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**Creativepreneurship Study Program Bina Nusantara University Bandung**

**2022**

i

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**Diajukan sebagai salah satu syarat untuk gelar kesarjanaan pada Program Creativepreneurship Jenjang Pendidikan Sarjana 1**



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**2022**

ii

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iii

iv

v

vi

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ix

**UNIVERSITAS BINA NUSANTARA**

Program Studi Kewirausahaan (*Creativepreneurship*) Universitas Bina Nusantara

Skripsi Sarjana Bisnis

Semester Genap 2021/2022

**ANALISIS MARKETPLACE DALAM MENINGKATKAN BRAND AWARENESS LIOE EATERY**

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**ABSTRAK**

Penamaan Lioe Eatery ini berasal dari nama marga tionghoa salah satu *founder* Lioe Eatery. Masalah yang akan dikaji pada penelitian ini yaitu bagaimana cara mengembangkan suatu bisnis melalui media *marketplace*. Tujuan dari dibuatnya penelitian ini adalah untuk dapat menganalisis bagaimana cara mengembangkan usaha kita di *marketplace* terutama untuk meningkatkan *brand awareness* agar semakin efektif dalam melakukan pemasaran. Pada penelitian kali ini kami menggunakan penelitian berupa kuesioner. Kesimpulan yang kami dapat adalah saat ini Lioe Eatery sudah dapat memajukan *brand awareness* melalui *marketplace* karena sudah memiliki pangsa pasar yang sesuai dengan tindakan yang akan dilakukan karena perilaku konsumen yang berubah dalam melakukan pemesanan makanan.

Kata Kunci : *marketplace*, *brand awareness*, efektif, pelanggan, Lioe Eatery.

ABSTRACT

*The naming of Lioe Eatery comes from the name of the Chinese clan, one of the founders of Lioe Eatery. The problem that will be studied in this research is how to develop a business through the media marketplace. The purpose of this research is to be able to analyze how to develop our business in the marketplace, especially to increase brand awareness to be more effective in marketing. In this study, we used research in the form of a questionnaire. The conclusion we get is that currently Lioe Eatery has been able to advance brand awareness through the market because it already has a market share that is in accordance with the actions to be taken due to changing consumer behavior in ordering food.*

*Keywords : marketplace, brand awareness, effective, customer, Lioe Eatery*

x

**Ringkasan Eksekutif**

Berawal dari *founder* yang memiliki hobi kuliner di berbagai tempat, *founder* mencoba untuk membuat beberapa makanan dari makanan kesukaan *founder*. Melalui percobaan pertama, rasa yang dihasilkan oleh buatan *founder* ternyata cukup memuaskan dan *founder* mulai mengikuti *cooking class* untuk menambah ilmu dan kemampuan *founder* tersebut. Dengan dukungan ibu dari *founder* tersebut, *founder* semakin yakin kalau makanan buatannya itu dapat dijadikan bisnis. Disitulah awal mula ide dari perusahaan *brand* Lioe Eatery yang menjual makanan *sweet food* hingga *salty food*. Awal berdirinya Lioe Eatery didukung oleh rekan – rekan terdekat yang menjadi *customer* awal kami, lalu melakukan promosi dengan *word of mouth*. Lalu karena kami ingin menjangkau *customer* lebih luas, kami memasuki sosial media untuk melakukan promosi yaitu Instagram. Melalui Instagram kami dapat melakukan postingan foto – foto produk kami yang kami foto sendiri karena untuk mengurangi *cost produksi*. Seiring berjalannya waktu, bisnis kami melakukan *endorse* kepada *food blogger* dengan tujuan untuk melakukan *review* terhadap produk kami. Untuk menambah penjualan, kami juga menitipkan beberapa produk kami kepada pedagang kue basah yang kami setorkan di pagi hari. Dengan adanya perkembangan zaman, teknologi semakin maju seperti contohnya saat ini banyak orang melakukan transaksi jual beli melalui *online* atau di *marketplace*, maka dari itu kami juga akan mencoba memasuki di beberapa *marketplace* seperti contohnya : GrabFood, GoFood, Shopee Food, dan Traveloka Eat. Untuk kedepannya, Lioe Eatery juga mencoba untuk melakukan perkembangan lebih banyak di *marketplace* untuk meningkatkan *brand awareness* dari Lioe Eatery dan diharapkan ketika pemanfaatan media *marketplace* sudah berjalan dengan baik dan juga *brand awareness* Lioe Eatery sudah terlaksanakan langkah kedepannya Lioe Eatery berharap dapat memiliki *offline store*.

xi

**Executive Summary**

*Starting from the founder who has a culinary hobby in various places, the founder tries to make some food from the founder's favorite food. Through the first experiment, the taste produced by the founder turned out to be quite satisfying and the founder began to take cooking classes to increase the knowledge and abilities of the founder. With the support of the founder's mother, the founder is increasingly convinced that his homemade food can be turned into a business. That's where the idea began from the Lioe Eatery brand company which sells sweet food to salty food. The initial establishment of Lioe Eatery was supported by our closest colleagues who became our initial customers, then promoted by word of mouth. Then because we wanted to reach a wider range of customers, we entered social media to do promotions, namely Instagram. Through Instagram we can post photos of our products that we take ourselves because to reduce production costs. Over time, our business endorses food bloggers with the aim of reviewing our products. To increase sales, we also entrust some of our products to the wet cake traders which we deposit in the morning. With the development of the times, technology is increasingly advanced, for example, nowadays many people make buying and selling transactions online or in the marketplace, therefore we are also trying to enter in several marketplaces such as: Grab Food, Go-Food, Shopee Food, and Traveloka Eats. Lioe Eatery also tries to make more developments in the marketplace to increase brand awareness of Lioe Eatery and it is hoped that when the use of the media marketplace has gone well and also Lioe Eatery's brand awareness has been implemented, the next step is Lioe Eatery hopes to have an offline store.*

xii

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xiii

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xiv

**DAFTAR ISI**

**HALAMAN SAMPUL** ....................................................................................................... i **HALAMAN JUDUL** ..........................................................................................................ii **HALAMAN PERSETUJUAN DOSEN PEMBIMBING** .................................................iii **HALAMAN PERNYATAAN DEWAN PENGUJI** ..........................................................iv **HALAMAN PERNYATAAN DEWAN PENGUJI** ...........................................................v **HALAMAN PERNYATAAN DEWAN PENGUJI** ..........................................................vi **HALAMAN PERNYATAAN PUBLIKASI SKRIPSI** .................................................... vii **HALAMAN PERNYATAAN PUBLIKASI SKRIPSI** ................................................... viii **HALAMAN PERNYATAAN PUBLIKASI SKRIPSI** ..................................................... ix **ABSTRAK**..........................................................................................................................x **Ringkasan Eksekutif** ......................................................................................................... xi **Executive Summary** ......................................................................................................... xii **KATA PENGANTAR** ..................................................................................................... xiii **DAFTAR ISI** .................................................................................................................... xv **DAFTAR GAMBAR** ....................................................................................................... xix **DAFTAR TABEL** ........................................................................................................... xxi **DAFTAR LAMPIRAN** .................................................................................................. xxii **BAB 1** ................................................................................................................................ 1

**PENDAHULUAN**.............................................................................................................. 1

1.1 Latar Belakang .......................................................................................................... 1

1.1.1 Fenomena di Industri Kreatif ........................................................................ 5

1.1.2 Kondisi bisnis terkini Peluang / informasi produk ............................................... 8

1.2 Profil Perusahaan ................................................................................................. 8

1.2.1 Visi Lioe Eatery ........................................................................................... 9

1.2.2 Misi lioe eatery ............................................................................................ 9

1.2.3 Logo perusahaan................................................................................................. 9

1.2.4 Slogan ................................................................................................................ 9

1.3 Tujuan Analisis Bisnis dan Perumusah Masalah ................................................. 10

1.3.1 Perumusan masalah........................................................................................... 10

1.3.2. Tujuan analisis bisnis ................................................................................. 10

1.4 Proposisi Nilai dan Business Model Canvas ....................................................... 10

1.4.1 Proposisi Nilai .................................................................................................. 10

xv

1.4.2 Business model canvas...................................................................................... 13

1.5 Ringkasan Perencanaan Bisnis (Business Plan) ........................................................ 17

1.5.1 Ringkasan rencana pemasaran........................................................................... 17

1.5.2 Ringkasan rencana operasional ......................................................................... 18

1.5.3 Ringkasan rencana keuangan ............................................................................ 18

**BAB 2** .............................................................................................................................. 21

**KAJIAN INDUSTRI** ....................................................................................................... 21

2.1 Analisis Lingkungan Bisnis ..................................................................................... 21

2.1.1 Analisis lingkungan makro............................................................................... 22

2.1.2 Analisis lingkungan industri ....................................................................... 24

2.2 Kajian Literatur Konsep Bisnis ................................................................................ 28

2.2.1 Kajian creativepreneurship ................................................................................ 28

2.2.2 Analisis model 5 kekuatan Porter ...................................................................... 31

2.2.3 Pengembangan produk ...................................................................................... 33

2.2.4 Pemasaran.................................................................................................. 34

2.2.5 Ide bisnis .......................................................................................................... 35

2.2.6 Kelayakan bisnis ............................................................................................... 37

2.2.7 Proyeksi bisnis .................................................................................................. 40

2.2.8 Teori Marketplace............................................................................................. 42

2.2.9 Teori Brand Awareness ..................................................................................... 45

2.3 Kajian Teknik Analisis Bisnis .................................................................................. 47

2.3.1 Bisnis model ..................................................................................................... 47

2.3.2 Business experimentation.................................................................................. 48

2.3.3 Business performance indicator......................................................................... 49

2.3.4 Business dashboard........................................................................................... 51

2.4 Rerangka Pemikiran ................................................................................................ 55

**BAB 3** .............................................................................................................................. 57

**METODE PENELITIAN BISNIS** .................................................................................. 57

3.1 Desain Penelitian ..................................................................................................... 57

3.2 Metode Pengambilan Data Untuk Keperluan Analisis Kinerja Bisnis ....................... 62

3.3 Strategi Penelitian dan Perancangan Bisnis .............................................................. 62

3.3.1 Strategi penelitian ............................................................................................. 62

3.3.2 Perancangan bisnis ..................................................................................... 63

3.4 Validitas dan Validasi Model Bisnis ........................................................................ 64

xvi

3.4.1 Validitas ........................................................................................................... 64

3.4.2 Validasi Model Bisnis ....................................................................................... 66

3.5 Pendekatan dan Alat Analisis (tools)........................................................................ 69

**BAB 4** .............................................................................................................................. 83

**KINERJA BISNIS**........................................................................................................... 83

4.1 Kinerja Pertumbuhan Keuangan .............................................................................. 83

4.1.1 Income Statements Growth and Pro Forma........................................................ 83

4.1.2 Balance Sheets Growth and Pro Forma ............................................................. 85

4.1.3 Cash Flow Statements Growth and Pro Forma................................................... 87

4.1.4 Profitability Ratio Performance ......................................................................... 88

4.1.5 Liquidity Ratio Performance ............................................................................. 89

4.1.6 Affectivity Ratio Performance........................................................................... 90

4.2 Kinerja Pertumbuhan Pemasaran ............................................................................. 91

4.2.1 *Customer Growth Rate* ............................................................................... 92

4.2.2 *Customer Satisfaction Index* ....................................................................... 93

4.2.3 Customer Retention Rate .................................................................................. 94

4.2.4 Sales Volume and Performance......................................................................... 95

4.2.5 Marketing Strategies ......................................................................................... 96

4.2.6 Competition Strategies .................................................................................... 104

4.3 Kinerja Proses Bisnis ............................................................................................. 107

4.3.1 Operational / Production Excellence and Plan ................................................. 108

4.3.2 Human Resources Strategy, Performance and Plan .......................................... 110

4.3.4 Legal and Environmental Aspect..................................................................... 112

4.3.5 Business Learning and Development ........................................................ 113

**BAB 5** ............................................................................................................................ 121

**ANALISIS DAN DISKUSI** ........................................................................................... 121

5.1 Design and Development ....................................................................................... 121

5.2 Innovation ............................................................................................................. 123

5.3 ICT Development .................................................................................................. 124

5.4 Risk Mitigation...................................................................................................... 127

5.5 Sustainability Performance Evaluation ................................................................... 130

5.6 Business Growth Performance Evaluation ............................................................. 132

5.7 Business Growth Performance Dashboard ............................................................. 133

**BAB 6** ............................................................................................................................ 141

xvii

**KESIMPULAN DAN REKOMENDASI** ...................................................................... 141

6.1 Kesimpulan ........................................................................................................... 141

6.2 Rekomendasi ......................................................................................................... 142

**DAFTAR PUSTAKA** .................................................................................................... 144

**LAMPIRAN 1– KUESIONER**...................................................................................... 150

**LAMPIRAN 2 – SK NON SURVEY** ............................................................................ 158

**LAMPIRAN 3 – LEGALITAS** ..................................................................................... 159

**LAMPIRAN 4 – RIWAYAT HIDUP** ........................................................................... 160

**LAMPIRAN 5 – REKENING KORAN**........................................................................ 166

**LAMPIRAN 6 – MANAWA FESTIVAL 19 OKTOBER 2019** ................................... 167

**LAMPIRAN 7 – PUBLIKASI & PENJUALAN PRODUK** ......................................... 168

xviii

**DAFTAR GAMBAR**

Gambar 1.1 Minat Kuliner Berdasarkan Kota ...................................................................... 3

Gambar 1.2 Grafik Pengguna Marketplace ShopeeFood, GrabFood, GoFood ..................... 4

Gambar 1.3 Peluang Bisnis Kuliner ..................................................................................... 6

Gambar 1.4 Logo Perushaan................................................................................................ 9

Gambar 1.5 Value Proposition Canvas Lioe Eatery ........................................................... 11

Gambar 1.6 Business Model Canvas Lioe Eatery............................................................... 14

Gambar 2.1 Piramida Brand Awareness ............................................................................ 45

Gambar 2.2 Dashboard Produk dan Packaging Lioe Eatery ............................................... 53

Gambar 2.3 Dashboard NIB Lioe Eatery ........................................................................... 54

Gambar 2.4 Bagan Rerangka Pemikiran ............................................................................ 55

Gambar 3.1 Business Model Assessment Lioe Eatery ........................................................ 66

Gambar 3.2 Business Model Canvas Lioe Eatery............................................................... 70

Gambar 3.3 Value Proposition Canvas Lioe Eatery ........................................................... 73

Gambar 3.4 Struktur Organisasi Perusahaan Lioe Eatery ................................................... 75

Gambar 3.5 Premium Chocolate Pudding .......................................................................... 77

Gambar 3.6 Pudding Regal................................................................................................ 78

Gambar 3.7 Marble Cake .................................................................................................. 78

Gambar 3.8 Gyoza ............................................................................................................ 79

Gambar 3.9 Bolu Lapis Surabaya ...................................................................................... 79

Gambar 4.1 Indeks Kepuasan Pelanggan ........................................................................... 93

Gambar 4.2 Customer Retention Rate................................................................................ 95

Gambar 4.3 Premium Choco Pudding................................................................................ 98

Gambar 4.4 Pudding Regal................................................................................................ 98

Gambar 4.5 Marble Cake .................................................................................................. 99

Gambar 4.6 Gyoza ............................................................................................................ 99

Gambar 4..7 Bolu Lapis Surabaya ................................................................................... 100

Gambar 4.8 Menu Lioe Eatery ........................................................................................ 102

Gambar 4.9 Instagram Lioe Eatery .................................................................................. 103

Gambar 4.10 Endorsement Food Blogger ........................................................................ 104

Gambar 4.11 Competitor Positioning Map....................................................................... 107

Gambar 4.12 Struktur Organisasi Lioe Eatery.................................................................. 111

Gambar 4.13 Reels Instagram Lioe Eatery ....................................................................... 115

Gambar 4.14 Hasil Kuesioner Lioe Eatery ....................................................................... 116

Gambar 4.15 Data Penggunaan Marketplace Lioe Eaetry................................................. 117

Gambar 4.16 Pengembangan Produk Baru Lioe Eatery .................................................... 119

Gambar 5.1 Reseller Lioe Eatery ..................................................................................... 131

Gambar 5.2 Volume Penjualan dan Produk Lioe Eatery ................................................... 134

Gambar 5.3 Net Profit/Loss Lioe Eatery .......................................................................... 135

Gambar 5.4 Pie Chart Kepuasan Pelanggan ..................................................................... 135

Gambar 5.5 Review Customer Lioe Eatery 1 ................................................................... 136

Gambar 5.6 Review Customer Lioe Eatery 2 ................................................................... 137

Gambar 5.7 Review Customer Lioe Eatery 3 ................................................................... 138

xix

Gambar 5.8 NIB Lioe Eatery ............................................................................................139

xx

**DAFTAR TABEL**

Table 1.1 Data Ekonomi Kreatif Indonesia 2014 – 2016 .................................................... 7

Table 1. 2 Ringkasan Rencana Keuangan Lioe Eatery ....................................................... 19

Table 4.1 3 Income Statement selama 1 tahun ................................................................... 84

Table 4.2 Pro-Forma Income Statement 5 Tahun ke Depan................................................ 85

Table 4.3 Neraca Selama 1 Tahun ..................................................................................... 86

Table 4.4 Pro-Forma Neraca 5 Tahun ke Depan ................................................................ 87

Table 4.5 Laporan Arus Kas Selama 1 Tahun .................................................................... 87

Table 4.6 Pro-Forma Laporan Arus Kas 5 Tahun kedepan ................................................. 88

Table 4.7 Profitability Ratio .............................................................................................. 89

Table 4.8 Rasio Aktivitas .................................................................................................. 91

Table 4.9 Customer Growth Rate ...................................................................................... 92

Table 4.10 Sales Volume................................................................................................... 96

Table 4.11 Volume Penjualan Produk................................................................................ 96

xxi

**DAFTAR LAMPIRAN**

Lampiran 1.1 Hasil Kuesioner Lioe Eatery 1 ................................................................... 150

Lampiran 1.2 Hasil Kuesioner Lioe Eatery 2 ................................................................... 151

Lampiran 1.3 Hasil Kuesioner Lioe Eatery 3 ................................................................... 152

Lampiran 1.4 Hasil Kuesioner Lioe Eatery 4 ................................................................... 153

Lampiran 1.5 Hasil Kuesioner Lioe Eatery 5 ................................................................... 154

Lampiran 1.6 Hasil Kuesioner Lioe Eatery 6 ................................................................... 155

Lampiran 1.7 Hasil Kuesioner Lioe Eatery 7 ................................................................... 156

Lampiran 1.8 Hasil Kueisioner Lioe Eatery 8 .................................................................. 157

Lampiran 2.1 Surat Keterangan Non - Survey.................................................................. 158

Lampiran 3.1 NIB Lioe Eatery ........................................................................................ 159

Lampiran 4.1 Riwayat Hidup Mathew Daniswara Aditya ................................................ 161

Lampiran 4.2 Riwayat Hidup Ferianto Onggara............................................................... 163

Lampiran 4.3 Riwayat Hidup Erwin Christian ................................................................. 165

Lampiran 5.1 Rekening Koran Bulan April 2022 ............................................................. 166

Lampiran 5.2 Rekening Koran Bulan Mei 2022 ............................................................... 166

Lampiran 6.1 Manawa Festival Oktober 2019 ................................................................. 167

Lampiran 7.1 Instagram dan Penjualan Produk Lioe Eatery ............................................. 168

xxii