

Daftar Pustaka

- Aakerm, A David. 2013. *Manajemen Pemasaran Strategi*, edisi kedelapan, jakarta selatan, salemba empat
- Abdallah, A. B, Obeidat, B. Y_, & Aqqad, N. O (2014). The Impact of Supply Chain Management Practices on Supply Chain Performance in Jordan: The Moderating Effect Management Practices on Supply Chain Performance in Jordan: The Moderating Effect of Competitive Intensity. *International Business Research*, 7(3), 13-27.
- Allied Market Research. (2020). Indonesia Over-the-top OTT Market Expected to Reach \$4,451 Million by 2027. <https://www.alliedmarketresearch.com/pressrelease/indonesia-over-the-top-market.html> diakses pada 6 Desember 2023.
- Ahkaru A. A, Wahjuadi, D, & Romadhow H. A (2017). Formulasi dan Pemilihan Strategi dengan Menggunakan Teknik Internal-Extetal (IE) Matrix dan Quantitatiie Strategic Planning Matrix (QSPM) pada Agatae Studio. *e-F9•ceeding of Management Telkom University*, 4(2), 1279-1295
- Annur, C. M. (2023, February 09). Penjualan Mobil ASEAN Cenderung Fluktuatif dalam Satu Dekade Terakhir_ Retrieved Databoks: 2023102/09/penjualan -mobil-aseancendemng fluktuatif-dalam-satu-dekade-terakhir
- Baadila, N. R_, Tjahjono, E_, & Mulyatü A. (2017) Analisis SWOT Sebagai Alat Bantu dalam Menetapkan Strategi Pemasaran UD Rizky Barokah Surabaya. *Jurnal Universitas 17 Agustus 1945*, 2-4
- Budiman, M. F. Pasaribu. R. D, Sutjipto, M. R, Tricahyono. D, Strategic formulation towards A prosperous mosque: Case study of izzatul mu'minin mosque lembang. *Telkom university*. 2024
- David, Fred R. 2009. *Manajemen Strategis Konsep*, Buku 1. Penerbit Salemba Empat. Jakarta.
- Gunawau W_ H., & Wachyuni_ (2020). ANALYSIS OF THE INFLUENCE OF NFORNIATION TECHNOLOGY AND NNOVATION ON THE ADVANTAGES OF COMPETNG TO EviPROVE ORGANIZATIONAL

PERFORMANCE (CASE STUDY ON THE ATTRACTIONS OF BUKIT PXNEMBONGAN VILLAGE TEMBONG KUNNGXN REGENCY). *International Journal of Economics, Business, and Accounting Research (IJEBAR)*, 4(3), 217-228.

Harm F. B., Wimwan, X, & Maulida, N. X (2021). Analisis SWOT Tentang Strategi Pemasaran Agribisnis di Pulau Setokok (Studi Kasus Komoditas Semangka) _ *Jurnal Agriseip*, 20(1), 69-80

Heinzeu D. X, Loveridge, D., & Marinho, S V. (2020) A Model to Align Strategy Fonnulation and Implementation in Higher Education Institutions in Brazil. *Foresight*, 22(1), 68-94

Hikmawati, F. (2020). *Metodologi Penelitian*. (4th ed.). Depok: Rajawali Pers.

Hulu, B., Dakhi, Y., & Zalogo, E. F. (2021). Pengaruh Strategi Pemasaran Terhadap Volume Penjualan pada UD_Mitra Kecamatan Amandmya_ *Jurnal Riset Manajemen dan Bisnis*, 6(2), 16-25.

Ihsan, M., & Wandebori, H. (2015). *Strategic Management for Restaurant Business (Case Study Kedai Papa Liem)* _ *Journal of Business and Management*, 4(2), 130-145

Indonesia, Y. (2013). *Pemindahan Tanah Mekanis*. Yogyakarta: UPN Veteran Yogyakarta.

Indonesianto, Y. (2005). *Pemindahan Tanah Mekanis*. Jurusan Teknik Pertambangan FTM. Yogyakarta: UPN.

Indonesianto, Y. (2013). *Pemindahan Tanah Mekanis*. Yogyakarta: Awan Poetih

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*, Bandung: Aditama.

Ismail Nurdin, dan Hartati, Sri. (2019). *Metodologi Penelitian sosial*. Surabaya: Media Sahabat Cendikia.

Kodrat. (2009). *Konsep Lima Kekuatan Porter*. Jakarta: PT. Binarupa Aksara.

Kamnia, L P., Sujana, L P., & Widnyana, L P. (2020) Stmtegy for Development of Tourist Village in Bali Island. *InternationalJournal ofResearch - Granthaalayah*, 8(3), 324-330.

- Lindgren, M., & Bandhold, H. (2009). Scenario Planning: An Introductory Overview. In Scenario Planning: The link between future and strategy. Palgrave Macmillan UK.
- Pahleviannur, Muhammad Rizal., Anita De Grave, dan Dani Nur Saputra. Metodologi Penelitian Kualitatif. Sukoharjo: Pradina Pustaka, 2022.
- Pasaribu, R. D, Strategi bisnis dan program fungsional pada usaha roti dengan pendekatan analisis dan matriks SWOT. Telkom University. 2022.
- Pasaribu, R. D. Inzaghi, F. Sutjipto, M. R, Strategi penembangan bisnis menggunakan analisis SWOT dan QSPM (studi kasus pada Perusahaan keluarga PT. Susu KPBS Pangalengan). Telkom University. 2022
- Porter, M. E., dan A. Maulana. Strategi Bersaing, Teknik Menganalisis Industri dan Pesaing. Jakarta: Erlangga. 2008
- Porter, E.M. & Kramer, R.K. 2006. Strategy & Society, The Link Between Competitive Advantage and Corporate Social Responsibility. Harvard Business Review, December 2006.
- Porter, Michael E. (2008), "The Five Competitive Forces That Shape Strategy." Special Issue on HBS Centennial. Harvard Business Review 86, no. 1 (January 2008): 78–93.
- Porter, Michael E. 1994. Keunggulan Bersaing: Menciptakan dan Mempertahankan Kinerja Unggul. Jakarta: Binarupa Aksara.
- Rhydderch, alun. 2017. Scenario Building: The 2X2 Matric Technique. Cambridge. University of cambridge
- Robbins, Stephen P., Coulter, Mary. 1999. "Management, 6th Edition". New Jersey: Prentice Hall Inc.
- Stoner, James AF., R. Edward Freeman., Daniel R. Gilbert, JR. 1995. "Management, 6th Edition". New Jersey: Prentice. Hall Inc.
- Sugiyono. 2013. Metode Penelitian Bisnis. Alfabeta, CV. Bandung.
- Sugiyono. 2015. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: ALFABETA.
- Sugiyono (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Tricahyono, D., Alamanda, D.T., Anggadwita, G., Prabowo, F.S.A., Yuldinawati, L. The role of business incubator on cultivating innovation on startups: The case study of Bandung techno part (BTP) Indonesia, Internasional jurnal of engineering and technology (UEA). 2018
- Wright, George. Cairns, George. 2011. Scenario thinking: Practical approaches to the future. Glasgow. Palgrave Macmillan