

DAFTAR ISI

LEMBAR PERSETUJUAN.....	Error! Bookmark not defined.
LEMBAR PENGESAHAN.....	Error! Bookmark not defined.
PERNYATAAN ORISINALITAS.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
PERSEMBAHAN.....	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	xi
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
DAFTAR SINGKATAN	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah.....	Error! Bookmark not defined.
1.2 Identifikasi Masalah.....	Error! Bookmark not defined.
1.3 Batasan Masalah	Error! Bookmark not defined.
1.4 Rumusan Masalah.....	Error! Bookmark not defined.
1.5 Tujuan Penelitian	Error! Bookmark not defined.
1.6 Manfaat Penelitian	Error! Bookmark not defined.
BAB II KAJIAN TEORI.....	Error! Bookmark not defined.
2.1 Penelitian Terdahulu	Error! Bookmark not defined.
2.2.1 Pengertian Strategi	Error! Bookmark not defined.
2.2 Kajian Teori.....	Error! Bookmark not defined.
2.2.2 Peranan Strategi	Error! Bookmark not defined.
2.3 Konsep Usaha Mikro Kecil dan Menengah (UMKM)	Error! Bookmark not defined.
2.3.1 Pengertian Usaha Mikro Kecil dan Menengah (UMKM)	Error! Bookmark not defined.

2.3.2	Kriteria Usaha Mikro Kecil dan Menengah (UMKM).....	Error! Bookmark not defined.
2.3.3	Ciri dan Karakteristik Usaha Mikro Kecil dan Menengah (UMKM) Error! Bookmark not defined.	
2.3.4	Kekuatan dan Kelemahan Usaha Mikro Kecil dan Menengah....	Error! Bookmark not defined.
2.4	Digitalisasi UMKM	Error! Bookmark not defined.
2.5	Kerangka Pikir.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Lokasi dan Waktu Penelitian.....	Error! Bookmark not defined.
3.2	Jenis dan Pendekatan Penelitian.....	Error! Bookmark not defined.
3.3	Teknik Penentuan Informan	Error! Bookmark not defined.
3.4	Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.5	Teknik Analisis Data	Error! Bookmark not defined.
3.6	Teknik Uji Keabsahan data	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN.....		Error! Bookmark not defined.
4.1	Gambaran Umum Kota Tangerang Selatan	Error! Bookmark not defined.
4.1.1	Kondisi Penduduk	Error! Bookmark not defined.
4.1.2	Kondisi UMKM	Error! Bookmark not defined.
4.2	Profil Dinas Koperasi dan UKM Kota Tangerang Selatan	Error! Bookmark not defined.
4.2.1	Visi dan Misi Dinas Koperasi dan UKM Kota Tangerang Selatan Error! Bookmark not defined.	
4.2.2	Susunan Organisasi Dinas Koperasi dan UKM Kota Tangerang Selatan	Error! Bookmark not defined.
4.2.3	Tugas Pokok dan Fungsi	Error! Bookmark not defined.
4.3	Hasil Penelitian.....	Error! Bookmark not defined.
4.3.1	Digitalisasi UMKM Kota Tangerang Selatan....	Error! Bookmark not defined.
4.3.2	Penyajian Hasil Penelitian Berdasarkan Indikator....	Error! Bookmark not defined.
4.3.2.1	Tujuan.....	Error! Bookmark not defined.
4.3.2.2	Lingkungan	Error! Bookmark not defined.

4.3.2.3	Pengarahan.....	Error! Bookmark not defined.
4.3.2.4	Tindakan.....	Error! Bookmark not defined.
4.3.2.5	Pembelajaran.....	Error! Bookmark not defined.
BAB V PEMBAHASAN		Error! Bookmark not defined.
5.1	Strategi Dinas Koperasi dan UKM Kota Tangerang Selatan dalam Pengembangan Digitalisasi UMKM	Error! Bookmark not defined.
5.1.1	Tujuan.....	Error! Bookmark not defined.
5.1.2	Lingkungan.....	Error! Bookmark not defined.
5.1.3	Pengarahan.....	Error! Bookmark not defined.
5.1.4	Tindakan	Error! Bookmark not defined.
5.1.5	Pembelajaran.....	Error! Bookmark not defined.
BAB VI PENUTUP.....		Error! Bookmark not defined.
6.1	Kesimpulan.....	Error! Bookmark not defined.
6.2	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.
LAMPIRAN		Error! Bookmark not defined.