

## TABLE OF CONTENT

TITLE .....	i
APPROVAL OF UNDERGRADUATE THESIS .....	ii
APPROVAL OF EXAMINATION .....	iii
STATEMENT OF ORIGINALITY .....	iv
MOTTO AND DEDICATION.....	v
ABSTRACT.....	vi
ABSTRAK.....	vii
PREFACE .....	viii
TABLE OF CONTENT .....	x
LIST OF TABEL.....	xii
LIST OF FIGURE.....	xiii
LIST OF APPENDIX .....	xiv
INTRODUCTION .....	1
1.1 Background.....	1
1.2 Problem Statement.....	11
1.3 Purpose and Benefit.....	11
1.3.1 Research Purpose .....	11
1.3.2 Research Benefit .....	11
1.4 Writing Systemtics.....	12
CHAPTER II.....	14
THEORY BASIS .....	14
2.1 Income .....	14
2.1.1 Payment System.....	16
2.1.2 QR Code Payment.....	21
2.1.3 <i>Response Code Indonesian Standard (QRIS)</i> .....	23
2.2 Previous Research.....	30
2.3 Framework Of Thought .....	35
CHAPTER III .....	37
RESEARCH METHODS .....	37

3.1 Research Methods.....	37
3.1.1 Research Type .....	37
3.2 Research Location.....	39
3.3 Research Subject and Objects.....	39
3.4 Data Collection Methods .....	42
3.5 Data Analysis Techjiques .....	47
3.6 Data Validity Verification Techniques .....	47
CHAPTER IV .....	50
RESULT AND ANALYSIS .....	50
4.1 General Overview Of Research Places.....	50
4.1.1 Burjo Balad .....	50
4.1.2 Vision, Mision and Purpose .....	53
4.1.3 Use Of QRIS On Burjo Balad.....	54
4.2 Pre-Research .....	54
4.3 Research Implementation.....	55
4.4 Identity, Subject Background.....	56
4.4.1 Determination of Research Subjects .....	56
4.4.2 Time And Place Of Research .....	57
4.5 Discourse .....	58
4.5.1 Usage Barriers <i>Quick Response Code Indonesian Standart (Qris)</i> QRIS pada Burjo Balad.....	58
4.5.2 QRIS Optimization Strategy On Burjo Balad In Sales Increase.....	64
4.5.3 The Use Of QRIS On Burjo Balad In Increasing Sales .....	76
CHAPTER V .....	86
CLOSING .....	86
5.1 Conclusions.....	86
5.2 Theoretical Implications .....	87
5.3 Practical Implication .....	88
5.4 Immediacy .....	88
REFERENCES .....	91
ATTACHMENT.....	94

## LIST OF TABLE

Table 1.1 Data On Number Of Ransactions And Use Of QRIS.....	2
Table 2.1 Previous Research.....	30
Table 4.1 Implementation Time.....	57
Table 4.2 Burjo Balad Sales Data 2022-2024 .....	77

## LIST OF FIGURE

Figure 2.1 Illustration QR Payment .....	23
Figure 2.2 One QR For All Semua Pembayaran .....	24
Figure 2.3 Merchant Presented Mode (MPM) Statis .....	25
Figure 2.4 Merchant Presented Mode (MPM) Dinamis.....	25
Figure 2.5 Consumer Presented Mode (CPM).....	26
Figure 2.6 Before and After Methods Using QRIS.....	28
Figure 2.7 Framework Of Thought .....	36
Figure 4.1 Burjo Balad .....	52

## **LIST OF APPENDIX**

Appendix 1 Interview Transcript.....	95
Appendix 2 Documentation With Participants.....	95