

DAFTAR PUSTAKA

- Abdulaziz, M.F., Sudiana, K., & Fitria, S.E. (2022). Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (Bmc) Dan Analisis Strength, Weakness, Opportunity, Dan Threats (Swot) Pada Usaha Kecil Kue Ny Lina Di Kota Bogor. *E-Proceeding of Management: Vol.9, No.2*.
- 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). *E-Proceeding of Management, Vol. 9, No. 5*.
- Aliwinoto, C., Hediyan, M., & Malinda, M. (2022). Analisis Business Model Canvas Usaha Mikro Kecil Menengah Toko Jif Bandung, Indonesia. *SNPK: Seminar Nasional Pariwisata dan Kewirausahaan, Vol. 1*.
<https://doi.org/10.36441/snpk.vol1.2022.35>.
- Anggadwita, G., Fitri, S. E., & Suyono, R. E. (2019). Strategy Development For Creating Competitive Advantages In Small And Medium Industries. *JAM: Journal Of Applied Management, Vol. 17 No. 4*. 1693-5241.
<http://dx.doi.org/10.21776/ub.jam.2019.017.04.13>.
- Annur, C.M. (2023) Penjualan Mobil Domestik Kembali Melonjak pada Mei 2023.
<https://databoks.katadata.co.id>.
- Certo, S. (2010). *Strategic Management*. New York: McGraw Hill.
- Disa, A. A., Nurmalina, R., & Syuaib, M. F. (2017). Analysis Of Business Model Development Of Honey Products Using Business Model Canvas Approach. *International Journal Of Science And Research, Vol. 6 No. 8*, 2319-7064.
- Fatimah, F. N.D. (2016). *Teknik Analisis SWOT, Quadrant*, Jakarta.

- Geissdoerfer, M., Vladimirova, D., & Evans, S. (2018). *Sustainable business model innovation: review*. *Journal of Cleaner Production*, 198, 401–416. <https://doi.org/10.1016/j.jclepro.2018.06.240>.
- Hatammimi, J., & Sharif, O. O (2015) The Relation Of Social Media Understanding To Way Of Strarting Business. *Journal of Computational and Theoretical Nanoscience*, Vol. 21 No. 5. 1398-1402. <https://doi.org/10.1166/asl.2015.6044>.
- Hermawan, A., Pravitasari, R. J. (2013). Business Model Canvas. *Akselerasi.Id*.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Canvas*. (T. Clark, Ed.). New Jersey: john wiley & sons, inc.
- Osterwalder, A., & Pigneur, Y. (2017). *Business Model Generation*. Elex Media Komputindo.
- Pardede, R.K.B. (2023). Pertumbuhan UMKM Diperlukan untuk Jaga Momentum Pemulihan Ekonomi. <https://www.kompas.id>.
- Puspitaningrum, Y., & Damanuri, Aji. (2022). Analisis Lokasi Usaha Dalam Meningkatkan Keberhasilan Bisnis Pada Grosir Berkah Doho Dolopo Madium. *Journal of Economics and Business Research*, Vol. 2 No. 2. <https://doi.org/10.21154/niqosiya.v2i2.977>.
- Putra, M. D. A., Suwarsinah, H. K., & Novitanti, T. (2019). Strategi Pengembangan Bisnis CV. MSA Di Majayalaya, Kabupaten Bandung, Jawa Barat. *Jurnal Aplikasi Manajemen dan Bisnis*, Vol. 5 No. 3. <http://dx.doi.org/10.17358/jabm.5.3.478>.
- Putri, A.M.H. (2023). Jumlah UMKM Capai 8,71 Juta, Bisa Jadi 'Tameng' Resesi?. <https://www.cnbcindonesia.com>.
- Rahayu, V.P. (2022). Analisis SWOT dan Business Model Canvas (BMC) Sebagai Solusi dalam Menentukan Strategi Pengembangan Usaha Kuliner.

International Journal Ofcommunity Servicelearning. Vol 6 No 1.
<https://doi.org/10.23887/ijcsl.v6i1.40965>.

Ramantoko, G., Sitorus, P. M., & Widyanesti, S. (2019) Pilot Static Modeling Of Social Business: Case Of Kampong Jelegong In Bandung. *Proceedings of the International Conference on Industrial Engineering and Operations Management*.

Rengkuti, F. (2019). *Teknik Membedah Kasus Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.

Richardson, J. (2008). *The business model: an integrative framework for strategy execution*. *Strategic Change*, 17(5–6), 133–144.
<https://doi.org/10.1002/jsc.821>.

Ritonga, Z. (2020). *Buku Ajar Manajemen Strategi (Teori dan Aplikasi)*. Yogyakarta: Deepublish.

Saleh, S. (2017). *Analisis Data Kualitatif*. Bandung: Pustaka Ramadhan.

Saptono, P. B., & Khozen, I. (2021). Business Competitiveness Strategies of Tax Consulting Firm amidst Covid-19 Pandemic (Case Study at PT XYZ). *Sijdeb: Sriwijaya International Journal of Dynamic Economics and Business*, 293-310. Vol. 5, No. 4. <https://doi.org/10.29259/sijdeb.v5i4.293-310>.

Setiawan, T. F., Suharjo, B., & Syamsun, M. (2018). Strategi Pemasaran Online UMKM Makanan (Studi Kasus di Kecamatan Cibinong). *Manajemen IKM*, Vol. 13 No. 2. <https://doi.org/10.29244/mikm.13.2.116-126>.

Sofyan, I. (2015). *Manajemen Strategi*. Yogyakarta: Penerbit Graha Ilmu.

Solihin, I. (2012). *Manajemen Strategik*. Jakarta: Penerbit Erlangga.

Sugiat, M., Primiana, I., & Herwany, A. (2020). Innovative Marketing Of Emerging Moslem Fashion In The Province Of West Java Indonesia. *Journal of*

Sustainability Science and Management, (5), 165–173.
<https://doi.org/10.46754/jssm.2020.07.014>.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.CV.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif*. Bandung: CV Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.

Sugiyono. (2018). *Metode Penelitian Kualitatif, dan R&D*. Alfabeta

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Susilowati, I. H. (2021). Pengembangan Bisnis Fashion Muslim Dengan Pendekatan Business Model Canvas (BMC). *Jurnal Ekonomi & Manajemen Universitas Bina Sarana Informatika*, Vol. 19 No. 2.
<https://doi.org/10.31294/jp.v17i2>.

Timmers, P. (1998). *Business Models for Electronic Markets*. *Electronic Markets*, 8(2), 3–8. <https://doi.org/10.1080/10196789800000016>.

Tresnawati, Y., & Prasetyo, K. (2022) Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil Dan Menengah Bisnis Kuliner. *Journal of New Media and Communication*, Vol. 1 No. 1. <https://doi.org/10.55985/jnmc.v1i1.5>.

Wakhidati, Y.N. (2022). *Kewirausahaan (Orientasi, Perilaku, dan Administrasi)*. Banyumas: Zahira Media Publisher.

Yam, J. H. (2020). *Manajemen Strategi: Konsep dan Implementasi*. Makassar: Nas Media Pustaka.

Zaratzhembzsky, Z.A., & Abdullah. (2020). Analisis Strategi Pengembangan Bisnis Dengan Pendekatan *Business Model Canvas* (BMC) & SWOT pada Usaha

UMKM Dogdag Metalworks Di Bandung. *E-Proceeding of Management*.
Vol.7, No.1.