

## DAFTAR ISI

<b>HALAMAN PENGESAHAN</b> .....	Error! Bookmark not defined.
<b>HALAMAN PERNYATAAN</b> .....	Error! Bookmark not defined.
<b>ABSTRAK</b> .....	Error! Bookmark not defined.
<b>ABSTRACT</b> .....	Error! Bookmark not defined.
<b>KATA PENGANTAR</b> .....	Error! Bookmark not defined.
<b>DAFTAR ISI</b> .....	vii
<b>DAFTAR TABEL</b> .....	Error! Bookmark not defined.
<b>DAFTAR GAMBAR</b> .....	Error! Bookmark not defined.
<b>DAFTAR LAMPIRAN</b> .....	Error! Bookmark not defined.
<b>BAB I PENDAHULUAN</b> .....	Error! Bookmark not defined.
1.1 Latar Belakang .....	<b>Error! Bookmark not defined.</b>
1.2 Identifikasi Masalah.....	<b>Error! Bookmark not defined.</b>
1.3 Tujuan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.4 Kegunaan Penelitian .....	<b>Error! Bookmark not defined.</b>
<b>BAB II TINJAUAN PUSTAKA DAN KERANGKA PEMIKIRAN</b> .....	Error!
Bookmark not defined.	
2.1 Tinjauan Pustaka.....	<b>Error! Bookmark not defined.</b>
2.1.1 Digitalisasi .....	<b>Error! Bookmark not defined.</b>
2.1.2 Pemasaran.....	<b>Error! Bookmark not defined.</b>
2.1.3 Strategi Pemasaran.....	<b>Error! Bookmark not defined.</b>
2.1.4 <i>Digital Marketing</i> .....	<b>Error! Bookmark not defined.</b>
2.1.5 Analisis SWOT .....	<b>Error! Bookmark not defined.</b>
2.2 Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
2.3 Kerangka Pemikiran .....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN</b> .....	Error! Bookmark not defined.
3.1 Jenis Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2 Operasionalisasi Variabel.....	<b>Error! Bookmark not defined.</b>
3.3 Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.4 Teknik Penarikan Sampel.....	<b>Error! Bookmark not defined.</b>

3.5 Rancangan Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.6 Tempat dan Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
<b>BAB IV HASIL DAN PEMBAHASAN.....</b>	<b>Error! Bookmark not defined.</b>
4.1 Gambaran Umum <i>Coffee Shop</i> Rantai Kopi	<b>Error! Bookmark not defined.</b>
4.1.1 Sejarah <i>Coffee Shop</i> Rantai Kopi	<b>Error! Bookmark not defined.</b>
4.1.2 Konsep Usaha .....	<b>Error! Bookmark not defined.</b>
4.1.3 Lokasi dan Target Pasar.....	<b>Error! Bookmark not defined.</b>
4.1.4 Media Sosial dan Aplikasi <i>Delivery</i>	<b>Error! Bookmark not defined.</b>
4.1.5 Karakteristik Produk dan Menu .	<b>Error! Bookmark not defined.</b>
4.2 Hasil Penelitian.....	<b>Error! Bookmark not defined.</b>
4.2.1 Profil Pelanggan <i>Coffee Shop</i> Rantai Kopi	<b>Error! Bookmark not defined.</b>
4.2.2 Identifikasi Faktor Internal .....	<b>Error! Bookmark not defined.</b>
4.2.3 Identifikasi Faktor Eksternal .....	<b>Error! Bookmark not defined.</b>
4.3 Analisis IFAS .....	<b>Error! Bookmark not defined.</b>
4.4 Analisis EFAS.....	<b>Error! Bookmark not defined.</b>
4.5 Pemetaan Strategi Berdasarkan Diagram SWOT	<b>Error! Bookmark not defined.</b>
4.6 Perumusan Matriks SWOT .....	<b>Error! Bookmark not defined.</b>
4.7 Alternatif Strategi Pemasaran Digital ..	<b>Error! Bookmark not defined.</b>
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>Error! Bookmark not defined.</b>
5.1 Kesimpulan .....	<b>Error! Bookmark not defined.</b>
5.2 Saran .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA .....</b>	<b>Error! Bookmark not defined.</b>