

DAFTAR ISI

HALAMAN JUDUL DALAM	i
HALAMAN PENGESAHAN TESIS	ii
HALAMAN PERNYATAAN DEWAN PENGUJI	iii
HALAMAN PERNYATAAN KEASLIAN TESIS	iv
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TESIS	v
ABSTRAK	vi
KATA PENGANTAR	vii
DAFTAR ISI	ix
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiii
DAFTAR LAMPIRAN	xiv
BAB 1 PENDAHULUAN	
1.1 Latar Belakang Penelitian	1
1.2 Rumusan masalah	2
1.3 Tujuan penulisan	3
1.4 Batasan penulisan	3
1.5 Manfaat penulisan	3
1.6 Sistematika penulisan	4
BAB 2 TINJAUAN PUSTAKA	
2.1 Kerangka Teori (Theoretical Framework)	6
2.1.1 Resource-Based View	8
2.1.2 Competitive Advantage	9
2.1.3 Technology & Competitive Advantage	11
2.1.4 Segala sesuatu yang dilakukan perusahaan melibatkan semacam teknologi.	12
2.1.5 Balanced Scorecard	13
2.1.6 Digital Transformation	15
2.1.7 Employee Experience.	16
2.1.7.1 Employee Lifecycle	17
2.1.7.2 Pengertian Employee Experience	19
2.1.7.3 Evolusi Employee Experience	20

2.2 Teori Digital Workplace	22
2.2.1 Definisi Digital Workplace.....	22
2.2.2 Manfaat Digital Workplace	22
2.2.3 Kerangka Kerja Digital Workplace	23
2.3 Metode Design Thinking.....	24
2.3.1 Pengenalan Design Thinking.....	24
2.3.2 Prinsip-prinsip Design Thinking.....	25
2.3.3 Kisah sukses Design Thinking.....	26
2.3.3.1 Procter & Gamble	26
2.3.3.2 Airbnb	27
2.3.3.3 Apple.....	28
2.4 Penelitian Terdahulu.....	30
 BAB 3 METODOLOGI PENELITIAN	
3.1 Model Konseptual Penelitian.....	32
3.2 Definisi Variable	33
3.3 Unit Analisa	34
3.3.1 Studi Kasus – PT XYZ	34
3.3.2 Sampling Model	35
3.3.3 Pengumpulan Data.....	35
3.3.3.1 Workshop Design Thinking.....	35
3.3.3.2 Semi-Structured Interview	37
3.3.4 Dokumentasi & Laporan-laporan	37
3.3.5 Triangulasi	37
3.4 Alur Penelitian Menggunakan Design Thinking.....	37
3.4.1 Empathy.....	38
3.4.2 Define	38
3.4.3 Ideate	39
3.4.4 Prototype.....	39
3.4.5 Test	39
3.4.6 Stakeholder Map (Pemangku Kepentingan).....	40
3.4.7 Empathy Map	42
3.4.8 Employee Journey Map	43

3.4.9	Pertanyaan – How Might We... (Bagaimana mungkin kita...)	44
3.4.10	Brainstorming	46
3.4.11	Important Performance Analysis (Important vs Difficulty)	48
3.4.12	Persona	50
3.4.13	MVP – Minimum Viable Product	51
3.4.14	Feedback Capture Grid (Kotak Umpan Balik)	53

BAB 4 ANALISIS DAN PEMBAHASAN

4.1	Workshop Design Thinking	56
4.1.1	Sesi Empathy	56
4.1.1.1	Stakeholder Map	
4.1.1.2	Empathy Map	58
4.1.2	Sesi DEFINE	59
4.1.2.1	Employee Journey	59
4.1.2.2	Sesi Pendefinisian Permasalahan dengan “How Might We Question”	65
4.1.3	Sesi IDEATE	66
4.1.3.1	Brainstorming	66
4.1.3.2	Analisa Matrix Prioritas – Importance Performance Analysis	67
4.1.4	Sesi PROTOTYPE	68
4.1.4.1	Persona / User Profile	68
4.1.4.2	Minimum Viable Product	70
4.1.5	Sesi TEST	74
4.1.5.1	Feedback Capture Grid	74
4.2	Hubungan <i>Grand Teory</i> dan <i>Literature Review</i> dengan Hasil Workshop.	76

BAB 5 SIMPULAN DAN SARAN

5.1	Simpulan	79
5.2	Keterbatasan Penelitian	82
5.2.1	Implikasi Manajerial	83
5.2.2	Penelitian Selanjutnya	85
	DAFTAR PUSTAKA	86
	RIWAYAT HIDUP PENULIS	88
	LAMPIRAN	