

DAFTAR PUSTAKA

- Afridayana, & Safrin, F. A. (2022). Analisis Strategi Pemasaran Menggunakan Business Model Canvas dalam Meningkatkan Penjualan (Studi pada UMKM Boba Box Medan). *Regress: Journal of Economics & Management*, 1(3), 107–115. <https://doi.org/10.57251/reg.v1i3.266>
- Aisiyah, T., & Rukmana, A. (2023). Pengembangan Strategi Usaha Produk Roti Menggunakan Metode Business Model Canvas (BMC) dan Analisis Strengths, Weaknesses, Opportunities, Threats (SWOT). Bandung *Conference Series: Industrial Engineering Science*, 3(1), 42–49. <https://doi.org/10.29313/bcsies.v3i1.5642>
- Akbari, N., Yuldinawati, L., & Gunawan, A. A. (2022). Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (BMC) Dan Analisis SWOT (Studi Kasus Pada Sunda Coffee Space). *eProceedings ...*, 9(5), 2797–2806. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/17621%0> <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/17621/17365>
- Alanzi, A. (2018). *The PESTEL framework: An effective tool for analyzing external factors influencing business decisions*. *Journal of Business Studies*, 10(2), 45-60.
- Alanzi, A. (2018). The PESTEL framework: An effective tool for analyzing external factors influencing business decisions. *Journal of Business Studies*, 10(2), 45-60.
- Arianto, A. (2023). *Manajemen Pemasaran*.
- Arifin. (2011). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D* (Alfabeta).
- Barney, J. B. (2007). *Gaining and Sustaining Competitive Advantage* (3rd ed.). Pearson Prentice Hall.
- Bhaskar, S. (2019). *Strategic management concepts and cases: A competitive advantage approach*. Pearson Education.
- Bhaskar, S. (2019). Strategic management concepts and cases: A competitive advantage approach. Pearson Education.
- Caroline, C., & Lahindah, L. (2017). Analisa dan Usulan Strategi Pemasaran dengan Metode Analisis SWOT. *Jurnal Manajemen Indonesia*, 17(2), 113- 123. [doi:10.25124/jmi.v17i2.1067](https://doi.org/10.25124/jmi.v17i2.1067).

- Charity, D. S. (2016). Analisis Strategi Dalam Memasuki Pasar Internasional (Studi Kasus Pada PT Telekomunikasi Indonesia dalam Ekspansi di Myanmar). *Administrasi Bisnis*, 32(1).
- Fachrurazi, Rukmana, A. Y., Supriyanto, Syamsul Bahri, & Iskandar. (2023). Revolusi Bisnis di Era Digital: Strategi dan Dampak Transformasi Proses Teknologi terhadap Keunggulan Kompetitif dan Pertumbuhan Organisasi. *Jurnal Bisnis dan Manajemen West Science*, 2(03), 297–305. <https://doi.org/10.58812/jbmws.v2i03.563>
- Grant, R. M. (2010). *Contemporary strategy analysis* (7th ed.). John Wiley & Sons.
- Grant, R. M. (2010). *Contemporary strategy analysis* (7th ed.). John Wiley & Sons.
- Haq, A. I., & Singgih, M. L. (2019). Business Strategy of Chemical Company Using SWOT and Business Model Canvas Approach. *IPTEK Journal of Proceedings Series*, 0(5), 34. <https://doi.org/10.12962/j23546026.y2019i5.6192>
- Hendrawan, A. K., Wachidah, S. F., & Restuningsih, A. (2023). Strategi Pengembangan Bisnis Kedai Kopi Makosan dengan Menggunakan Analisis SWOT dan Business Model Canvas (BMC). *Jurnal Optimasi Teknik Industri (JOTI)*, 5(1), 32. <https://doi.org/10.30998/joti.v5i1.15623>
- Imadura, R., Qadarin, M., & Hidayah, I. (2023). BMC (Business Model Canvas) and SWOT Analysis Approach on the Development of Farmer Prosperity: A Study on Business Strategies of “Labu Madu” Enterprises. *Al Tijarah*, 8(2), 74–85. <https://doi.org/10.21111/at.v8i2.8710>
- Ligar, W. A. (2015). *Strategic Management Dynamics STRATEGIC MANAGEMENT*. Pearson, 9(January 2015), 801.
- Luthan, M. Z., Winandi, R., & Rifin, A. (2019). Analisis Pengembangan Model Bisnis Kanvas. *Forum Agribisnis: Agribusiness Forum*, 9(2), 185–199. <https://journal.ipb.ac.id/index.php/fagb/article/view/28141>
- Mahardika, D. B., Irnawati, Listyawati, A., Wijdan, M., Mulyawan, H., Muhammad, A. Z., Hanif, A. F., Prasetyo, A., Pangestu, A. F., Rahmawati, I., Sihombing, A., & Adriwansa, A. Z. (2023). Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas dan Analisis SWOT (Studi Kasus Pada Kopitography

- Coffee & Gallery). *Jurnal Pendidikan dan Konseling*. Martha, S., & Wardhana, A. (2017). Analisis Model Bisnis Kanvas Resto Rumah Soto Padang Di Bukittinggi. *eProceedings* ..., 4(1), 887–894. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/4647%0> <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/download/4647/4404>
- Mekarisce, A. A. (2020). Teknik Pemeriksaan Keabsahan Data pada Penelitian Kualitatif di Bidang Kesehatan Masyarakat. *JURNAL ILMIAH KESEHATAN MASYARAKAT: Media Komunikasi Komunitas Kesehatan Masyarakat*, 12(3), 145–151. <https://doi.org/10.52022/jikm.v12i3.102>
- Merton, R. K. (1957). *Social theory and social structure*. Free Press.
- Moleong, J. L. (2016). *Metode Penelitian Kualitatif*. PT. Remaja Rosdakarya.
- Mutiara, P. B. (2021). Analisis Matriks Ifas Dan Efas Pt Unilever Tbk Pada Pandemi Covid-19. *Jurnal Bina Bangsa Ekonomika*, 14(2), 363–371. <https://doi.org/10.46306/jbbe.v14i2.90>
- Nugroho, A. J. (2024). Indeks Persaingan Usaha di Indonesia meningkat pada 2023. AntaraNews. <https://www.antaranews.com/berita/3910701/indekspersaingan-usaha-di-indonesia-meningkat-pada-2023>
- Nurdin, Ismail, & Hartati, S. (2019). *Metode Penelitian Sosial*. Media Sahabat Surabaya.
- Parry, Z. (2014). Book Review: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. *The International Journal of Entrepreneurship and Innovation*, 15(2), 137–138. <https://doi.org/10.5367/ije.2014.0149>
- Pasaribu, R., Shalsabila, D., & Djatmiko, T. (2023). Revamping business strategy using Business Model Canvas (BMC), SWOT analysis, and TOWS matrix. *Heritage and Sustainable Development*.
- Porter, M. E. (1979). How competitive forces shape strategy. *Harvard Business Review*, 57(2), 137-145.
- Porter, M. E. (1979). How competitive forces shape strategy. *Harvard Business Review*, 57(2), 137-145.
- Prastowo, A. (2012). *Metode Penelitian Kualitatif Dalam Perspektif Rancangan Penelitian*. Ar-ruzzmedia.

- Priyadi, Y., & Prasetyo, A. (2018). Implementation of supply chain business application through business model canvas and waterfall framework collaborations for fish farmers SMEs in Ulekan market Bandung. *Journal of Physics: Conference Series*, 978, 012021.
- Purwanto, N. (2019). Variabel Dalam Penelitian Pendidikan. *Jurnal Teknodik*, 6115, 196–215. <https://doi.org/10.32550/teknodik.v0i0.554>
- Putra, Y. P., & Kristiawati, I. (2022). Analisis Swot Dan Business Model Canvas Dalam Strategi Pemasaran Pt. Khong Guan Di Era New Normal. *Stia Dan Manajemen Kepelabuhan Barunawati Surabaya*.
- Putri, M. K., & Utama, A. D. (2017). Evaluasi Model Bisnis Pada Laundry Bar Dengan Pendekatan Business Model Canvas. *Jurnal Manajemen Indonesia*, 17(2), 59. <https://doi.org/10.25124/jmi.v172.1069>
- Radarwati, S., Baskoro, M. S., Monintja, D. R., & Purbayanto, A. (2017). Analisis Faktor Internal - Eksternal Dan Status Keberlanjutan Pengelolaan Perikanan Tangkap Di Teluk Jakarta. *Jurnal Teknologi Perikanan dan Kelautan*, 1(2), 33–46. <https://doi.org/10.24319/jtpk.1.33-46>
- Saepudin, S. M. N., Djunita, R., & Alfianur, F. (2023). Kajian Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (BMC), Analisis SWOT dan Matriks TOWS pada CV. Sinar Dua Putra. *Journal of Indonesia Business Research (JIBR)*, 1(1), 101-107.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- Tengku Firli Musfar, Dian Pratiwi, Meilisa, Rio Fandy Sitepu, & Endang Ropika T. (2022). Business Development Design Using the Business Model Canvas (BMC) Approach and Swot Analysis for One Alumni Coffee Pekanbaru. *Jurnal Multidisiplin Madani*, 2(12), 4377–4386. <https://doi.org/10.55927/mudima.v2i12.2078>
- Widayati, E., Yunaz, H., Rambe, T., Siregar, B. W., Fauzi, A., & Romli, R. (2019). Pengembangan Kewirausahaan Dengan Menciptakan Wirausaha Baru Dan Mandiri. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 6(2), 98–105.