



POSITIONING ANALYSIS AND STRATEGIC FORMULATION FOR AI-POWERED EDUCATION TECHNOLOGY STARTUP: A STUDY OF PASTILULUS

Syifa Nafiah, Dr. Rangga Almahendra, S.T., M.M.

Universitas Gadjah Mada, 2026 | Diunduh dari <http://etd.repository.ugm.ac.id/>

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AI-POWERED EDUCATION TECHNOLOGY STARTUP: A STUDY OF
PASTILULUS**

Thesis

To fulfil part of the requirements for obtaining a Master's degree

Master of Business and Administration Programme



Submitted by

Syifa Nafiah

23/530027/PEK/29997

To

FACULTY OF ECONOMICS AND BUSINESS

GADJAH MADA UNIVERSITY

2025



UNIVERSITAS
GADJAH MADA

Master of Business Administration
Faculty of Economics and Business
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AUTHORIZATION

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prepared and compiled by

Syifa Nafiah

23/530027/PEK/29997

Has been defended before the Board of Examiners

On January 15, 2026

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I, the undersigned, state that this written thesis entitled:

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TECHNOLOGY STARTUP: A STUDY OF PASTILULUS**

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Yogyakarta, January 15, 2026

Signed



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