

DAFTAR PUSTAKA

- Awdia, H., Sisilia, K., & Lutfian, N. (2022). Analisis Profil Konsumen Melalui Customer Profile Map Terhadap Aplikasi Berbasis Website “Merempah.” *Forum Bisnis Dan Kewirausahaan*, 11(2). <https://doi.org/10.35957/forbiswira.v11i2.2231>
- AWLADTHANI, F. S., PORKODI, S., SARANYA, R., & PANDURENGAN, V. (2023). A SYSTEMATIC LITERATURE REVIEW OF THE ADOPTION OF A BLUE OCEAN STRATEGY BY SMALL AND MEDIUM ENTERPRISES FOR SUSTAINABLE GROWTH. *JOURNAL OF SUSTAINABILITY SCIENCE AND MANAGEMENT*, 18(2), 197–231. <https://doi.org/10.46754/jssm.2023.02.014>
- Basuki, N. V., Sembiring, I. B., Valentino A, A., Andarini, S., & Kusumasari, I. R. (2024). LITERATURE REVIEW: ANALISIS PENERAPAN BLUE OCEAN STRATEGY DAN RED OCEAN STRATEGY DALAM PERSAINGAN BISNIS. *Neraca Manajemen, Akuntansi, Dan Ekonomi*, 4(9).
- Danurdara, A. B., Siahaan, R. P., & Sodawan, A. (2024). LOYALTY THE CUSTOMER: PROFILE OF CUSTOMER RELATIONSHIP MANAGEMENT (HOTEL CASE STUDY IN WEST BANDUNG, INDONESIA). In *Hospitality, Travel and Business Event* (Vol. 6, Issue I). Online.
- Gillet, D., Vonèche-Cardia, I., & Scala, J. La. (2022). Introducing Alternative Value Proposition Canvases for Collaborative and Blended Design Thinking Activities in Science and Engineering Education. *2022 IEEE International Conference on Teaching, Assessment and Learning for Engineering (TALE)*, 252–257. <https://doi.org/10.1109/TALE54877.2022.00049>
- I Gede Marendra, Aryata, I. M., & Tua, R. B. M. (2023). SWOT Analysis and Value Proposition Canvas as a Business Development Strategy for Tirta Sasmita Mineral Water. *Indonesian Journal of Interdisciplinary Research in Science and Technology*, 1(10), 905–920. <https://doi.org/10.55927/marcopolo.v1i10.7024>

- Karitu, B., & Muathe, S. (2023). MICROFINANCE INSTITUTIONS AND COOPERATIVES: UNEXPLOITED BLUE OCEAN STRATEGY FOR GROWTH OF MSMES IN KENYA. *International Journal of Social Science and Economic Research*, 08(04), 618–640. <https://doi.org/10.46609/IJSSER.2023.v08i04.005>
- Maradita, F., & Aprirachman, R. (2024). Business Model Canvas (BMC) And Value Proposition Canvas (VPC) Analysis For Whale Shark halal Tourism, Tarano District, Sumbawa Regency Solution To Formulate A Strategy To Increase Tourism Value. *Jurnal Ilmiah Ekonomi Islam*, 10(1), 990. <https://doi.org/10.29040/jiei.v10i1.12783>
- Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadakos, T. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. Wiley. <https://books.google.co.id/books?id=LCmtBAAAQBAJ>
- Panilan, B. N., Fauziah, A., Rachmani, N. N., & Adjie, K. S. (2024). Inovasi Peningkatan Tenant Umkm Melalui Pendekatan Value Proposition Canvas (VPC). *Journal of Economic, Bussines and Accounting (COSTING)*, 7(2), 2964–2974. <https://doi.org/10.31539/costing.v7i2.8417>
- Rifai, Z., & Witriantino, D. A. (2022). Analisis Digital Marketing Website Hompimpaa.id Menggunakan Metode Analisis SWOT, Value Proposition Canvas, dan Competitive Five Force. *Indonesian Journal on Software Engineering (IJSE)*, 8(1), 75–82. <https://doi.org/10.31294/ijse.v8i1.11796>
- Susanto, D., Risnita, & Jailani, M. S. (2023). Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah. *Jurnal QOSIM Jurnal Pendidikan Sosial & Humaniora*, 1(1), 53–61. <https://doi.org/10.61104/jq.v1i1.60>
- Utami, C. W., Susanto, H., Septina, F., Pujirahayu, Y. M., & Razak, M. N. (2021). Building Canvas Strategy for Integrated Tourism Area and Benchmark: Blue Ocean Strategy Approach. *Review of Management and Entrepreneurship*, 5(1), 1–18. <https://doi.org/10.37715/rme.v5i1.1615>

Waruwu, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method). *JURNAL PENDIDIKAN TAMBUSAI*, 7(1).