

DAFTAR ISI

ABSTRAK.....	i
ABSTRACT.....	ii
KATA PENGANTAR.....	iii
DAFTAR ISI.....	v
DAFTAR GAMBAR	viii
DAFTAR TABEL	xi
DAFTAR SIMBOL	xiii
DAFTAR LAMPIRAN	xviii
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	2
1.3 Maksud dan Tujuan	3
1.4 Batasan Masalah.....	3
1.5 Metodologi Penelitian.....	4
1.6 Sistematika Penulisan	7
BAB 2 TINJAUAN PUSTAKA	9
2.1 Business Process Reengineering.....	9
2.2 Uji Efisiensi <i>Throughput</i>	12
2.3 Chrome DevTools	12
2.4 VOD (<i>Video on Demand</i>).....	14
2.4.1 TVOD (<i>Transaction Video on Demand</i>).....	15
2.4.2 SVOD (<i>Subscription Video on Demand</i>)	16

2.5 BPMN (<i>Business Process Model and Notation</i>).....	17
2.5.1 Notasi BPMN.....	18
2.5.2 Dasar BPMN.....	19
2.6 <i>User Experience (UX) Design</i> dalam Platform Digital	22
2.7 Midtrans.....	24
BAB 3 ANALISIS DAN PERANCANGAN	26
3.1 <i>Develop Vision and Objectives</i>	26
3.1.1 Observasi	26
3.1.2 Wawancara	27
3.2 <i>Understanding Existing Process</i> (Proses Bisnis TVOD).....	28
3.2.1 Uji Efisiensi <i>Throughput</i> (As Is).....	28
3.3 Identify Process for Redesign.....	32
3.3.1 Business Process Modelling Notation (As Is)	32
3.3.2 <i>Use Case Diagram</i> dan <i>Use Case Scenario</i> (TVOD).....	34
3.3.3 <i>Activity Diagram</i> (TVOD).....	42
3.3.4 <i>Class Diagram</i> (TVOD).....	51
3.3.5 <i>Sequence Diagram</i> (TVOD).....	55
3.3.6 <i>Wireframe Mockup</i> (TVOD).....	61
3.4 Identify Change Level.....	67
3.5 <i>Implement the New Process</i> (Perancangan)	70
3.5.1 <i>Use Case Diagram</i> dan <i>Use Case Scenario</i> (TVOD - Paket)	70
3.5.2 <i>Activity Diagram</i> (TVOD - Paket).....	73
3.5.3 <i>Class Diagram</i> (TVOD - Paket)	74
3.5.4 <i>Sequence Diagram</i> (TVOD - Paket)	76
3.5.5 <i>Wireframe Mockup</i> (TVOD - Paket).....	77

BAB 4 IMPLEMENTASI DAN PENGUJIAN SISTEM	81
4.1 <i>Make New Process Operational</i>	81
4.1.1 Business Process Modelling Notation (To Be).....	81
4.2 <i>Evaluate The New Process</i>	82
4.2.1 Uji Efisiensi Throughput (To Be)	82
4.2.2 Perbandingan Efisiensi Throughput	85
BAB 5 PENUTUP.....	87
5.1 Kesimpulan.....	87
5.2 Saran.....	87
DAFTAR PUSTAKA.....	88
LAMPIRAN.....	90
LAMPIRAN A - Hasil Uji Efisiensi Throughput (TVOD - satuan)	90
LAMPIRAN B - Data dan Tren Pengguna Internet di Indonesia.....	91
LAMPIRAN C - Hasil Uji Efisiensi Throughput (TVOD - Paket).....	92