

TABLE OF CONTENTS

TITLE PAGE	i
THESIS APPROVAL.....	ii
THESIS COMPLETION APPROVAL	iii
DECLARATION OF ORIGINALITY	iv
ABSTRACT.....	v
ABSTRAK	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xi
LIST OF TABLES	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Description.....	3
1.3 Research Objective.....	4
1.4 Research Question	4
CHAPTER II THEORETICAL FRAMEWORK	7
2.1 SWOT Analysis.....	7
2.2 PESTLE Analysis.....	7
CHAPTER III METHODOLOGY	8
3.1 Research Design	8
3.2 Collecting Data and Analysis	8
CHAPTER IV RESULT AND DISCUSSION.....	9

4.1 Result.....	9
4.1.1 Internal Analysis	9
4.1.2 External Analysis.....	14
4.2 Discussion.....	30
4.2.1 Target Market	30
4.2.2 Culture in Indonesia.....	31
4.2.3 Consumer Perception of Sustainability	32
4.2.4 Consumer Buying Behavior	37
4.2.5 Strategy to Compete in Indonesian Market	40
CHAPTER V CONCLUSION AND RECOMMENDATION.....	41
5.1 Conclusion.....	41
5.2 Recommendation.....	44
REFERENCES.....	47