

DAFTAR PUSTAKA

- Alam Masruri, F., Cahyono, & Nugrahana Fitria Ruhyana. (2021). Analisis Penentuan Sektor Unggulan di Kabupaten Sumedang Provinsi Jawa Barat. *Coopetition : Jurnal Ilmiah Manajemen*, 12(1), 31–44. <https://doi.org/10.32670/coopetition.v12i1.283>
- Alamanda, D. T., Ramdhani, A., Kurniawan, W. A., & A, P. F. S. (2021). *Teori Pengambilan Keputusan*. Nasmedia.
- Amjad, T., Abdul Rani, S. H., & Sa'atar, S. (2020). Entrepreneurial Marketing Theory: Current Developments and Future Research Agenda. *SEISENSE Journal of Management*, 3(1), 27–46. <https://doi.org/10.33215/sjom.v3i1.274>
- Aripin, Z. (2022). *Research in Business & Social Science Marketing intelligence : Innovation ability to anticipate global competition*. 11(1), 328–339.
- Asian Development Bank. (2020). *GDP Growth in Asia and the Pacific, Asian Development Outlook*. <https://data.adb.org/dataset/gdp-growth-asia-and-pacific-asian-development-outlook>
- Asyafiq, S. (2019). Strategi Pertumbuhan dan Pembangunan Ekonomi Di Era Global Berbasis Pendidikan Ekonomi Kewarganegaraan. *Jurnal Pendidikan Ilmu Sosial*, 28(1), 18. <https://doi.org/10.17509/jpis.v28i1.15428>
- Badan Pusat Statistik. (2020). *[Seri 2010] PDRB seri 2010 Menurut Lapangan Usaha (Juta Rupiah), 2010-2020*. <https://wonosobokab.bps.go.id/indicator/52/167/1/-seri-2010-pdrb-seri-2010-menurut-lapangan-usaha.html>
- Badan Pusat Statistik. (2022a). *Kabupaten Wonosobo Dalam Angka 2022*. <https://wonosobokab.bps.go.id/>
- Badan Pusat Statistik. (2022b). *Pdrb Seri 2010 Atas Dasar Harga Berlaku Menurut Lapangan Usaha (Juta Rupiah)*. <https://www.bps.go.id/subject/52/produk-domestik-regional-bruto--lapangan-usaha-.html>
- BPS Kabupaten Wonosobo. (2021). *Kabupaten Wonosobo Dalam Angka 2021*. In <https://Wonosobokab.Bps.Go.Id/>. <https://wonosobokab.bps.go.id/publication/2021/02/26/defb8e8a6b1e1bddcf2a97cb/kabupaten-wonosobo-dalam-angka-2021.html>
- Chern, C. C., Lee, A. J. T., & Wei, C. P. (2015). Introduction to the special issue on “Data analytics for marketing intelligence.” *Information Systems and e-Business Management*, 13(3), 399–402. <https://doi.org/10.1007/s10257-014-0270-3>

- El-Adaileh, N. A., & Foster, S. (2019). Successful business intelligence implementation: a systematic literature review. *Journal of Work-Applied Management*, 11(2), 121–132. <https://doi.org/10.1108/JWAM-09-2019-0027>
- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y. Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance. *Technological Forecasting and Social Change*, 152(January), 119908. <https://doi.org/10.1016/j.techfore.2020.119908>
- Guntoro, M. (2021). Desentralisasi dan otonomi daerah: desentralisasi dan demokratisasi. *Universitas 17 Agustus 1945 Cirebon*, 416. <https://books.google.com/books?hl=en&lr=&id=mF6bdlj8qrYC&oi=fnd&pg=PA3&dq=akuntabilitas+dan+transparansi+dana+bantuan&ots=eAmY321XJ7&sig=gwtH9f6GCUUR8zcoYTf1qKpoiTc>
- Han, J. W., Kamber, M., & Pei, J. (2012). *Data Mining Concepts and Techniques* (3rd ed.). Morgan Kaufmann Publishers. <https://archive.org/details/the-morgan-kaufmann-series-in-data-management-systems-jiawei-han-micheline-kambe/page/137/mode/2up>
- Hidayat, A., & Safitri, P. (2019). Pengembangan Komoditas Rumput Laut Nusa Tenggara Barat Dengan Model Hexagon Untuk Pembangunan Ekonomi Lokal. *Jurnal Kebijakan Sosial Ekonomi Kelautan dan Perikanan*, 9(1), 45. <https://doi.org/10.15578/jksekp.v9i1.7359>
- Iek, M. (2021). *The Analysis Of The Regional Economic Potential Of 10 Regencies In The Central Highlands Of Papua Province (LA-PAGO CUSTOMARY AREA)*. 24(6), 1–19.
- Khoa Dam, N. A. (2019). Marketing Intelligence from Data Mining Perspective — A Literature Review. *International Journal of Innovation, Management and Technology*, 10(5), 184–190. <https://doi.org/10.18178/ijimt.2019.10.5.859>
- Kumar Vishnoi, S., & Bagga, T. (2020). Marketing Intelligence: Antecedents and Consequences. *SSRNElectronicJournal*, April. <https://doi.org/10.2139/ssrn.3563107>
- Ma, Q., Jia, P., She, X., Haralambides, H., & Kuang, H. (2021). Port integration and regional economic development: Lessons from China. *Transport Policy*, 110(May), 430–439. <https://doi.org/10.1016/j.tranpol.2021.06.019>
- Navarro-García, A., Peris-Ortiz, M., & Barrera-Barrera, R. (2016). Market intelligence effect on perceived psychic distance, strategic behaviours and export performance in industrial SMEs. *Journal of Business and Industrial Marketing*, 31(3), 365–380. <https://doi.org/10.1108/JBIM-03-2013-0065>

- Negash, S., & Gray, P. (2008). Business Intelligence. In *Business Intelligence* (hal. 175.193). Springer Berlin Heidelberg.
- Pinarbasi, F., & Akpınar, H. M. (2020). *Transformation of Marketing With Technology: Case Approach for Artificial Intelligence*. <https://doi.org/10.4018/978-1-7998-1125-1.ch007>
- Popovi, A. (2012). *MARKETING THEORY AND PRACTICE DEVELOPMENT Ljiljana Stanković * Suzana Đukić **, 4, 609–625.
- Rabie, A., & Saud, Y. (2022). *The Marketing Mind And Its Impact On Activating Marketing Intelligence Applicable To Asiacell Mobile Communications () Company*. 10(May), 42–64.
- Rizani, A. (2020). Analysis of Leading Sectors Potential for Economic Development Planning in Malang City. *Journal of Developing Economies*, 5(1), 21. <https://doi.org/10.20473/jde.v5i1.18547>
- Rosra, D. (2022). The Leading Sector for West Sumatera in Facing the ASEAN Economic Community. *KnE Social Sciences*, 2022, 154–159. <https://doi.org/10.18502/kss.v7i6.10618>
- Saaty, T. L. (2008). Decision making with the analytic hierarchy process. *Services Sciences*.
- Sabherwal, R., & Beccera-Fernandez, I. (2013). *Business Intelligence Practices, Technologies, and Management* (B. L. Golub (ed.)). John Willey & Sons. [https://books.google.co.id/books?id=TJvPdEcm0oC&lpg=PR3&ots=Z5wESp2XXS&dq=business intelligence&lr=&pg=PR7#v=onepage&q&f=false](https://books.google.co.id/books?id=TJvPdEcm0oC&lpg=PR3&ots=Z5wESp2XXS&dq=business%20intelligence&lr=&pg=PR7#v=onepage&q&f=false)
- Saleh, H., Surya, B., Ahmad, D. N. A., & Manda, D. (2020). The role of natural and human resources on economic growth and regional development: With discussion of open innovation dynamics. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–23. <https://doi.org/10.3390/joitmc6040103>
- Same, S., & Larimo, J. (2012). *Marketing Theory: Experience Marketing and Experiential Marketing*. January 2012, 480–487. <https://doi.org/10.3846/bm.2012.063>
- Simanjuntak, M. (2022). *Riset Pemasaran* (R. Watrionthos & J. Simarmata (ed.)). Yayasan Kita Menulis. [https://books.google.co.id/books?hl=en&lr=&id=O5heEAAAQBAJ&oi=fnd&pg=PA30&dq=teori+riset+pasar&ots=fzcO72zU6&sig=ZPD2yfuuAtJUN3rFXSB0QYyDiNU&redir_esc=y#v=onepage&q=teori riset pasar&f=false](https://books.google.co.id/books?hl=en&lr=&id=O5heEAAAQBAJ&oi=fnd&pg=PA30&dq=teori+riset+pasar&ots=fzcO72zU6&sig=ZPD2yfuuAtJUN3rFXSB0QYyDiNU&redir_esc=y#v=onepage&q=teori%20riset%20pasar&f=false)

- Srivastava, S., & Bagga, T. (2014). A Comparative Study on the Usage of HRIS in the IT/ITES, Services, and Manufacturing Sectors in the Indian Scenario. *Prabandhan: Indian Journal Of Management*, 7(16). <https://doi.org/10.17010/pijom/2014/v7i6/59325>
- Stecyk, A. (2018). The analytic hierarchy process AHP for business intelligence system evaluation. *European Journal of Service Management*, 28, 439–446. <https://doi.org/10.18276/ejasm.2018.28/2-52>
- Todaro, M. P., & Smith, S. C. (2018). *Economic Development. Economic Development(Elevent)(13thedition)*. Pearson. h
- Tripathi, A., Bagga, T., & Aggarwal, R. K. (2020). Strategic impact of business intelligence: A review of literature. *Prabandhan: Indian Journal of Management*, 13(3), 35–48. <https://doi.org/10.17010/pijom/2020/v13i3/151175>
- Ukhalkar, P. K., Phursule, R. N., Gadekar, D. P., & Sable, N. P. (2020). Business Intelligence and Analytics: Challenges and Opportunities Business Intelligence and Analytics : Challenges and Opportunities Associate Professor , Department of Computer Engineering , Imperial College of Engineering Associate Professor , Departme. *International Journal of Advanced Science and Technology*, 29(12), 2669–2676.
- Venter, P., & Rensburg, M. J. Van. (2014). *The Relationship Between Marketing Intelligence Marketing intelligence : an overview*. 17(4), 440–456.
- Wang, X., & Liu, D. (2020). The coupling coordination relationship between tourism competitiveness and economic growth of developing countries. *Sustainability (Switzerland)*, 12(6). <https://doi.org/10.3390/su12062350>
- Wijaya, A., Ilmi, Z., & Darma, D. C. (2020). Economic Performance: Leading Sector, Economic Structure and Competitiveness of Export Commodities. *Journal of Business Economics and Environmental Studies*, 10(3), 23–33. <https://doi.org/10.13106/jbees.2020.vol10.no3.23>