

DAFTAR PUSTAKA

- Amit, R., & Zott, C. (2012). Creating value through business model innovation. *MIT Sloan Management Review*, 53(3), 41–49.
- Brigham, E. F., & Houston, J. F. (2018). *Fundamentals of Financial Management* (15th ed.). Cengage Learning.
- David, F. R. (2011). *Strategic Management: Concepts and Cases*. Prentice Hall.
- David, F. R., & David, F. R. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (16th ed.). Pearson.
- Dessler, G. (2020). *Human Resource Management* (16th ed.). Pearson.
- Galavan, R. (2014). *Doing Business Strategy*. NuBooks.
- Gitman, L. J., & Zutter, C. J. (2015). *Principles of Managerial Finance* (14th ed.). Pearson.
- Grant, R. M. (2016). *Contemporary Strategy Analysis*. Wiley.
- Heizer, J., & Render, B. (2020). *Operations Management* (12th ed.). Pearson.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2013). *Strategic Management: Competitiveness and Globalization*. Cengage Learning.
- Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). Reinventing your business model. *Harvard Business Review*, 86(12), 50–59.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kwartono, A. (2020). Tantangan dan peluang pengembangan UMKM di era digital. *Jurnal Ekonomi Dan Bisnis*, 12(2), 123–135. <https://ejournalppmunsa.ac.id/index.php/jeb/article/download/540/788>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2019). *MKTG Principles of Marketing* (11th ed.). Cengage Learning.
- Mathis, R. L., & Jackson, J. H. (2017). *Human Resource Management* (15th ed.). Cengage Learning.
- Natallia, D., Susanti, L. W., Herisen, H., & Malind, M. (2022). Business Model Canvas Bagi UMKM Moii Foods. *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 1, 154–160. <https://doi.org/10.36441/snpk.vol1.2022.33>
- Novia, C., Pasaribu, R. D., Sutjipto, M. R., & Bustomi, D. (2022). ANALISIS BUSINESS MODEL CANVAS (BMC) CV MUNJUL JAYA KARAWANG. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 943–956. <https://doi.org/10.31955/mea.v6i3.2445>
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.

- Pasaribu, R. D., Shalsabila, D., & Djatmiko, T. (2023). Revamping business strategy using Business Model Canvas (BMC), SWOT analysis, and TOWS matrix. *Heritage and Sustainable Development*, 5(1), 1–18. <https://doi.org/10.37868/hsd.v5i1.125>
- Pittz, T. G., & White, K. L. (2016). Business development and the business model: A systems analysis. *Journal of Business Research*, 69(11), 5480–5484.
- Priyadi, Y., & Prasetyo, A. (2018). Implementation of supply chain business application through business model canvas and waterfall framework collaborations for fish farmers SMEs in ulekan market bandung. *Journal of Physics: Conference Series*, 978(1). <https://doi.org/10.1088/1742-6596/978/1/012021>
- Putri Ayu, M. M., Izra, M. E., Gusti Kartika Ayumi, N., & Wikansari, R. (2024). DAYA SAING PRODUK UMKM TERHADAP MARAKNYA PRODUK IMPOR. In *Jurnal Riset Ilmiah* (Vol. 3, Issue 1). <https://scholar.google.com/>
- Saptari, F. M., & Dudija, N. (2024). Readiness for Change in the Hospitality Industry in Indonesia. *Journal of Economics, Business, and Accountancy Ventura*, 27(1). <https://doi.org/10.14414/jebav.v27i1.3033>
- Sedyastuti, K. (2018). Analisis pemberdayaan UMKM dan peningkatan daya saing dalam kancalah pasar global. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 2(1), 117–126. <https://inobis.org/ojs/index.php/jurnal-inobis/article/download/65/55/121>
- Stevenson, W. J. (2017). *Operations Management* (13th ed.). McGraw-Hill Education.
- Sudaryanto, & Hanim, A. (2002). Evaluasi kesiapan UKM menyongsong pasar bebas ASEAN (AFTA): Analisis perspektif dan tinjauan teoritis. *Jurnal Ekonomi Akuntansi Dan Manajemen*, 1(2).
- Sugiyono. (2022). *Metode Penelitian Kualitatif dan Kuantitatif*. Alfabeta.
- Suyadi, S., Syahdanur, & Suryani, S. (2018). Analisis pengembangan usaha mikro kecil dan menengah (UMKM) di Kabupaten Bengkalis-Riau. *Jurnal Ekonomi KIAT*, 29(1), 1–10. <https://journal.uir.ac.id/index.php/kiat/article/download/2736/3029>
- Taufiqulloh, R., & Pasaribu, R. D. (2023). IMPROVING BUSINESS MODEL CANVAS (BMC) WITH THE APPROACH OF STRENGTH, WEAKNESS, OPPORTUNITY AND THREAT FACTORS AT SEYMORE BUSINESS UNIT. *JHSS (Journal of Humanities and Social Studies)*, 07, 849–854. <https://doi.org/10.33751/jhss.v7i3.8555>
- Thompson, A. A., & Strickland, A. J. (2003). *Strategic Management: Concepts and Cases*. McGraw-Hill.
- Wheelen, T. L., & Hunger, J. D. (2012). *Strategic Management and Business Policy*. Pearson.
- Zakaria, M. A., & Alfanur, F. (2024). Analisis Strategi Pengembangan Bisnis Menggunakan Bisnis Model Kanvas pada Industri Logistik: Studi PT XYZ. *Jurnal Kajian Ekonomi & Bisnis*, 5, 4833.

Zott, C., & Amit, R. (2010). Business model design: An activity system perspective. *Long Range Planning*, 43(2–3), 216–226.