

## DAFTAR ISI

|  |      |
|--|------|
| HALAMAN JUDUL.....   |      |
| HALAMAN PENGESAHAN.....                                      | i    |
| HALAMAN PERNYATAAN .....                                     | ii   |
| HALAMAN PERSEMBAHAN.....                                     | iii  |
| KATA PENGANTAR .....   | iv   |
| DAFTAR ISI.....  | vi   |
| DAFTAR TABEL.....  | viii |
| DAFTAR GAMBAR .....  | ix   |
| INTISARI.....  | x    |
| <i>ABSTRACT</i> .....  | xi   |
| BAB I PENDAHULUAN .....                                      | 1    |
| 1.1 Latar Belakang .....                                     | 1    |
| 1.2 Rumusan Masalah .....                                    | 3    |
| 1.3 Pernyataan Penelitian .....                              | 4    |
| 1.4 Tujuan Penelitian .....                                  | 4    |
| 1.5 Manfaat Penelitian .....                                 | 5    |
| 1.6 Lingkup Penelitian .....                                 | 5    |
| 1.7 Sistematika Penulisan Laporan Penelitian .....           | 5    |
| BAB II LANDASAN TEORI .....                                  | 8    |
| 2.1 Rencana Strategis .....                                  | 8    |
| 2.2 Misi .....   | 8    |
| 2.3 Visi .....   | 10   |
| 2.4 Sasaran Strategis .....                                  | 12   |
| 2.5 Proses Perumusan Misi, Visi, dan Sasaran Strategis ..... | 14   |
| 2.6 Kerangka Penelitian .....                                | 17   |
| BAB III METODA PENELITIAN .....                              | 19   |
| 3.1 Desain Penelitian.....                                   | 19   |
| 3.2 Metoda Pengumpulan Data .....                            | 19   |
| 3.2.1 Wawancara Daring.....                                  | 19   |
| 3.2.2 Observasi.....   | 22   |

|   |    |
|---|----|
| 3.2.3 <i>Focus Group Discussion (FGD)</i> .....                               | 22 |
| 3.3 Instrumen Penelitian.....   | 23 |
| 3.4 Metoda Analisis Data.....   | 23 |
| 3.5 Objek Penelitian.....   | 27 |
| 3.5.1 Profil Perusahaan .....   | 27 |
| 3.5.2 Profil Informan.....  | 27 |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN</b> .....                           | 30 |
| 4.1 Tahapan Perumusan Misi, Visi, dan Sasaran Strategis .....                 | 30 |
| 4.1.1 <i>Understanding the Context</i> .....                                  | 30 |
| 4.1.2 <i>Choosing the Group of Participants</i> .....                         | 32 |
| 4.1.3 <i>Developing the Relevant Content</i> .....                            | 34 |
| 4.1.4 <i>Visioning the Conceptual Background</i> .....                        | 41 |
| 4.1.5 <i>Visioning vs Vision Statement</i> .....                              | 47 |
| 4.1.6 <i>The Intervention Design</i> .....                                    | 56 |
| <b>BAB V SIMPULAN DAN SARAN</b> .....   | 58 |
| 5.1 Simpulan Hasil Formulasi Misi PT. Musim Panen Harmonis.....               | 58 |
| 5.2 Simpulan Hasil Formulasi Visi PT. Musim Panen Harmonis.....               | 58 |
| 5.3 Simpulan Hasil Formulasi Sasaran Strategis PT. Musim Panen Harmonis ..... | 58 |
| 5.4 Simpulan Hasil Program Bisnis PT. Musim Panen Harmonis.....               | 59 |
| 5.5 Simpulan Hasil Target PT. Musim Panen Harmonis.....                       | 60 |
| 5.6 Implikasi.....  | 61 |
| 5.6.1 Implikasi Teoritis .....  | 61 |
| 5.6.2 Implikasi Praktis.....  | 61 |
| 5.6 Keterbatasan.....   | 62 |
| 5.7 Saran.....  | 62 |
| <b>DAFTAR PUSTAKA</b> .....   | 63 |
| <b>LAMPIRAN</b> .....   | 65 |