

REFERENCES

- Anoraga, Pandji, & Djoko Sudantoko. (2002). *Koperasi kewirausahaan dan Usaha Kecil*. PT Rhineka Cipta.
- Assuari, S. (2013). *Manajemen Pemasaran*. Rajawali Pers.
- Chandler, A. D. (1962). *Strategy and Structure: Chapters in The History of The Industrial Enterprise*. The M.I.T Press.
- Creswell, J. W., & Creswell, J. D. (2022). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*.
- Ferdinand, A. (2017). Marketing Strategy Making: Proses & Agenda Penelitian. *Ssains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 1.
- Glueck, W. F., & Jauch, L. R. (2000). *Manajemen Strategis dan Kebijakan Perusahaan*. Erlangga.
- Hariadi, B. (2005). *Strategi Manajemen*. Bayumedia Publishing.
- Houben, G., Lenie, K., & Vanhoof, K. (1999). A Knowledge-Based SWOT-Analysis System as an Instrument for Strategic Planning in Small and Medium Sized Enterprises. *Decision Support Systems*.
- Jumlah Usaha Mikro Kecil Menengah (UMKM) Berdasarkan Kabupaten/Kota di Jawa Barat*. (2022). <https://opendata.jabarprov.go.id/id/dataset/jumlah-usaha-mikro-kecil-menengah-umkm-berdasarkan-kabupatenkota-di-jawa-barat>

- Kotler, P., Armstrong, G., & Opresnik, O. M. (2018). *Principles of Marketing*. Pearson Education Limited, 17e.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Prentice Hall, Inc.
- Kuncoro, M. (2005). *Strategi Bagaimaimana Meraih Keunggulan Kompetitif*. Erlangga.
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analysing Industries and Competitors*. The Free Press.
- Rangkuti, F. (2006). *Analysis SWOT: Teknik Membedah Kasus*. Gramedia Pustaka Utama.
- Robbins, S. P., & Coutler, M. (2010). *Manajemen*. Erlangga.
- Usaha Mikro Kecil Menengah (UMKM) Perbidang Usaha*. (2023).
<https://data.cirebonkota.go.id/dataset/cd252ec2-a3f3-5ed1-b451-ada01547021b>
- Weirich, H. (1982). The TOWS Matrix: Tool for Situational Analysis. *Long Range Planning*.
- Yin, Robert. K. (2018). *Case Study Research and Applications. Sixth Edition*.
- Doellah, H. S. (2002). *Batik: The Impact of Time and Environment*. Surakarta: Danarhadi.
- Frick, H. (2012). *Batik: Patterns, Ideas, and History*. Singapore: Didier Millet.
- Kusnadi. (1981). *Seni Kerajinan Batik Indonesia*. Jakarta: Departemen Perindustrian.
- Salma, T. (2020). Preserving the Legacy: The Story of Batik Salma Cirebon. *Journal of Indonesian Batik*, 12(2), 45-58.
- Tirta, I. (1996). *Batik: A Play of Lights and Shades*. Jakarta: Gaya Favorit Press.