

DAFTAR PUSTAKA

- Alifia Yudha, S., & Yuldinawati, L. (2023). Analisis Pengembangan Bisnis Menggunakan Business Model Canvas Dan Swot Analysis (Studi Kasus Pada Bandung Kunafe). *JIBR: Journal of Indonesia Business Research*, 1, 8–14. <https://doi.org/10.25124/logic.v1i1.6398>
- Ariantini, N. S., & Solehah, E. L. (2021). Penggunaan Obat Tradisional Selama Masa Pandemi COVID-19. *Indonesian Journal of Health Research*.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2023). *Konten Kesehatan Jadi yang Paling Banyak Diakses Masyarakat Indonesia 2023*. <https://Data.Goodstats.Id/Statistic/Konten-Kesehatan-Jadi-Yang-Paling-Banyak-Diakses-Masyarakat-Indonesia-2023-2qYFO>.
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2024). *Pembangunan Infrastruktur Telekomunikasi dan Informasi Dongkrak Jumlah Pengguna Internet Indonesia*. <https://Data.Goodstats.Id/Statistic/Pembangunan-Infrastruktur-Telekomunikasi-Dan-Informasi-Dongkrak-Jumlah-Pengguna-Internet-Indonesia-Ay1Ju>.
- Aulia, H. R., & Ghina, A. (2017). *ANALISIS MODEL BISNIS KANVAS: STUDI KASUS MOBILE APPS HI-CITY ANALYZE BUSINESS MODEL CANVAS: CASE STUDY MOBILE APPS HI-CITY*.
- Azhar, R. M., & Evanhi, A. (2023). Value Proposition Design Pada Lokawisata Baturaden. *Jurnal Mirai Management*, 8(1), 360–367.
- Badan Pusat Statistik. (2024). *Public Expose PT Pyridam Farma tbk*. https://Www.Idx.Co.Id/StaticData/NewsAndAnnouncement/ANNOUNCEMENTSTOCK/From_EREP/202406/D9e9a6f542_290c14a799.Pdf.
- BPOM. (2021a). *PERATURAN BADAN PENGAWAS OBAT DAN MAKANAN NOMOR 17 TAHUN 2021*. <https://Standar-Otskk.Pom.Go.Id/Storage/Uploads/Ec7020be-D463-4f53-9667-95bcd7d50da3/PerBPOM-No.-17-Tahun-2021.Pdf>.
- BPOM. (2021b). *Probiotik Menjadi Peluang Usaha Bagi Industri Suplemen Kesehatan dan Industri Pangan Indonesia di Masa Pandemi*. <https://Www.Pom.Go.Id/Berita/Probiotik-Menjadi-Peluang-Usaha-Bagi-Industri-Suplemen-Kesehatan-Dan-Industri-Pangan-Indonesia-Di-Masa-Pandemi>.
- BPOM. (2022). *BPOM Ciptakan Sinergitas, Bangun Kemandirian UMKM Obat Tradisional Indonesia*. <https://Www.Pom.Go.Id/Berita/Bpom-Ciptakan-Sinergitas-Bangun-Kemandirian-Umkm-Obat-Tradisional-Indonesia>.

- BPOM. (2024). *PERATURAN BADAN PENGAWAS OBAT DAN MAKANAN NOMOR 8 TAHUN 2024*.
- Compas. (2023). *Produk Kesehatan Utama yang Sering Dibeli di E-commerce*. <https://Data.Goodstats.Id/Statistic/Produk-Kesehatan-Utama-Yang-Sering-Dibeli-Di-e-Commerce-PIJLE>.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth). SAGE.
- David, F. R., & David, F. R. (2017). *Strategic Management A Competitive Advantage Approach, Concepts and Cases* (16th ed.). Pearson Education Limited. www.ebook3000.com
- DINKESKOTA. (2025). *Keajaiban Probiotik: Memelihara Kesehatan Pencernaan dan Imun*. <https://Dinkes.Bandaacehkota.Go.Id/2025/01/17/Keajaiban-Probiotik-Memelihara-Kesehatan-Pencernaan-Dan-Imun/>.
- FAO. (2025). *FAO Food Price Index*. https://Www.Fao.Org/Worldfoodsituation/Foodpricesindex/En/?Utm_source=chatgpt.Com.
- Grand View Research. (2023). *Probiotics Market Size, Share & Trends Analysis Report By Product, By Ingredient (Bacteria, Yeast), By Distribution Channel, By End Use (Human Probiotics, Animal Probiotics), By Region, And Segment Forecasts, 2024 - 2030*. <https://Www.Grandviewresearch.Com/Industry-Analysis/Probiotics-Market>.
- Hunger, J., Wheelen, T., Hoffman, A. N., & Bamford, C. R. (2015). *Strategic Management and usiness Policy Globalization, Innovation, and Sustainability* (14th ed.). Pearson Education Limited.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis* (Vol. 1). PT. Refika Aditama.
- Kabil, M., Priatmoko, S., Farkas, T., Karpati, J., & Dávid, L. D. (2023). The underdog effect: Towards a conceptual framework for enhancing voluntourism. *Journal of Outdoor Recreation and Tourism*, 42. <https://doi.org/10.1016/j.jort.2023.100609>
- Katadata. (2023). *Covid-19 Berakhir, Investasi ke Startup Kesehatan Terendah 5 Tahun Artikel ini telah tayang di Katadata.co.id dengan judul "Covid-19 Berakhir, Investasi ke Startup Kesehatan Terendah 5 Tahun*. <https://Katadata.Co.Id/Digital/Startup/64744d9c105a1/Covid-19-Berakhir-Investasi-Ke-Startup-Kesehatan-Terendah-5-Tahun>.
- Kementrian Kesehatan Republik Indonesia. (2022). *Perkembangan Obat dan Pengobatan Tradisional Dalam Kesehatan Masyarakat dan Pemanfaatannya*

di Rumah Sakit.
https://Yankes.Kemkes.Go.Id/View_artikel/13/Perkembangan-Obat-Dan-Pengobatan-Tradisional-Dalam-Kesehatan-Masyarakat-Dan-Pemanfaatannya-Di-Rumah-Sakit.

Kementrian Kesehatan Republik Indonesia. (2019). *Kemenkes Dorong Pengembangan Industri Obat Tradisional*.
<https://Sehatnegeriku.Kemkes.Go.Id/Baca/Rilis-Media/20190820/5431405/Kemenkes-Dorong-Pengembangan-Industri-Obat-Tradisional/>.

Kementrian Koordinator Bidang Perekonomian Republik Indonesia. (2021). *Pemerintah Dukung Percepatan Pengembangan Industri Farmasi Untuk Wujudkan Kemandirian dan Tingkatkan Daya Saing*.
<https://Www.Ekon.Go.Id/Publikasi/Detail/3096/Pemerintah-Dukung-Percepatan-Pengembangan-Industri-Farmasi-Untuk-Wujudkan-Kemandirian-Dan-Tingkatkan-Daya-Saing>.

KOMDIGI. (2024). *Fondasi Akselerasi Inovasi dan Pertumbuhan Ekonomi*.
<https://Www.Komdigi.Go.Id/Transformasi-Digital/Infrastruktur-Digital>.

Maghfirah, A. D., Prasetyo, A., Prabowo, F., & Ramdhani, A. (2012). E-Business analysis of Garut University (UNIGA) using the business model canvas. *International Journal of Science and Research*. www.ijsr.net

Maradita, F., & Aprirachman, R. (2024). Business Model Canvas (BMC) And Value Proposition Canvas (VPC) Analysis For Whale Shark halal Tourism, Tarano District, Sumbawa Regency Solution To Formulate A Strategy To Increase Tourism Value. *Jurnal Ilmiah Ekonomi Islam*, 10(1), 990.
<https://doi.org/10.29040/jiei.v10i1.12783>

Marhami, Nurmartiani, E., Kosasih, & Djogo, O. (2024). ANALISIS PERSEPSI PENGGUNA EPAYMENT GOPAY DALAM MENCAPAI PRODUCT MARKET FIT MENGGUNAKAN VALUE PROPOSITION CANVAS. *Jurnal Review Pendidikan Dan Pengajaran*.

Medical Wellness Indonesia. (2024). *2024 GWI Initiative Trends*.
<https://Medicalwellness-Indonesia.Net/Artikel/>.

Muhamad, N. C., & Triono, S. P. H. (2023). Business Model Innovation with a Business Model Canvas Approach at Martabak MM. *International Journal of Social Science and Religion (IJSSR)*, 149–162.
<https://doi.org/10.53639/ijssr.v4i1.159>

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. John Wiley & Sons, Inc.

Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design: How to create products and services customers want*. John Wiley & Sons.

Pasaribu, R. D., Shalsabila, D., & Djatmiko, T. (2023). Revamping business strategy using Business Model Canvas (BMC), SWOT analysis, and TOWS matrix. *Heritage and Sustainable Development*, 5(1), 1–18. <https://doi.org/10.37868/hsd.v5i1.125>

Pechancová, V., Pavelková, D., & Saha, P. (2022). Community Renewable Energy in the Czech Republic: Value Proposition Perspective. *Frontiers in Energy Research*, 10. <https://doi.org/10.3389/fenrg.2022.821706>

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(1). <https://doi.org/10.1088/1742-6596/978/1/012021>

Putri, M. K., & Dwi Utama, A. (2017). *JURNAL MANAJEMEN INDONESIA EVALUASI MODEL BISNIS PADA LAUNDRY BAR DENGAN PENDEKATAN BUSINESS MODEL CANVAS*. www.pupuk.or.id,

Reni, A. (2021). *Perkembangan Teknologi Informasi dalam Bidang Kesehatan*. Kompasiana.

Richardson, J. (2008). *The business model: an integrative framework for strategy execution*.

Rozak, A. (2019). *OBAT BATUK ALAMI UNTUK MEREDAKAN GEJALA COVID 19*. <https://Yohsehat.Semarangkota.Go.Id/Artikel/Detail/OBAT%20BATUK%20ALAMI%20UNTUK%20MEREDAKAN%20GEJALA%20COVID%2019>.

Salsabillah, D., Djunita Pasaribu, R., & Alfianur, F. (2023). *Peningkatan Business Model Canvas (BMC) Dengan Pendekatan Faktor Kekuatan, Kelemahan, Peluang Dan Ancaman Pada 9-Blok BMC Unit Usaha Salimah* (Vol. 10, Issue 5).

Santini, A., Di Fonzo, A., Giampietri, E., Martelli, A., Cimino, O., Dalla Marta, A., Annosi, M. C., Blanco-Velázquez, F. J., Del Giudice, T., & Altobelli, F. (2023). A Step toward Water Use Sustainability: Implementing a Business Model Canvas for Irrigation Advisory Services. *Agriculture (Switzerland)*, 13(5). <https://doi.org/10.3390/agriculture13051081>

- Sassanelli, C., & Terzi, S. (2022). Building the Value Proposition of a Digital Innovation Hub Network to Support Ecosystem Sustainability. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811159>
- Sekaran, U., & Bougie, R. (2013). *Research Method for Business: a skill – building approach - 6th ed.* John Wiley & Sons Ltd.
- Statista. (2024, May). *Number of users of e-commerce in Indonesia from 2020 to 2029.* <https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia>.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Alfabeta.
- Sun, S., Dong, S., Wu, Q., & Tian, X. (2023). How to Survive in the Shadow of Sharing Economy Giants: Business Model Innovation for Small and Medium-Sized Platforms. *SAGE Open*, 13(3). <https://doi.org/10.1177/21582440231196800>
- Surya, S. N. D. S., Putra, I. G. J. E. P., & Tiawan. (2023). ANALISIS MODEL BISNIS STARTUP KEENANSUPERCAR DENGAN METODE VALUE PROPOSITION DESIGN. In *JINTEKS* (Vol. 5, Issue 3).
- Susanti, D. A., Fithri, D. L., Gunawan, B., Budiman, N. A., Mulyani, S., & Nugraha, F. (2024). The Influence of Business Model Canvas on Financial Performance of Micro, Small, and Medium Enterprises (MSMEs). *Journal of Ecohumanism*, 3(6), 932–945. <https://doi.org/10.62754/joe.v3i6.4062>
- UNTAG Surabaya. (2021). *Pentingnya Label SNI, BPOM, dan Halal Pada Produk Konsumsi.* https://www.untag-sby.ac.id/web/artikeldetail/Pentingnya-Label-Sni-Bpom-Dan-Halal-Pada-Produk-Konsumsi.Html?utm_source=chatgpt.com.
- Zed, M. (2004). *Metode penelitian kepustakaan.* Yayasan Pustaka Obor Indonesia.