

## DAFTAR ISI

|                                                                           |             |
|---------------------------------------------------------------------------|-------------|
| <b>PERNYATAAN BEBAS PLAGIAT .....</b>                                     | <b>i</b>    |
| <b>LEMBAR PENGESAHAN .....</b>                                            | <b>ii</b>   |
| <b>ABSTRAK.....</b>                                                       | <b>iii</b>  |
| <b>ABSTRACT .....</b>                                                     | <b>iv</b>   |
| <b>PRAKATA.....</b>                                                       | <b>v</b>    |
| <b>DAFTAR ISI .....</b>                                                   | <b>vi</b>   |
| <b>DAFTAR TABEL .....</b>                                                 | <b>vii</b>  |
| <b>DAFTAR GAMBAR .....</b>                                                | <b>viii</b> |
| <b>DAFTAR LAMPIRAN.....</b>                                               | <b>ix</b>   |
| <b>BAB I PENDAHULUAN .....</b>                                            | <b>1</b>    |
| 1.1 Latar Belakang .....                                                  | 1           |
| 1.2 Identifikasi Masalah .....                                            | 4           |
| 1.3 Tujuan Penelitian.....                                                | 4           |
| 1.4 Kegunaan Penelitian.....                                              | 4           |
| <b>BAB II TINJAUAN PUSTAKA DAN PENDEKATAN MASALAH .....</b>               | <b>6</b>    |
| 2.1 Tinjauan Pustaka.....                                                 | 6           |
| 2.1.1 Hortikultura .....                                                  | 6           |
| 2.1.2 Sub Terminal Agribisnis.....                                        | 6           |
| 2.1.3 Strategi Pengembangan.....                                          | 7           |
| 2.1.4 <i>Business Model Canvas</i> (BMC).....                             | 8           |
| 2.1.5 Analisis SWOT .....                                                 | 12          |
| 2.1.6 Analisis <i>Quantitative Strategic Planning Matrix</i> (QSPM) ..... | 13          |
| 2.2 Penelitian Terdahulu .....                                            | 14          |
| 2.3 Pendekatan Masalah.....                                               | 15          |
| <b>BAB III METODE PENELITIAN.....</b>                                     | <b>20</b>   |
| 3.1 Tempat dan Waktu Penelitian .....                                     | 20          |
| 3.2 Metode Penelitian.....                                                | 21          |
| 3.3 Jenis dan Teknik Pengambilan Data.....                                | 22          |
| 3.4 Definisi dan Operasional Variabel.....                                | 23          |
| 3.4.1 Definisi.....                                                       | 23          |
| 3.4.2 Operasional Variabel .....                                          | 25          |
| 3.5 Kerangka Analisis.....                                                | 26          |
| 3.5.1 <i>Business Model Canvas</i> .....                                  | 27          |
| 3.5.2 Matriks Faktor Strategi Internal dan Eksternal .....                | 29          |
| 3.5.3 Matriks SWOT .....                                                  | 31          |
| 3.5.4 <i>Quantitative Strategic Planning Matrix</i> (QSPM) .....          | 33          |
| <b>BAB IV GAMBARAN UMUM STA CIGOMBONG .....</b>                           | <b>36</b>   |

|                                                                                |           |
|--------------------------------------------------------------------------------|-----------|
| 4.1 Kondisi Geografis.....                                                     | 36        |
| 4.2 Profil STA Cigombong.....                                                  | 36        |
| 4.2.1 Visi dan Misi STA Cigombong .....                                        | 36        |
| 4.2.2 Struktur Organisasi .....                                                | 37        |
| 4.2.3 Kegiatan STA Cigombong .....                                             | 39        |
| <b>BAB V HASIL DAN PEMBAHASAN.....</b>                                         | <b>41</b> |
| 5.1 Faktor Internal dan Eksternal STA Cigombong .....                          | 41        |
| 5.1.1 <i>Business Model Canvas</i> (BMC) <i>Existing</i> .....                 | 41        |
| 5.1.2 Identifikasi Faktor Internal dan Eksternal Berdasarkan BMC .....         | 46        |
| 5.1.3 Matriks <i>Internal Factor Analysis Summary</i> (IFAS).....              | 58        |
| 5.1.4 Matriks <i>Eksternal Factor Analysis Summary</i> (EFAS) .....            | 60        |
| 5.2 Alternatif Strategi Pengembangan STA Cigombong.....                        | 61        |
| 5.3 Strategi Prioritas Pengembangan STA Cigombong.....                         | 66        |
| 5.3.1 Analisis QSPM.....                                                       | 66        |
| 5.3.2 Integrasi Prioritas Strategi Terhadap <i>Business Model Canvas</i> ..... | 69        |
| <b>BAB VI KESIMPULAN DAN SARAN.....</b>                                        | <b>74</b> |
| 6.1 Kesimpulan.....                                                            | 74        |
| 6.2 Saran.....                                                                 | 75        |
| <b>DAFTAR PUSTAKA .....</b>                                                    | <b>76</b> |
| <b>LAMPIRAN .....</b>                                                          | <b>79</b> |