

DAFTAR ISI

LEMBAR PENGESAHAN	i
PERNYATAAN KEASLIAN KARYA ILMIAH.....	ii
ABSTRAK	iii
ABSTRACT	iv
KATA PENGANTAR.....	v
DAFTAR ISI.....	vii
DAFTAR GAMBAR.....	x
DAFTAR TABEL	xi
DAFTAR GRAFIK	xi
BAB 1 PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Identifikasi Masalah	10
1.3 Rumusan Masalah.....	10
1.4 Tujuan Penelitian	10
1.5 Manfaat Penelitian	11
1.5.1 Manfaat Praktis	11
1.5.2 Manfaat Akademis	11
BAB 2 KAJIAN PUSTAKA	12
2.1 Kajian Pustaka	12
2.1.1 <i>NFT Games</i>	12
2.1.1.1 Pengertian NFT (Non-Fungible Token).....	12
2.1.1.2 Keuntungan NFT.....	13
2.1.1.3 Keunggulan NFT games	15
2.1.2 Studi Kelayakan Bisnis	16
2.1.2.1 Kelayakan Bisnis Aspek Pasar.....	18
2.1.2.2 Kelayakan Bisnis Aspek Keuangan	24
2.1.3 Perencanaan Bisnis	26
2.1.3.1 Analisis SWOT	26
2.1.3.2 TOWS Matrix.....	27
2.1.3.3 Business Model Canvas (BMC).....	27
2.1.3.4 Value Proposition Canvas (VPC).....	36
2.1.3.5 The Mom Test	38
2.2 Penelitian Terdahulu	39

2.3	Kerangka Pemikiran.....	42
2.4	Hipotesis.....	43
BAB 3	METODE PENELITIAN	33
3.1	Objek Penelitian	33
3.2	Metode yang Digunakan.....	33
3.3	<i>Operational Variable</i>.....	34
3.4	Jenis dan Sumber Data.....	36
3.5	Teknik Pengumpulan Data	38
3.6	Teknik Pengolahan Data	39
3.7	Metode Analisis	41
3.7.1	Teknik Pengujian Kelayakan Bisnis Berdasarkan Aspek Pasar	41
3.7.1.1	Five Porter Forces	41
3.7.1.2	Pangsa Pasar (Market Share)	42
3.7.2	Teknik Pengujian Kelayakan Bisnis Berdasarkan Aspek Keuangan.....	44
3.7.3	Teknik Perencanaan Bisnis	49
3.7.3.1	SWOT	50
3.7.3.2	TOWS Matrix.....	51
3.7.3.3	Business Model Canvas	52
3.8	Data Industri NFT <i>Game</i>.....	55
3.8.1	Ukuran Pasar Keseluruhan Industri <i>Game Global</i>	55
3.8.2	Pangsa Pasar NFT <i>Game Global</i>	56
BAB 4	HASIL PENELITIAN	66
4.1	Gambaran Umum Bisnis “<i>Relic Hunter</i>” <i>Game</i>.....	66
4.2	Kelayakan Bisnis “<i>Relic Hunter</i>” <i>Game</i> Berdasarkan Aspek Pasar	69
4.2.1	<i>Five Porter Forces</i> Industri NFT <i>Game</i>	69
4.2.2	Analisis Kekuatan Industri <i>Relic Hunter</i>	70
4.2.3	Pangsa Pasar “ <i>Relic Hunter</i> ” <i>Game</i>	70
4.3	Kelayakan Bisnis “<i>Relic Hunter</i>” <i>Game</i> Berdasarkan Aspek Keuangan	72
4.3.1	Investasi Awal “ <i>Relic Hunter</i> ” <i>Game</i>	73
4.3.2	Biaya Operasional “ <i>Relic Hunter</i> ” <i>Game</i>	74
4.3.3	Proyeksi Pendapatan “ <i>Relic Hunter</i> ” <i>Game</i>	77
4.3.4	Laporan Laba Rugi dan Arus Kas “ <i>Relic Hunter</i> ” <i>Game</i>	78
4.3.5	<i>Payback Period</i> (PP) “ <i>Relic Hunter</i> ” <i>Game</i>	80
4.3.6	<i>Net Present Value</i> (NPV) “ <i>Relic Hunter</i> ” <i>Game</i>	81
4.3.7	<i>Internal Rate of Return</i> (IRR) “ <i>Relic Hunter</i> ” <i>Game</i>	82
4.4	Perencanaan Bisnis “<i>Relic Hunter</i>” <i>Game</i>	83

4.4.1	SWOT “Relic Hunter” Game	83
4.4.2	TOWS Matrix “Relic Hunter” Game	86
4.4.3	BMC (<i>Business Model Canvas</i>) “Relic Hunter” Game	88
4.4.3.1	Value Proposition “Relic Hunter” Game	88
4.4.3.2	Customer Segment “Relic Hunter” Game.....	92
4.4.3.3	Channel “Relic Hunter” Game.....	93
4.4.3.4	Customer Relationship “Relic Hunter” Game	94
4.4.3.5	Key Resources “Relic Hunter” Game	95
4.4.3.6	Key Activities “Relic Hunter” Game.....	95
4.4.3.7	Key Partners “Relic Hunter” Game	100
4.4.3.8	Revenue Streams “Relic Hunter” Game	101
4.4.3.9	Cost Structures “Relic Hunter” Game.....	101
BAB 5	KESIMPULAN DAN SARAN	103
5.1	Kesimpulan	103
5.2	Saran	105
	DAFTAR PUSTAKA	107
	LAMPIRAN.....	110

DAFTAR GAMBAR

Gambar 2.1 Five Forces Model.....	21
Gambar 2.2 Kerangka Pemikiran.....	42
Gambar 3.1 TOWS Matrix.....	51
Gambar 3.2 Ilustrasi Sembilan Blok Business Model Canvas.....	52
Gambar 3.3 Market Size NFT Games.....	55
Gambar 3.4 Market Share NFT Games.....	56
Gambar 4.1 Rancangan Coreloop “Relic Hunter” Game.....	67
Gambar 4.2 Rancangan Game Economy "Relic Hunter"	68
Gambar 4.3 Value Proposition Canvas "Relic Hunter" Game.....	89
Gambar 4.4 Rancangan Workflow Produksi “Relic Hunter” Game.....	98

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	39
Tabel 3.1 Operasional Variabel.....	34
Tabel 3.2 Jenis Data Penelitian	37
Tabel 3.3 Identifikasi Kekuatan Industri NFT Game.....	41
Tabel 4.1 Analisis Kekuatan Industri NFT <i>Game</i>	69
Tabel 4.2 Proyeksi Pangsa Pasar "Relic Hunter"	70
Tabel 4.3 Rancangan Posisi Pekerjaan "Relic Hunter" Game.....	72
Tabel 4.4 Rencana Investasi Awal " <i>Relic Hunter</i> " <i>Game</i>	73
Tabel 4.5 Rencana Biaya Operasional Tahun ke-1 " <i>Relic Hunter</i> " <i>Game</i>	74
Tabel 4.6 Rencana Biaya Operasional Tahun ke-2 " <i>Relic Hunter</i> " <i>Game</i>	75
Tabel 4.7 Rencana Biaya Operasional Tahun ke-3 " <i>Relic Hunter</i> " <i>Game</i>	76
Tabel 4.8 Proyeksi Optimis Pendapatan " <i>Relic Hunter</i> " <i>Game</i>	77
Tabel 4.9 Proyeksi Moderat Pendapatan " <i>Relic Hunter</i> " <i>Game</i>	77
Tabel 4.10 Proyeksi Pesimis Pendapatan " <i>Relic Hunter</i> " <i>Game</i>	78
Tabel 4.11 Proyeksi Laporan Laba Rugi " <i>Relic Hunter</i> " <i>Game</i>	79
Tabel 4.12 Proyeksi Arus Kas " <i>Relic Hunter</i> " <i>Game</i>	80
Tabel 4.13 Proyeksi Payback Period "Relic Hunter" Game Skenario Optimis....	80
Tabel 4.14 Proyeksi Payback Period "Relic Hunter" Game Skenario Moderat ...	81
Tabel 4.15 Proyeksi Payback Period "Relic Hunter" Game Skenario Pesimis	81
Tabel 4.16 Proyeksi NPV (Excel) " <i>Relic Hunter</i> " <i>Game</i>	82
Tabel 4.17 Proyeksi IRR (Excel) " <i>Relic Hunter</i> " <i>Game</i>	82
Tabel 4.18 BMC " <i>Relic Hunter</i> " <i>Game</i>	88
Tabel 4.19 Rancangan Timeline Produksi "Relic Hunter" <i>Game</i>	96

DAFTAR GRAFIK

Grafik 1.1 Grafik Transaksi Penjualan NFT di 2021 (Dalam US\$ miliar).....	7
----------------------------------------------------------------------------	---