

DATAR PUSTAKA

- Osterwalder and Y. Pigneur, *Business Model Generation*, Canada: John Wiley & Sons, Inc., 2010.
- Badan pusat statistika* (2020) *Badan Pusat Statistik*. Available at: <https://www.bps.go.id/subject/9/industri-besar-dan-sedang.html>
- Badan Pusat Statistik*. Available at: <https://www.bps.go.id/indicator/11/9/10/laju-pertumbuhan-pdb-menurut-lapangan-usaha.html> (Accessed: February 7, 2023).
- Babii landasanteori - Politeknik NSC surabaya repository. (n.d.). Retrieved January 18, 2022, from <http://repository.nscpolteksby.ac.id/337/5/BAB%20II.pdf> Das, K., Gryseels, M., Sudhir, P., and Tan, K. T. 2016. "Unlocking Indonesia's Digital Opportunity," *McKinsey & Company* (October), pp. 1–28.
- Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadacos, P. (2014). *Value Proposition Design*. Hoboken: John Wiley & Sons, Inc.
- Permana, A. (2021). *Intisari Value Proportion Design: Referensi*(Alexander Osterwalder, Yves Pigneur, Greg Bernarda & Alan Smith (2014) *Value Proposition Design*, John Wiley & Sons, inc..). <https://doi.org/10.31219/osf.io/vxqgs>.
- Populix. (2021, December 27). *Pengertian marketing mix, Fungsi Dan Contoh penerapannya*. Populix. Retrieved January 18, 2022, from [https://www.info.populix.co/post/marketing-mixadalah#:~:text=Menurut%20Kotler%20Armstrong%20\(1997\)%2C,men cap ai%20target%20market%20yang%20diinginkan](https://www.info.populix.co/post/marketing-mixadalah#:~:text=Menurut%20Kotler%20Armstrong%20(1997)%2C,men cap ai%20target%20market%20yang%20diinginkan).
- RangkaiBasa. (2018, Februari). *Kajian Literatur Tentang Bisnis Model*. Retrieved from Rangkai Basa: <http://www.rangkaibasa.com/kajian-literatur-tentangbisnis-model/> Yin, R. K. 2018. *Case Study Research and Applications: Design and Methods*, (6th ed.), Los Angeles: SAGE Publications.
- Strategi Pengembangan Bisnis Dengan metode business model canvas.pdf - jurnal teknik industri vol 18 no.02 agustus 2017 pp 113-120 ISSN 1978-1431 print: 45 Course hero. *Jurnal Teknik Industri Vol 18 No.02 Agustus 2017 pp 113-120 ISSN 1978-1431 print | Course Hero*. (n.d.). Retrieved January 18, 2022, from <https://www.coursehero.com/file/53332429/StrategiPengembangan-Bisnis-Dengan-Metode-Business-Model-CanvaS>

Universitas Kristen Petra - dewey.petra.ac.id. (n.d.). Retrieved January 18, 2022, from https://dewey.petra.ac.id/repository/jiunkpe/jiunkpe/s1/mbis/2016/jiunkpeis-s1-2016-31413157-39134-resource_based-references.pdf

Yonaldi, S., Kewirausahaan Bagi industri kecil menengah di Kota Padang Dalam Rangka peningkatan Kemampuan Manajemen Dan Perluasan pasar. *Jurnal Pengabdian kepada Masyarakat DEWANTARA*. Available at: <http://ojs.unitas-pdg.ac.id/index.php/jpmd/article/view/319> [Accessed September 13, 2022].