

## DAFTAR PUSTAKA

- Achmad, M., Hartoyo, S., Arifin, B., & Said Didu, M. (2013). MODEL POLICY DESIGN FOR THE BEEF CATTLE RANCH DEVELOPMENT IN SOUTH SULAWESI. *Annual International Interdisciplinary Conference*, 525-536.
- Amelia, R. (2014). *Jadi, Apa itu Industri Kreatif?* Retrieved September 10, 2015, from <http://careernews.id/issues/view/2577-Jadi-Apa-Itu-Industri-Kreatif>
- Bandung Sebagai Kota Kreatif*. (2015). Retrieved September 10, 2015, from <http://dppk.bandung.go.id/berita/detail/31>
- Beidokhty, N. M., Pouyan, N., & Reza, S. M. (2011). APPLYING TOPSIS AND QSPM METHODS IN FRAMEWORK SWOT MODEL: CASE STUDY OF THE IRAN'S STOCK MARKET. *Australian Journal of Business and Management Research Vol. 1 No. 5*, 93-103.
- David, F. R. (2010). *Manajemen Strategis Konsep (Buku 1 Edisi 12)*. Jakarta: Salemba Empat.
- Daymon, C., & Holloway, I. (2008). *Metode-metode Riset Kualitatif dalam Public Relations & Marketing Communications*. Bandung: Mizan Media Utama.
- Ekonomi Berbasis Kreativitas dan Inovasi sebagai Kekuatan Baru Ekonomi Indonesia*. (2015). Retrieved September 17, 2015, from <https://ekon.go.id/berita/view/ekonomi-berbasis-kreativitas.1659.html>
- Hakim, Z. (2013). *Pengaruh Desain Grafis Terhadap Negara*. Retrieved Oktober 1, 2015, from <http://www.zainalhakim.web.id/pengaruh-desain-grafis-terhadap-negara.html>
- Indhryani, R. (2014). *Ridwan Kamil Proyeksikan Bandung Sebagai Kota Industri Kreatif*. Retrieved September 10, 2015, from <http://bandung.bisnis.com/read/20140925/82444/517793/ridwan-kamil-proyeksikan-bandung-sebagai-kota-industri-kreatif>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.

*Industri Kreatif Masih Miskin SDM Kompeten.* (n.d.). Retrieved September 17, 2015, from <http://www.kemenperin.go.id/artikel/4659/Industri-Kreatif-Masih-Miskin-SDM-Kompeten>

Li, P., & Gao, H.-y. (2013). A SWOT Analysis to Enterprise Strategic Management – Small and Medium-Sized Real Estate Enterprises as an Example. *Springer-Verlag Berlin Heidelberg*, 1089-1096.

Mirzakhani, M., Parsaamal, E., & Golzar, A. (2014). Strategy Formulation with SWOT Matrix: A Case Study of an Iranian Company. *Global Business and Management Research: An International Journal Vol. 6, No. 2*, 150-168.

*Program Bandung Juara.* (n.d.). Retrieved September 9, 2015, from <http://portal.bandung.go.id/site/sdk-program>

Rangkuti, F. (2006). *ANALISIS SWOT : Teknik Membedah Kasus Bisnis.* Jakarta: PT Gramedia Pustaka Utama.

Retrieved September 9, 2015, from <http://monoponik.com/#services>

Retrieved September 10, 2015, from

<http://webcache.googleusercontent.com/search?q=cache:3YpEIl5ss74J:portal.bandung.go.id/assets/download/transparansi2015/9.%2520Renstra%2520DISNAKER%2520Tahun%25202013%2520-%25202018.pdf+%&cd=1&hl=en&ct=clnk&gl=id>

Retrieved September 9, 2015, from

<https://www.google.co.id/maps/place/Jl.+Setra+Dago+Tim.+II+No.2,+Antapani,+Kota+Bandung,+Jawa+Barat+40291/@-6.9106122,107.6593061,17z/data=!4m2!3m1!1s0x2e68e7f3c9dcf3a5:0xc7a659a32d1c7fff>

Retrieved September 10, 2015, from

[http://bandungkota.bps.go.id/penduduk\\_tenaga\\_kerja](http://bandungkota.bps.go.id/penduduk_tenaga_kerja)

Sugiyono. (2013). *Metode Penelitian Bisnis (Edisi ke-17).* Bandung: Alfabeta, CV.

Umar, H. (2003). *Business An Introduction.* Jakarta: PT. Gramedia Pustaka Utama.

West, R., & Turner, L. (2008). *PENGANTAR TEORI KOMUNIKASI, Edisi 3.* Jakarta: Salemba Humanika.