

DAFTAR PUSTAKA

- Candraningrat, Yurisma, D. Y., & Mujanah, S. (2021). Pengembangan Strategi Bisnis Melalui Bmc (Business Model Canvas) Dan Strategi Pemasaran Bagi Umkm Sari Delight Surabaya. *TEKMULOGI: Jurnal Pengabdian Masyarakat*, 16–24.
- Duddin, M. N. (n.d.). Business Model Canvas (Pereira et al., 2021) as a Basis for Enterprise Structures in The Industrial. *Biosciences Biotechnology Research ASIA*, Vol 12(1). 887-894.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Jakarta.
- Moleong, L. J. (2018). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Muliyanti, A. I. (2022). BUSINESS MODEL CANVAS KAMPOENG CAFE AMBULU. *Jurnal ekonomi dan bisnis*, 146-157.
- Taylor, S. J., Bogdan, R., & DeVault, M. L. (2016). *Introduction To Qualitative Research Methods: A Guidebook and Resource*. New Jersey: John Wiley & Sons, Inc.
- Rangkuti, F. (2016). *SWOT Analysis: Business Case Dissecting Techniques - How to Calculate Weights Ratings and OCAI*. Jakarta: Gramedia.
- Sugiyono. (2018). *Metode Penelitian Kualitatif*. Bandung:
- Sonsaard, P. (n.d.). Market strateg(Saorin et al., 2013) options to implement Thailand demand response. *Energy Policy*.
- de Jong, A., de Ruyter, K., Keeling, D. I., Polyakova, A., & Ringberg, T. (2021). Key trends in business-to-business services marketing strategies: Developing a practice-based research agenda. *Industrial Marketing Management*, 93, 1–9. <https://doi.org/10.1016/J.INDMARMAN.2020.12.004>
- Hayati, M., Mahdevvari, S., & Barani, K. (2023). An improved MADM-based SWOT analysis for strategic planning in dimension stones industry. *Resources Policy*, 80, 103287. <https://doi.org/10.1016/J.RESOURPOL.2022.103287>
- Pereira, L., Pinto, M., da Costa, R. L., Dias, Á., & Gonçalves, R. (2021). The New SWOT for a Sustainable World. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 18. <https://doi.org/10.3390/JOITMC7010018>
- Saorin, J. L., Torre, J. de La, Martín, N., & Carbonell, C. (2013). Education Working Group Management using Digital Tablets. *Procedia - Social and Behavioral Sciences*, 93, 1569–1573. <https://doi.org/10.1016/J.SBSPRO.2013.10.083>

- AlBorza, S. I., & Borza, I. C. (2014). A Broad Analysis of Marketing Strategies for their Incorporation as Activities in a User Centred Process. *Procedia Economics and Finance*, 16, 239–250. [https://doi.org/10.1016/S2212-5671\(14\)00797-7](https://doi.org/10.1016/S2212-5671(14)00797-7)
- Pereira, L., Pinto, M., da Costa, R. L., Dias, Á., & Gonçalves, R. (2021). The New SWOT for a Sustainable World. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 18. <https://doi.org/10.3390/JOITMC7010018>
- Saorin, J. L., Torre, J. de La, Martín, N., & Carbonell, C. (2013). Education Working Group Management using Digital Tablets. *Procedia - Social and Behavioral Sciences*, 93, 1569–1573. <https://doi.org/10.1016/J.SBSPRO.2013.10.083>
- Yamagishi, K., Sañosa, A. R., de Ocampo, M., & Ocampo, L. (2021). Strategic marketing initiatives for small co-operative enterprises generated from SWOT-TOWS analysis and evaluated with PROMETHEE-GAIA. *Journal of Co-Operative Organization and Management*, 9(2), 100149. <https://doi.org/10.1016/J.JCOM.2021.100149>
- Hayati, M., Mahdevari, S., & Barani, K. (2023). An improved MADM-based SWOT analysis for strategic planning in dimension stones industry. *Resources Policy*, 80, 103287. <https://doi.org/10.1016/J.RESOURPOL.2022.103287>
- Martín, N., & Carbonell, C. (2013). Education Working Group Management using Digital Tablets. *Procedia - Social and Behavioral Sciences*, 93, 1569–1573. <https://doi.org/10.1016/J.SBSPRO.2013.10.0838>
- Pereira, L., Pinto, M., da Costa, R. L., Dias, Á., & Gonçalves, R. (2021). The New SWOT for a Sustainable World. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 18. <https://doi.org/10.3390/JOITMC7010018>
- Saorin, J. L., Torre, J. de La, Martín, N., & Carbonell, C. (2013). Education Working Group Management using Digital Tablets. *Procedia - Social and Behavioral Sciences*, 93, 1569–1573. <https://doi.org/10.1016/J.SBSPRO.2013.10.0838>
- Suwarni, E., & Handayani, M. A. (2020). Strategi Pengembangan Bisnis Usaha Mikro Kecil Menengah Keripik Pisang Dengan Pendekatan Business Model Kanvas: (Studi Kasus UMKM Arabar Shop di Kota Bandar Lampung, Provinsi Lampung). *Journal Management, Business, and Accounting*.
- Kim, Y., An, S.-G., Lee, J. H., & Bae, S.-H. (2018). *Agile 3D Sketching with Air Scaffolding*. Retrieved from <https://dl.acm.org/doi/10.1145/3170427.3186522>
- Benzaghta, M. A., Elwalda, A., Mousa, M., Erkan, I., & Rahman, M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), 55–73. <https://doi.org/10.5038/2640-6489.6.1.1148>

- GÜREL, E. (2017). SWOT ANALYSIS: A THEORETICAL REVIEW. *Journal of International Social Research*, 10(51), 994–1006. <https://doi.org/10.17719/jisr.2017.1832>
- Hongbin, X., & Phakdeephro, N. (n.d.). *SWOT analysis and countermeasures of talent introduction in Baoting County*.
- Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2019). Research in marketing strategy. In *Journal of the Academy of Marketing Science* (Vol. 47, Issue 1, pp. 4–29). Springer New York LLC. <https://doi.org/10.1007/s11747-018-0598-1>
- Mukeshimana, M. C., Zhao, Z. Y., & Nshimiyimana, J. P. (2021). Evaluating strategies for renewable energy development in Rwanda: An integrated SWOT – ISM analysis. *Renewable Energy*, 176, 402–414. <https://doi.org/10.1016/j.renene.2021.05.104>
- Omer, S. (2019). SWOT analysis implementation's significance on strategy planning Samsung mobile company as an example. *Journal of Process Management. New Technologies*, 7(1), 56–62. <https://doi.org/10.5937/jouproman7-20167>
- Pereira, L., Pinto, M., da Costa, R. L., Dias, Á., & Gonçalves, R. (2021). The New SWOT for a Sustainable World. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 18. <https://doi.org/10.3390/JOITMC7010018>
- Saorin, J. L., Torre, J. de La, Martín, N., & Carbonell, C. (2013). Education Working Group Management using Digital Tablets. *Procedia - Social and Behavioral Sciences*, 93, 1569–1573. <https://doi.org/10.1016/J.SBSPRO.2013.10.083>
- Yamagishi, K., Sañosa, A. R., de Ocampo, M., & Ocampo, L. (2021). Strategic marketing initiatives for small co-operative enterprises generated from SWOT-TOWS analysis and evaluated with PROMETHEE-GAIA. *Journal of Co-Operative Organization and Management*, 9(2), 100149. <https://doi.org/10.1016/J.JCOM.2021.100149>