

## DAFTAR PUSTAKA

- Asosiasi Mebel dan Kerajinan Indonesia (AMKRI). (2015). *Roadmap Industri Mebel dan Kerajinan Indonesia "Target Pencapaian Ekspor 5 Milyar USD."*
- Badan Pusat Statistik. (2013). *Pengertian Rumah Tangga*.  
<https://www.bps.go.id/subject/29/perumahan.html%0A>
- Clesson, A., & Jonsson, A. (2017). The confusion of Content Marketing : A study to clarify the key dimensions of content marketing. *Dissertation*, 1–73.
- Data Industri Research. (2019). *Tren Pertumbuhan Sektor Furniture di Indonesia*.  
<https://www.dataindustri.com/produk/tren-data-pertumbuhan-industri-pengolahan-kayu-bambu-rotan-dan-sejenisnya/%0A>
- David, F. R. (2010). *Strategic Management: Manajemen Strategis*. Salemba Empat.
- Detikfinance. (2017). *Hebat! Mesin Ini Bisa Ukir Kayu Bermotif*.  
<https://finance.detik.com/industri/d-3660981/hebat-mesin-ini-bisa-ukir-kayu-bermotif>
- Kementerian Kesehatan Indonesia. (2020). *Pengertian Coronavirus*.  
<https://www.kemkes.go.id/folder/view/full-content/structure-faq.html>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition* (Vol. 15E).  
<https://doi.org/10.1080/08911760903022556>
- Maurya, A. (2010). *Running Lean: Iterate from Plan A to a Plan That Works*. O'Reilly Media, Inc.
- Nasution, D. A. D., Erlina, & Muda, I. (2020). Dampak Pandemi COVID-19 terhadap Perekonomian Dunia. *Jurnal Ekonomi Perjuangan*, 2(2), 212–224.  
<https://doi.org/10.36423/jumper.v2i2.665>
- Osterwalder, Alex, Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design*. John Wiley & Sons.
- Osterwalder, Alexander, & Pigneur, Y. (2010). *Business Model Generation*. John Wiley & Sons.
- Pride, W. P., Hughes, R. J., & Kapoor, J. R. (2010). *Pengantar Bisnis (Introduction to Business)*. Alfabeta.
- Rangkuti, F. (2016). *Teknik Membedah Kasus Bisnis : Analisis SWOT*. PT. Gramedia Pustaka Utama.
- We Are Social. (2020). *Digital 2020: Indonesia*. <https://datareportal.com/reports/digital-2020-indonesia>