**DAFTAR ISI**

|  |  |
| --- | --- |
| **ABSTRAK**.............................................................................................................**KATA PENGANTAR** ..........................................................................................**DAFTAR ISI** ........................................................................................................**DAFTAR TABEL** ................................................................................................**DAFTAR GAMBAR**............................................................................................. | iiivviivii |
| **BAB I PENDAHULUAN** 1. Latar Belakang Penelitian ..............................................................
2. Identifikasi Masalah .......................................................................
3. Maksud Dan Tujuan Penelitian ......................................................
4. Kegunaan Penelitian ......................................................................
5. Metode Penelitian ..........................................................................
6. Lokasi Dan Waktu Penelitian ........................................................
 | 122334 |
| **BAB II LANDASAN TEORI** 1. Perbankan .......................................................................................
2. Pengertian Perbankan.........................................................
3. Jenis-jenis Bank..................................................................
4. Kegiatan Bank.....................................................................
5. Kredit..............................................................................................
6. Pengertian Kredit................................................................
7. Unsur-unsur Kredit.............................................................
8. Tujuan Kredit dan Fungsi Kredit .......................................
9. Manfaat Kredit....................................................................
10. Jenis-jenis Kredit................................................................
11. Jaminan Kredit....................................................................
12. Prinsip-prinsip Kredit.........................................................
13. Kredit Melati...................................................................................
14. Pengertian Kredit Melati.....................................................
 | 555688910101315161717 |
| **BAB III DATA PENELITIAN DAN PEMBAHASAN** 1. Deskripsi Data Penelitian ............................................................
2. Objek Penelitian………………………………...................
3. Subjek Penelitian……………………………………….....
4. Sejarah Singkat PD. Bank Perkreditan Rakyat Kota Bandung................................................................................
5. Visi dan Misi PD. BPR Kota Bandung……………………
6. Nilai-nilai Utama dan motto PD. BPR Kota Bandung…….
7. Pembahasan ...................................................................................

3.2.1 Persayaratan Pengajuan Kredit Melati UMKM Eksis........3.2.2 Proses Mekanisme Pengajuan Kredit Melati......................3.2.3 Perkembangan Realisasi Pengajuan Kredit Melati 2 Tahun Kebelakang.......................................................................... 3.2.4 Kekurangan dan Kelebihan Kredit Melati........................... | 1818181820202121222330 |
| **BAB IV KESIMPULAN DAN SARAN**1. Kesimpulan ....................................................................................
2. Saran ..............................................................................................

**DAFTAR PUSTAKA****LAMPIRAN**  | 3132 |