

DAFTAR PUSTAKA

- David, Fred R. (2009). *Managemen Strategis Konsep*. Jakarta : Salemba Empat.
- Indonesia, P. (2008). Undang - Undang Republik Indonesia Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah. Jakarta: Sekretariat Negara.
- Jayani, D. H. (2020, May 20). Diambil kembali dari databoks.katadata.co.id:<https://databoks.katadata.co.id/datapublish/2020/05/20/berapa-sumbangan-umkm-terhadap-perekonomian-indonesia>
- Kastelle, T. (2012, January 16). *Eight Models of Bussiness Models, & Why They're Important*. Retrieved from <https://timkastelle.org:https://timkastelle.org/blog/2012/01/eight-models-of-business-models-why-theyre-important/>
- Kotler, Philip. (2002). *Manajemen Pemasaran : Analisis Perencanaan, Implementasi dan Kontrol*, Edisi Milenium. PT. Prenhalindo, Jakarta.
- Nielsen, C., & Lund, M. (2013). *The Basics of Business Model*.
- Osterwalder, Alexander dan Yves Pigneur. (2010). *Business Model Generation*. John Willey & Sons, Hoboken – NJ
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design*.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers (Vol. 1)*. John Wiley & Sons.
- Osterwalder, A., & Yves, P. (2012). *Business Model Generation*. Jakarta: PT. Elex Media Komputindo.
- Pearce John A., dan Robinson Richard B. (2011). *Strategic Management*. Boston: Mc Graw-Hill
- Rachmat. (2014). *Manajemen Strategik*. Bandung: CV. Pustaka Setia.
- Rangkuti, F. (2000). *Business Plan : Teknik Membuat Perencanaan Bisnis dan Analisis Kasus*. Jakarta: Gramedia Pustaka Utama.

- Rangkuti, Freddy. (2014). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia Pustaka Utama
- Skripak, S. (2016). *Fundamentals of Business*.
- Sugiyono, P. D. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.
- Suherman, E. (2008). *Business Entrepreneur : Modal, Model, Modul Kewirausahaan*. Bandung: Al-fabeta.
- Tatyana, I. (2018). *Opus-Creative Economi Outlook 2019. Bekraf Indonesia. What is a Business? -Definition, Characteristics & Examples*. (2016, January 5). Diambil kembali dari study.com: [study.com: https://study.com/academy/lesson/what-is-a-business-definition-characteristics-examples.html](https://study.com/academy/lesson/what-is-a-business-definition-characteristics-examples.html)