

## DAFTAR GAMBAR

Gambar 1.1 Logo DNA.....	4
Gambar 2.1 <i>Porter's Five Forces Model</i> .....	8
Gambar 2.2 <i>Value Proposition Canvas</i> .....	12
Gambar 2.3 <i>Business Model Canvas</i> .....	13
Gambar 2.4 Kerangka Pemikiran DNA.....	24
Gambar 4.1 Analisa <i>Porter's Five Forces</i> terhadap DNA.....	32
Gambar 4.2 <i>Value Proposition Canvas</i> DNA.....	33
Gambar 4.3 <i>Business Model Canvas</i> DNA.....	35
Gambar 4.4 Produk Hygienex.....	40
Gambar 4.5 Produk Hypee.....	40
Gambar 4.6 Produk 风轻场 (Feng qing chang).....	41
Gambar 4.7 Produk Dragon Pack.....	41
Gambar 4.8 <i>Perceptual Mapping</i> DNA.....	42
Gambar 4.9 <i>Flowchart</i> Proses Pembelian Mesin Pemotong.....	46
Gambar 4.10 <i>Flowchart</i> Proses Operasional Penjualan Produk DNA.....	46
Gambar 4.11 <i>Flowchart</i> Proses Pengendalian Mutu Produk DNA.....	47
Gambar 4.12 Penggunaan Produk DNA pada Toilet Seat.....	53
Gambar 4.13 Proses Produksi Toilet Seat Cover DNA.....	54
Gambar 4.14 Proses Produksi Toilet Seat Cover DNA.....	54
Gambar 4.15 <i>Booth</i> DNA di Bazaar.....	55
Gambar 4.16 Produk dan Packaging DNA.....	56
Gambar 4.17 Akun dan <i>Profile Instagram</i> DNA.....	56
Gambar 4.18 Produk DNA di Tokopedia.....	57
Gambar 4.19 Produk DNA di Shopee.....	57