

## DAFTAR PUSTAKA

- Abdolshah, M., Fazli Besheli, B., Fazli Besheli, S., & Norouzi, A. (2018). Strategic planning for agriculture section using SWOT, QSPM and blue ocean-case study: eshraq agro-industry Company. *International Journal of Agricultural Management and Development*, 8(2), 149-162.
- Al Azis, M. R. (2021). Tantangan Industri Penerbitan Buku di Indonesia sebagai Bagian dari Industri Kreatif dalam Mengarungi era Digitalisasi dan Pandemi Covid 19. *Jurnal Ilmu Komunikasi UHO: Jurnal Penelitian Kajian Ilmu Komunikasi dan Informasi*, 6(3), 236-256.
- Alamanda, D. T., Anggadwita, G., Raynaldi, M., Novani, S., & Kijima, K. (2019). Designing strategies using IFE, EFE, IE, and QSPM analysis: digital village case. *The Asian Journal of Technology Management*, 12(1), 48-57.
- Alkan, N., & Kahraman, C. (2022). Prioritization of supply chain digital transformation strategies using multi-expert Fermatean fuzzy analytic hierarchy process. *Informatica*, 1-33.
- Ammirato, S., Linzalone, R., & Felicetti, A. M. (2021). Business model innovation drivers as antecedents of performance. *Measuring Business Excellence*.
- Amunategui, M. and Roopaei, M. (2018). Google analytics., 393-399. [https://doi.org/10.1007/978-1-4842-3873-8\\_13](https://doi.org/10.1007/978-1-4842-3873-8_13)
- Anggadwita, G., Yuliana, E., Alamanda, D. T., Ramdhani, A., & Permatasari, A. (2020). New culinary trends based on the most popular Instagram accounts. In *Understanding Digital Industry* (pp. 358-361). Routledge.
- Asamoah, D., Annan, J., dan Nyarko, S. (2012), AHP Approach for Supplier Evaluation and Selection in a Pharmaceutical Manufacturing Firm in Ghana, *International Journal of Business and Management*, Vol. 7, No. 10, hlm 49-62.

- Ayu, S. S., & Nawawi, Z. M. (2024). Penerapan Planning, Organizing, Actuating, And Controlling (POAC) Dalam Manajemen Bisnis Islam. *Jurnal Ekonomi, Bisnis dan Manajemen*, 3(1), 51-68.
- Azis, Iwan J. (2015). *Pembangunan Berkelanjutan: peran dan kontribusi Emil Salim*. Jakarta: Kepustakaan Populer Gramedia.
- Banka, M., Tien, N. H., Dao, M. T. H., & Minh, D. T. (2022). Analysis of business strategy of real estate developers in Vietnam: the application of QSPM matrix. *International journal of multidisciplinary research and growth evaluation*, 3(1), 188-196.
- Banka, M., Tien, N. H., Dao, M. T. H., & Minh, D. T. (2022). Analysis of business strategy of real estate developers in Vietnam: the application of QSPM matrix. *International journal of multidisciplinary research and growth evaluation*, 3(1), 188-196.
- Basset, M. A., Mohamed, M., Sangaiah, A. K., & Jain, V. (2018). An integrated neutrosophic AHP and SWOT method for strategic planning methodology selection. *Benchmarking: An International Journal*.
- Basset, M. A., Mohamed, M., Sangaiah, A. K., & Jain, V. (2018). An integrated neutrosophic AHP and SWOT method for strategic planning methodology selection. *Benchmarking: An International Journal*, 25(7), 2546-2564.
- Björkdahl, J. (2020). Strategies for digitalization in manufacturing firms. *California Management Review*, 62(4), 17-36.
- Bousdekis, A., & Kardaras, D. (2020, June). Digital transformation of local government: A case study from Greece. In *2020 IEEE 22nd Conference on Business Informatics (CBI)* (Vol. 2, pp. 131-140). IEEE.
- Bryson, J., & George, B. (2020). Strategic management in public administration. In *Oxford Research Encyclopedia of Politics*.

- Cavallo, A., Sanasi, S., Ghezzi, A., & Rangone, A. (2020). Competitive intelligence and strategy formulation: connecting the dots. *Competitiveness Review: An International Business Journal*, 31(2), 250-275.
- David, F. R., David, F. R., & David, M. E. (2017). *Strategic management: concepts and cases: A competitive advantage approach* (p. 127). Pearson.
- de Sousa, G. C., & Castañeda-Ayarza, J. A. (2022). PESTEL analysis and the macro-environmental factors that influence the development of the electric and hybrid vehicles industry in Brazil. *Case Studies on Transport Policy*.
- Dong, H., Zhao, J., Yang, X., & Yang, K. (2020). Combination of d-ahp and grey theory for the assessment of the information security risks of smart grids. *Mathematical Problems in Engineering*, 2020, 1-14. <https://doi.org/10.1155/2020/3517104>
- Erbay, H., & Yıldırım, N. (2019). Technology selection for digital transformation: a mixed decision making model of AHP and QFD. In *Proceedings of the International Symposium for Production Research 2018 18* (pp. 480-493). Springer International Publishing.
- Fahim, A., Tan, Q., Naz, B., Ain, Q., & Bazai, S. (2021). Sustainable higher education reform quality assessment using swot analysis with integration of ahp and entropy models: a case study of morocco. *Sustainability*, 13(8), 4312. <https://doi.org/10.3390/su13084312>
- Faizurrohman, M., Baga, L. M., & Jahroh, S. (2021). Strategy of business digitalization of micro, small, and medium enterprises (a case study of cultivate apparel). *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 7(3), 257-257.
- Fian, A., Sokibi, P., & Magdalena, L. (2020). Penerapan payment gateway pada aplikasi marketplace waroeng mahasiswa menggunakan midtrans. *Jurnal Informatika Universitas Pamulang*, 5(3), 387. <https://doi.org/10.32493/informatika.v5i3.6719>

- Firdous, S., & Farooqi, R. (2019). Service Quality To E-Service Quality: A Paradigm Shift. In *Proceedings of the International Conference on Industrial Engineering and Operations Management Bangkok, Thailand, March* (Vol. 5, No. 7, pp. 1656-1666).
- Gago, D., Mendes, P., Murta, P., Cabrita, N., & Teixeira, M. (2022). Stakeholders' perceptions of new digital energy management platform in municipality of loulé, southern portugal: a swot-ahp analysis. *Sustainability*, 14(3), 1445. <https://doi.org/10.3390/su14031445>
- Gomes, J. G. C., Okano, M. T., Simões, E. A., & Otolá, I. (2019). Management strategy and business models in the era of digital transformation. *South American Development Society Journal*, 5(14), 252.
- Goswami, A. (2018). Human resource management and its importance for today's organizations. *Journal of Advances and Scholarly Researches in Allied Education*, 15(3), 128-135.
- Güler, M., & Büyüközkan, G. (2019). Analysis of digital transformation strategies with an integrated fuzzy AHP-axiomatic design methodology. *IFAC-PapersOnLine*, 52(13), 1186-1191.
- Hacklin, F., Björkdahl, J., & Wallin, M. W. (2018). Strategies for business model innovation: How firms reel in migrating value. *Long range planning*, 51(1), 82-110.
- Hajizadeh, Y. (2019). Machine learning in oil and gas; a SWOT analysis approach. *Journal of Petroleum Science and Engineering*, 176, 661-663.
- Harianto, F., dan Rahmawati, A.D. (2012). Pemilihan Supplier Bahan Bangunan pada Proyek Apartemen di Surabaya dengan Menggunakan AHP. *Prosiding Seminar Nasional Aplikasi Teknologi Prasarana Wilayah (ATWP)*. 21-26.

- Hisrich, R. and Soltanifar, M. (2020). Unleashing the creativity of entrepreneurs with digital technologies., 23-49. [https://doi.org/10.1007/978-3-030-53914-6\\_2](https://doi.org/10.1007/978-3-030-53914-6_2)
- Hou, J., Cao, M., & Liu, P. (2018). Development and utilization of geothermal energy in China: Current practices and future strategies. *Renewable energy*, 125, 401-412.
- Hutami, K. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). Technology readiness & acceptance model and digital transformation strategy of Ciparay traditional market village, Bandung. In *Sustainable Future: Trends, Strategies and Development* (pp. 65-68). Routledge.
- Hyvönen, J. (2018). Strategic leading of digital transformation in large established companies—a multiple case-study.
- Imran, F., Shahzad, K., Butt, A., & Kantola, J. (2021). Digital transformation of industrial organizations: toward an integrated framework. *Journal of Change Management*, 21(4), 451-479. <https://doi.org/10.1080/14697017.2021.1929406>
- Jedynak, M., Czakon, W., Kuźniarska, A., & Mania, K. (2021). Digital transformation of organizations: what do we know and where to go next?. *Journal of Organizational Change Management*, 34(3), 629-652.
- Kadarsah Suryadi dan Ali, M. Ramdhani, M.T. (2018). Sistem Pendukung Keputusan. Bandung: PT Remaja Rosdakarya. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.
- Kavanagh, M. J., & Johnson, R. D. (Eds.). (2020). *Human resource information systems*. SAGE Publications, Incorporated.
- Kerzner, H. (2017). *Project management: a systems approach to planning, scheduling, and controlling*. John Wiley & Sons.

- Khaba, S., & Bhar, C. (2017). Quantifying SWOT analysis for the Indian coal mining industry using Fuzzy DEMATEL. *Benchmarking: An International Journal*, 24(4), 882-902.
- Kim, K., & Kim, B. (2022). Decision-making model for reinforcing digital transformation strategies based on artificial intelligence technology. *Information*, 13(5), 253.
- Kumar, V., Sandhu, G. S., Harper, C. M., Ting, H. H., & Rihal, C. S. (2021, January). Analysis of the changing economics of US hospital transcatheter aortic valve replacement programs. In *Mayo Clinic Proceedings* (Vol. 96, No. 1, pp. 174-182). Elsevier.
- Kusrini. 2017. Konsep dan Aplikasi Sistem Pendukung Keputusan. Penerbit Andi, Yogyakarta.
- Li, F. (2020). The digital transformation of business models in the creative industries: A holistic framework and emerging trends. *Technovation*, 92, 102012.
- Li, F. (2020). The digital transformation of business models in the creative industries: a holistic framework and emerging trends. *Technovation*, 92-93, 102012. <https://doi.org/10.1016/j.technovation.2017.12.004>
- Liu, Y., Ni, Z., Karlsson, M., & Gong, S. (2021). Methodology for digital transformation with internet of things and cloud computing: a practical guideline for innovation in small- and medium-sized enterprises. *Sensors*, 21(16), 5355. <https://doi.org/10.3390/s21165355>
- Marwansyah, E., & Widyastuti, S. (2017). Strategi Pengembangan Bisnis Pt. Alpindo Mitra Baja Dengan Menggunakan Analytic Network Process (Anp). *Ekobisman-Jurnal Ekonomi Bisnis Dan Manajemen*, 2(1), 01-21.

- Matt, C., Heß, T., & Benlian, A. (2015). Digital transformation strategies. *Business & Information Systems Engineering*, 57(5), 339-343. <https://doi.org/10.1007/s12599-015-0401-5>
- McAfee, A., Ferraris, P., Bonnet, D., Calm ejane, C., & Westerman, G. (2011). Digital transformation: A roadmap for billion-Dollar organizations. *MIT Sloan Management Review*.
- Meza, A., Koç, M., & Al-Sada, M. S. (2022). Perspectives and strategies for LNG expansion in Qatar: A SWOT analysis. *Resources Policy*, 76, 102633.
- Mezentseva, O., Bezpartochnyi, M., & Marchenko, V. (2020). *Fundamentals Of Management For Enterprises. Textbook For Beginners*.
- Miklosik, A., Kuchta, M., Evans, N., & Zak, S. (2019). Towards the adoption of machine learning-based analytical tools in digital marketing. *Ieee Access*, 7, 85705-85718.
- Muhardono, A. and Isnanto, R.R., 2014. Penerapan metode AHP dan Fuzzy TOPSIS untuk sistem pendukung keputusan promosi jabatan. *Jurnal Sistem Informasi Bisnis*, 2, pp.108-115.
- Mulyana, K. H., & Noviaristanti, S. Digital Transformation Challenges In Telkomsigma. In *Proceedings of the 2nd Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE 2021)* (p. 197).
- Mulyono, S. 2016. "Teori Pengambilan Keputusan, Fakultas Ekonomi Universitas Indonesia, Jakarta.
- Nasibu, Z.I. (2015), Penerapan Metode AHP Dalam Sistem Pendukung Keputusan Penempatan Karyawan Menggunakan Aplikasi Expert Choice, *Jurnal Pelangi Ilmu*, Vol. 2, No. 5, hlm 180-193.
- Nguyen, T. and Truong, C. (2022). Integral swot-ahp-tows model for strategic agricultural development in the context of drought: a case study in ninh thuan,

- vietnam. *International Journal of the Analytic Hierarchy Process*, 14(1).  
<https://doi.org/10.13033/ijahp.v14i1.890>
- Nurbaiti, D. (2019). Perkembangan Ebook Dalam Industri Penerbitan Buku Fisik Serta Pertumbuhan Minat Menulis Buku. *IKRAITH-EKONOMIKA*, 2(2), 11-20.
- Øiestad, S., & Bugge, M. M. (2014). Digitisation of publishing: exploration based on existing business models. *Technological Forecasting and Social Change*, 83, 54-65.
- Oldham, G. and Silva, N. (2015). The impact of digital technology on the generation and implementation of creative ideas in the workplace. *Computers in Human Behavior*, 42, 5-11. <https://doi.org/10.1016/j.chb.2013.10.041>.
- Pasaribu, R. D., Inzaghi, Z., & Sutjipto, M. R. (2022). Strategi Pengembangan Bisnis Menggunakan Analisis Swot dan QSPM (Studi Kasus Pada Perusahaan Keluarga PT. Susu KPBS Pangalengan). *SEIKO: Journal of Management & Business*, 5(1), 162-169.
- Pasaribu, R. D., Pertiwi, A. N., & Sugiharto, Z. I. (2022). Strategi bisnis dan program fungsional pada usaha roti dengan pendekatan analisis dan matriks SWOT. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 1450-1465.
- Prasetio, A., Rahman, D., Sary, F., Pasaribu, R., & Sutjipto, M. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195-1200.
- Putri, W. K., & Pujani, V. (2019). The influence of system quality, information quality, e-service quality and perceived value on Shopee consumer loyalty in Padang City. *The International Technology Management Review*, 8(1), 10-15.
- Qian, J., Qiu, F., Wu, F., Ruan, N., & Tang, S. (2015). A differentially private selective aggregation scheme for online user behavior analysis. <https://doi.org/10.1109/glocom.2015.7416968>.



- Ragheb, G. (2021). Multi-criteria decision making of sustainable adaptive reuse of heritage buildings based on the swot analysis: a case study of cordahi complex, alexandria, egypt. *International Journal of Sustainable Development and Planning*, 16(3), 485-495. <https://doi.org/10.18280/ijstdp.160309>
- Ramdani, B., Binsaif, A., & Boukrami, E. (2019). Business model innovation: a review and research agenda. *New England Journal of Entrepreneurship*.
- Ratnasari, L. (2022). Determination of alternative strategies for the development of tanjung kelayang area as a sustainable tourist area, indonesia. *Journal of Economics Management and Trade*, 22-29. <https://doi.org/10.9734/jemt/2022/v28i330398>
- Rêgo, B. S., Jayantilal, S., Ferreira, J. J., & Carayannis, E. G. (2021). Digital transformation and strategic management: A systematic review of the literature. *Journal of the Knowledge Economy*, 1-28.
- Russo-Spena, T., Tregua, M., D'Auria, A., & Bifulco, F. (2022). A digital business model: an illustrated framework from the cultural heritage business. *International Journal of Entrepreneurial Behavior & Research*.
- Saaty. T., 2013. Pengambilan Keputusan Bagi Para Pemimpin, Proses Hirarki Analitik untuk Pengambilan Keputusan dalam Situasi yang Kompleks, Pustaka Binama Pressindo.
- Saputra, A., Indriyani, A., Adriani, D., Yanuriati, A., Rahmawati, L., Supriadi, A., ... & Saputra, D. (2022). Application of combined a'wot (ahp and swot): a strategy for post-harvest of duku.. <https://doi.org/10.2991/aebmr.k.220304.021>
- Song, J., Sun, Y., & Jin, L. (2017). PESTEL analysis of the development of the waste-to-energy incineration industry in China. *Renewable and Sustainable Energy Reviews*, 80, 276-289.

- Su, J., Wei, Y., Wang, S., & Liu, Q. (2023). The impact of digital transformation on the total factor productivity of heavily polluting enterprises. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-33553-w>
- Suharyo, O. S., & Bastari, A. (2020). Marketing Strategy Analysis Using SWOT Matrix and QSPM. *American Journal of Economics and Business Management*, 3(5), 320-330.
- Sukmadiansyah, R., & Noviaristanti, S. (2022). Digital Readiness Analysis in Bandung Government for Smart City Implementation. *International Journal of Management, Finance and Accounting*, 3(1), 22-37.
- Sumadi, I. (2023). Development of agritourism based on seaweed farming. *Soca Jurnal Sosial Ekonomi Pertanian*, 17(2). <https://doi.org/10.24843/soca.2023.v17.i02.p04>
- Thamrin, H., & Pamungkas, E. W. (2017). A rule-based SWOT analysis application: A case study for Indonesian higher education institution. *Procedia Computer Science*, 116, 144-150.
- Tian, X., Martin, B., & Deng, H. (2008). The impact of digitization on business models for publishing: Some indicators from a research project. *Journal of Systems and Information Technology*.
- Vatolkina, N., Gorbashko, E., Kamynina, N., & Fedotkina, O. (2020). E-service quality from attributes to outcomes: The similarity and difference between digital and hybrid services. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 143.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889-901.
- Wanasinghe, T., Trinh, T., Nguyen, T., Gosine, R., James, L., & Warrian, P. (2021). Human centric digital transformation and operator 4.0 for the oil and gas

industry. Ieee Access, 9, 113270-113291.  
<https://doi.org/10.1109/access.2021.3103680>.

Wang, H., Feng, J., Zhang, H., & Li, X. (2020). The effect of digital transformation strategy on performance. *International Journal of Conflict Management*, 31(3), 441-462. <https://doi.org/10.1108/ijcma-09-2019-0166>

Zakeri, S., Yang, Y., & Hashemi, M. (2019). Grey strategies interaction model. *Journal of strategy and management*.

Zaki, M. (2019). Digital transformation: harnessing digital technologies for the next generation of services. *Journal of Services Marketing*.

Zaoui, F., & Souissi, N. (2020). Roadmap for digital transformation: A literature review. *Procedia Computer Science*, 175, 621-628.

Zhang, W. (2023). Identifying the factors influencing enterprise digital transformation intention: an empirical study based on net effects and joint effects. *Business Process Management Journal*, 29(7), 2107-2128.  
<https://doi.org/10.1108/bpmj-03-2023-0174>.

Zhang, X., Xu, Y., & Ma, L. (2023). Information technology investment and digital transformation: the roles of digital transformation strategy and top management. *Business Process Management Journal*, 29(2), 528-549.  
<https://doi.org/10.1108/bpmj-06-2022-0254>.