION	
5.1. Conclusion.....	95
5.2. Managerial Implications.....	96
5.3. Research Limitations and Risk Analysis.....	98
5.4. Suggestions for Future Research.....	99
REFERENCES	100
APPENDICES	101