

DAFTAR ISI

PERNYATAAN ORISINALITAS DAN BEBAS PLAGIAT.....	i
HALAMAN PENGESAHAN	ii
HALAMAN PERSETUJUAN PERBAIKAN	iii
ABSTRAK	vi
DAFTAR ISI	1
TABEL GAMBAR	6
DAFTAR TABEL	8
RINGKASAN EKSEKUTIF.....	10
BAB I LATAR BELAKANG, PERMASALAHAN DAN PELUANG.....	11
1.1. Latar Belakang	11
1.2. Masalah	12
1.3. Hasil Survey	13
1.4. Peluang	16
BAB II PERENCANAAN PRODUK / JASA	17
2.1. Konsep Produk	17
2.2. <i>Business Model</i>	24
2.2.1. <i>Key Partners</i>	24
2.2.2. <i>Key Resource</i>	24
2.2.3. <i>Key Activities</i>	25
2.2.4. <i>Value Propositions</i>	25
2.2.5. <i>Customer Relationships</i>	26
2.2.6. <i>Channels</i>	26
2.2.7. <i>Customers Segment</i>	27
2.2.8. <i>Costs</i>	27

2.2.9. <i>Revenue Stream</i>	27
2.3. COGS	28
2.3.1. COGS <i>Rooms</i>	28
2.3.2. COGS <i>Suites</i>	29
2.3.3. COGS <i>Spa & Dwa Restaurant</i>	30
2.3.4. COGS <i>Rentable Space</i>	31
2.4. Jenis Kamar Rattan.....	33
2.4.1. Kamar Hotel	33
2.4.2. Kamar <i>Glamping</i>	35
2.5. Fasilitas Rattan	39
2.5.1. Lobby	39
2.5.2. Dwa Restaurant & Bar	40
2.5.3. <i>In Room Dining</i>	42
2.5.4. Rattan Spa	42
2.5.5. <i>Butterfly Farm & Cocoon Laboratory</i>	43
2.5.6. <i>Rattan Chapel</i>	44
2.5.7. <i>Nature Pool</i>	45
2.5.8. <i>Outdoor Gym</i>	45
2.5.9. <i>Jungle Gym</i>	46
2.5.10. <i>Wind Cycling</i>	47
2.5.11. <i>View Platform</i>	47
2.5.12. <i>Rentable Space</i>	48
2.6. Pengolahan Limbah.....	49
2.7. Luas Rattan.....	50
2.8. Alur Proses Bisnis	51
2.9. Supplier Lainnya	52

2.10. Penjelasan Wilayah	53
2.10.1. Pantai Pasir Putih Geopark Ciletuh.....	54
2.10.2. Puncak Darma	55
2.10.3. Curug Cimarinjung.....	55
2.10.4. Curug Dogdog (dari bahasa Sunda: Kendang).....	56
2.10.5. Gunung Tumpeng.....	57
BAB III ANALISA PASAR	58
3.1. Target Konsumen	58
3.2. Profil Target Market.....	58
3.2.1. Pecinta Alam	58
3.2.2. <i>International Tourism</i>	59
3.2.3. Keluarga	60
3.2.4. <i>Newlywed / Couple</i>	61
3.2.5. Pecinta Konten	61
3.3. <i>Competitor Mapping</i>	63
3.3.1. <i>Competitor Mapping by Concept</i>	63
3.3.2. <i>Competitor Mapping by Location</i>	64
3.4. Positioning.....	65
3.5. Competitive Advantage.....	66
3.5.1. <i>Benchmark</i>	67
3.5.2. Analisis <i>TOWS</i>	68
BAB IV IDENTITAS KORPORASI.....	70
4.1. Nilai Rattan	70
4.2. Visi dan Misi Rattan.....	70
4.3. Logo Filosofi	71
4.3.1. Logo Rattan	71

4.3.2. Logo Dwa Restaurant.....	72
4.4. Warna Korporasi	73
4.5. Font Korporasi.....	75
BAB V PERENCANAAN STRATEGIS DAN PROYEKSI FINANSIAL	76
5.1. Perencanaan Sumber Daya Manusia	76
5.2. <i>Organizational Chart</i>	77
5.3. Perencanaan Pemasaran	78
5.3.1. Website.....	79
5.3.2. Celebrity Endorsement & Invitation	79
5.3.3. Media Sosial.....	79
5.3.4. <i>Billboard</i>	80
5.3.5. Sponsorship	81
5.4. <i>Customer Relation Plan</i>	81
5.5. Timeline	82
5.6. Proyeksi Finansial	84
5.6.1. Product Master	84
5.6.2. Gaji Karyawan.....	86
5.6.3. CAPEX.....	87
5.6.4. OPEX	88
5.5.5. Project Income.....	93
5.6.6. Income Statement.....	104
5.6.7. Cash Flow.....	107
5.6.8. ROI.....	109
5.7. Analisa Resiko.....	110
BAB VI KESIMPULAN & PENUTUP.....	111
DAFTAR PUSTAKA	112