DAFTAR ISI

LEMBAR PERSETUJUAN ..... Error! Bookmark not defined.
LEMBAR PENGESAHAN ..... Error! Bookmark not defined.
LEMBAR PERNYATAAN ..... Error! Bookmark not defined.
KATA PENGANTAR ..... Error! Bookmark not defined.
ABSTRAK ..... Error! Bookmark not defined.
ABSTRACT ..... Error! Bookmark not defined.
DAFTAR ISI ..... Error! Bookmark not defined.
DAFTAR GAMBAR ..... **xi**
DAFTAR TABEL ..... **xii**
DAFTAR LAMPIRAN ..... **xiii**
BAB I PENDAHULUAN ..... Error! Bookmark not defined.
1.1. Latar Belakang ..... **Error! Bookmark not defined.**
1.2 Rumusan Masalah ..... **Error! Bookmark not defined.**
1.3 Tujuan Penelitian ..... **Error! Bookmark not defined.**
1.4 Manfaat ..... **Error! Bookmark not defined.**
BAB II TINJAUAN PUSTAKA ..... Error! Bookmark not defined.
2.1 Smartphone dan Segmentasi pasar ..... **Error! Bookmark not defined.**
2.2 Algoritma Fuzzy C-Means ..... **Error! Bookmark not defined.**
2.3 Principal Component Analysis (PCA) ..... **Error! Bookmark not defined.**
2.4 Konsep Dasar Klasterisasi ..... **Error! Bookmark not defined.**
2.5 Penelitian Terkait ..... **Error! Bookmark not defined.**
BAB III METODE PENELITIAN ..... Error! Bookmark not defined.
3.1 Objek Penelitian ..... **Error! Bookmark not defined.**
3.2 Prosedur Penelitian ..... **Error! Bookmark not defined.**
3.3 Pengumpulan Data ..... **Error! Bookmark not defined.**
3.4 Pra-Pemrosesan Data ..... **Error! Bookmark not defined.**
3.5 Reduksi Dimensi dengan PCA ..... **Error! Bookmark not defined.**
3.6 Klasterisasi Dengan Fuzzy C-Means ..... **Error! Bookmark not defined.**
3.7 Evaluasi Hasil ..... **Error! Bookmark not defined.**
BAB IV HASIL DAN PEMBAHASAN ..... Error! Bookmark not defined.
4.1 Hasil Pra-Pemrosesan Data ..... **Error! Bookmark not defined.**
4.2 Hasil Reduksi Dimensi dengan PCA ..... **Error! Bookmark not defined.**

4.3 Hasil Klasterisasi Dengan Fuzzy C-Means ..... **Error! Bookmark not defined.**
4.4 Evaluasi Hasil ..... **Error! Bookmark not defined.**
BAB V KESIMPULAN DAN SARAN ..... Error! Bookmark not defined.
5.1 Kesimpulan ..... **Error! Bookmark not defined.**
5.2 Saran ..... **Error! Bookmark not defined.**
DAFTAR PUSTAKA ..... Error! Bookmark not defined.
DAFTAR LAMPIRAN ..... Error! Bookmark not defined.
RIWAYAT PENULIS ..... Error! Bookmark not defined.

UBP KARAWANG

DAFTAR GAMBAR

Gambar 1.1 Pengguna smartphone di Indonesia tahun 2019 - 2029..... .2
Gambar 3.1 Flowchart prosedur penelitian..... .18
Gambar 4.1 Listing Program ekstraksi fitur kolom model_name ..... .23
Gambar 4.2 Data Smartphone yang Telah Dibersihkan..... .24
Gambar 4.3 Listing Program Variansi Kumulatif ..... .25
Gambar 4.4 Grafik Cumulative Variance PCA..... .25
Gambar 4.5 Silhouette Score (PCA 4D) ..... .26
Gambar 4.6 Visualisasi Klasterisasi FCM dengan PCA..... .26

UBP
KARAWANG

DAFTAR TABEL

Tabel 2.1 Spesifikasi Dalam Smartphone 6
Tabel 2.2 Penelitian Terkait ..... .11
Tabel 3.1 Waktu Pelaksanaan Penelitian ..... .17
Tabel 3.2 Komponen Dataset ..... .19
Tabel 4.1 Fitur Dataset ..... .22
Tabel 4.2 Komponen dan Variansi ..... .24
Tabel 4.3 Cluster 0 ..... .27
Tabel 4.4 Cluster 1 ..... .27
Tabel 4.5 Cluster 2 ..... .27
Tabel 4.6 Cluster 3 ..... .28
Tabel 4.7 Cluster 4 ..... .28
Tabel 4.8 Cluster 5 ..... .28
Tabel 4.9 Cluster 6 ..... .28
Tabel 4.10 Cluster 7 ..... .28
Tabel 4.11 Cluster 8 ..... .28
Tabel 4.12 Rekap Hasil Cluster ..... .29
Tabel 4.13 Segmentasi Pasar Smartphone Berdasarkan Kategori Kelas ..... .29

DAFTAR LAMPIRAN

Pasar Smartphone.....**Error! Bookmark not defined.**
Dataset Penelitian.....**Error! Bookmark not defined.**
Lembar Bimbingan Tugas Akhir .....**Error! Bookmark not defined.**
Lembar Persetujuan Publikasi Non Skripsi.....**Error! Bookmark not defined.**
Lembar Ceklis SKPI .....**Error! Bookmark not defined.**
Form Pendaftaran Sidang TA.....**Error! Bookmark not defined.**
LOA Publikasi Jurnal.....**Error! Bookmark not defined.**
Lembar Perbaikan Ketua Penguji .....**Error! Bookmark not defined.**
Lembar Perbaikan Penguji 1 .....**Error! Bookmark not defined.**
Lembar Perbaikan Penguji 2 .....**Error! Bookmark not defined.**
Website Publikasi Jurnal.....**Error! Bookmark not defined.**
Sertifikat Jurnal .....**Error! Bookmark not defined.**
Hasil Similiarity .....**Error! Bookmark not defined.**
Artikel Ilmiah.....**Error! Bookmark not defined.**

UBP KARAWANG