

DAFTAR ISI

PERNYATAAN KEASLIAN	ii
KATA PENGANTAR	xi
ABSTRAK	xi
ABSTRACT	v
DAFTAR ISI	vi
DAFTAR TABEL	ix
DAFTAR GAMBAR	x
BAB 1 PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penulisan	Error! Bookmark not defined.
1.4 Manfaat Penulisan Tesis.....	Error! Bookmark not defined.
1.4.1 Manfaat Praktis	Error! Bookmark not defined.
1.4.2 Manfaat Akademis	Error! Bookmark not defined.
1.5 Batasan Masalah.....	Error! Bookmark not defined.
1.6 Sistematika Penulisan.....	Error! Bookmark not defined.
BAB 2 LANDASAN TEORI	Error! Bookmark not defined.
2.1 Pemasaran.....	Error! Bookmark not defined.
2.2 Manajemen Pemasaran.....	Error! Bookmark not defined.
2.3 Bauran Pemasaran	Error! Bookmark not defined.
2.4 Segmentation, Targeting, Positioning	Error! Bookmark not defined.
2.4.1 <i>Segmentation</i>	Error! Bookmark not defined.
2.4.2 <i>Targeting</i>	Error! Bookmark not defined.
2.1.1 <i>Positioning</i>	Error! Bookmark not defined.
2.5 Strategi Pemasaran	Error! Bookmark not defined.
2.6 <i>Step in the Organizational Decision Process</i>	Error! Bookmark not defined.
2.6.1 <i>Problem Recognition</i>	Error! Bookmark not defined.
2.6.2 <i>Information Search</i>	Error! Bookmark not defined.
2.6.3 <i>Evaluation and Selection</i>	Error! Bookmark not defined.
2.6.4 <i>Purchase and Decision Implementation</i>	Error! Bookmark not defined.
2.6.5 <i>Usage and Postpurchase Evaluation</i>	Error! Bookmark not defined.
2.7 <i>SWOT Analysis</i>	Error! Bookmark not defined.
2.8 <i>Portfolio Analysis</i>	Error! Bookmark not defined.
2.9 Komputasi Awan.....	Error! Bookmark not defined.
2.10 Kerangka Analisis	Error! Bookmark not defined.
BAB 3 METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1 Desain Penelitian.....	Error! Bookmark not defined.
3.2 Jenis, Sumber, Teknik Memperoleh, Pengolahan Data, <i>Timeline</i>	Error! Bookmark not defined.
3.2.1 Jenis Data dan Sumber Data	Error! Bookmark not defined.

3.2.2	Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.2.3	Pengolahan data	Error! Bookmark not defined.
3.2.4	<i>Time Table</i> dan Lokasi Penelitian	Error! Bookmark not defined.
BAB 4	GAMBARAN UMUM PERUSAHAAN .Error!	Bookmark not defined.
4.1	Sejarah PT. Sigma Cipta Caraka	Error! Bookmark not defined.
4.2	Visi, Misi dan Nilai-Nilai Perusahaan.	Error! Bookmark not defined.
4.2.1	Visi	Error! Bookmark not defined.
4.2.2	Misi	Error! Bookmark not defined.
4.3	Logo Perusahaan	Error! Bookmark not defined.
4.4	Portfolio Produk	Error! Bookmark not defined.
4.4.1	<i>System Integration Packaged System</i>	Error! Bookmark not defined.
4.4.2	<i>Data Center Services</i>	Error! Bookmark not defined.
4.4.3	<i>Managed Service (Cloud Computing)</i>	Error! Bookmark not defined.
BAB 5	ANALISIS SITUASI	Error! Bookmark not defined.
5.1	<i>Current Performance</i>	Error! Bookmark not defined.
5.1.1	<i>Penjualan</i>	Error! Bookmark not defined.
5.1.2	Sumber Daya.....	Error! Bookmark not defined.
5.1.3	<i>Partnership</i>	Error! Bookmark not defined.
5.2	<i>Market Demand</i>	Error! Bookmark not defined.
5.2.1	<i>Market Size</i>	Error! Bookmark not defined.
5.2.1.1	<i>Market Size by Company Size</i>	Error! Bookmark not defined.
5.2.1.2	<i>Market Size by Industry Classification</i>	Error! Bookmark not defined.
5.2.2	<i>Growth Rate</i>	Error! Bookmark not defined.
5.3	<i>Competition</i>	Error! Bookmark not defined.
5.3.1	Amazon Web Service.....	Error! Bookmark not defined.
5.3.2	Microsoft.....	Error! Bookmark not defined.
5.4	<i>Market Share</i>	Error! Bookmark not defined.
5.5	<i>Customer Needs</i>	Error! Bookmark not defined.
5.5.1	<i>Provider Selection</i>	Error! Bookmark not defined.
5.5.2	<i>Cloud Adoption in Indonesia</i>	Error! Bookmark not defined.
5.5.3	<i>Customer Familiarity</i>	Error! Bookmark not defined.
5.5.4	<i>Customer Profile</i>	Error! Bookmark not defined.
5.5.4.1	<i>By Company Size</i>	Error! Bookmark not defined.
A.	<i>Large and Very Large Enterprise</i>	Error! Bookmark not defined.
B.	<i>Small Medium Enterprise (SME)</i>	Error! Bookmark not defined.
C.	<i>By Classified Industry</i>	Error! Bookmark not defined.
a.	<i>Financial Services</i>	Error! Bookmark not defined.
b.	<i>Manufacturing</i>	Error! Bookmark not defined.
c.	<i>Government</i>	Error! Bookmark not defined.
5.6	<i>Competitive Position and Value</i>	Error! Bookmark not defined.
5.6.1	<i>Customer Satisfaction</i>	Error! Bookmark not defined.
5.6.2	<i>Customer Loyalty</i>	Error! Bookmark not defined.
5.7	<i>SWOT Analysis</i>	Error! Bookmark not defined.
5.7.1	<i>Strength</i>	Error! Bookmark not defined.

5.7.2	<i>Weakness</i>	Error! Bookmark not defined.
5.7.3	<i>Opportunity</i>	Error! Bookmark not defined.
5.7.4	<i>Threat</i>	Error! Bookmark not defined.
BAB 6	STRATEGI DAN IMPLEMENTASI	Error! Bookmark not defined.
6.1	Alternatif Strategi	Error! Bookmark not defined.
6.2	<i>Portfolio Analysis</i>	Error! Bookmark not defined.
6.2.1	<i>Market Attractiveness</i>	Error! Bookmark not defined.
6.2.2	<i>Competitive Advantage</i>	Error! Bookmark not defined.
6.2.3	GE/McKinsey Portofolio	Error! Bookmark not defined.
6.3	Sasaran Strategi Pemasaran	Error! Bookmark not defined.
6.4	<i>Strategic Market Planning</i>	Error! Bookmark not defined.
6.4.1	<i>Grow Market Share</i>	Error! Bookmark not defined.
6.4.2	<i>Grow Revenue Per Customer</i>	Error! Bookmark not defined.
6.4.3	<i>Improve Customer Loyalty and Retention</i>	Error! Bookmark not defined.
6.4.4	<i>Improve Differentiation Advantage</i>	Error! Bookmark not defined.
6.5	<i>Performance Plan</i>	Error! Bookmark not defined.
6.5.1	<i>Timeline</i>	Error! Bookmark not defined.
6.5.2	<i>Revenue Plan</i>	Error! Bookmark not defined.
BAB 7	KESIMPULAN DAN SARAN	Error! Bookmark not defined.
7.1	Kesimpulan	Error! Bookmark not defined.
7.2	Saran	Error! Bookmark not defined.
	DAFTAR PUSTAKA	Error! Bookmark not defined.
	<u>LAMPIRAN</u>	78

DAFTAR TABEL

Table 1.1	Pendapatan Telkomcloud 2017-2018.....	3
Table 2.1	Komponen dari Analisa Situasi Saat ini.....	12
Tabel 2.2	<i>Group Involvement in Decision Process in High-Tech Organizations</i>	14
Tabel 3.1	Teknik Pengumpulan Data.....	20
Tabel 3.2	<i>Time Table</i>	22
Tabel 4.1	<i>Virtual Machine</i>	28
Tabel 5.1	<i>Business Unit Sales</i> Telkomsigma.....	31
Tabel 5.2	<i>Business Unit Sales</i>	32
Tabel 5.3	<i>Total Revenue Partnership</i> Telkomsigma.....	38
Tabel 5.4	<i>Partnership Level</i>	39
Tabel 5.5	Market Size by Industry Classification.....	42
Tabel 5.6	Jumlah UMKM di Indonesia.....	50
Tabel 6.1	TOWS Matrix.....	58
Tabel 6.2	Sasaran Strategi pemasaran.....	63
Tabel 6.3	<i>Timeline Implementasi Strategy</i>	67
Tabel 6.4	<i>Revenue Plan</i>	69
Tabel 6.5	<i>Target List of Opportunity</i>	69

DAFTAR GAMBAR

Gambar 1.1	Perkiraan Total Belanja IT Indonesia Segmen <i>Enterprise</i> Tahun 2017-2021.....	1
Gambar 1.2	<i>Market Size Public Cloud</i> Indonesia Segmen <i>Enterprise</i> Tahun 2017-2023.....	2
Gambar 1.3	<i>Market Share Public Cloud</i> Indonesia tahun 2017.....	2
Gambar 2.1	Penyusunan Rencana Pemasaran.....	12
Gambar 2.2	Matriks Strategi Portofolio dan Rencana Strategi Pasar.....	17
Gambar 2.3	Kerangka Analisis.....	19
Gambar 4.1	<i>Solutions and Corporate Milestones</i>	23
Gambar 4.2	Logo Telkomsigma.....	24
Gambar 4.3	<i>System Integration Packaged System</i>	25
Gambar 4.4	<i>Data Center Services</i>	27
Gambar 5.1	<i>Revenue</i> Telkomcloud 2016-2018.....	30
Gambar 5.2	<i>Standards & Certification</i>	33
Gambar 5.3	Infrastruktur Pendukung Telkomsigma.....	37
Gambar 5.4	<i>Market Size Public Cloud</i> Indonesia.....	40
Gambar 5.5	<i>Market Size by Segment</i>	41
Gambar 5.6	Top 5 Segmen Pasar Komputasi Awan di Indonesia.....	42
Gambar 5.7	10 Besar GDP berdasarkan Industri.....	43
Gambar 5.8	Perkiraan Pengeluaran IT Perusahaan di Indonesia tahun 2017-2021.....	44
Gambar 5.9	<i>Market Share Public Cloud</i> di Indonesia tahun 2017.....	47
Gambar 5.10	<i>Cloud Adoption in</i> Indonesia.....	48
Gambar 5.11	<i>Customer Satisfaction Index Cloud Service</i>	54
Gambar 5.12	<i>Customer Satisfaction Index Cloud Service vs Competitor</i>	54
Gambar 5.13	<i>Customer Loyalty Index Cloud Service vs Competitor</i>	55
Gambar 6.1	<i>Market Attractiveness Index</i>	60
Gambar 6.2	<i>Competitive Advantage Index</i>	61
Gambar 6.3	<i>GE/McKinsey Portofolio</i>	62
Gambar 6.4	Matriks Strategi Portofolio dan Rencana Strategi Pasar Telkomcloud.....	62
Gambar 6.5	<i>Offensive Strategy</i>	64