

DAFTAR PUSTAKA

- Alex, O., Yves, P., Greg, B., & Alan, S. (2014). *Value Proposition Design*. 10-145. Wiley: Amerika. Diakses dari <https://www.strategyzer.com/books/value-proposition-design>
- Anwar. (2020). 'ADALAH: *Buletin Hukum & Keadilan*. 4(1). Diakses dari <http://journal.uinjkt.ac.id/index.php/adalah/article/view/15752/7347#>
- Ariska, N., & Wijaksana, T. I. (2017). Pengaruh Kualitas Pelayanan dan Promosi Penjualan Terhadap Minat Beli Ulang (Studi Pada Konsumen Bakso Boedjangan Cabang Burangrang Bandung). *E-Proceeding of Management*, 4(3), 2909–2915, ISSN: 2355-9357. Diakses dari <http://eprints.iain-surakarta.ac.id/3865/1/pdf.pdf>
- Azany, F. (2014). ANALISIS PENGARUH DESAIN PRODUK, MOTIVASI KONSUMEN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SEPATU BELLAGIO. 1-62. Diakses dari <http://eprints.undip.ac.id/42797/1/AZANY.pdf>
- Bodo, B. S. (2016). *Global Marketing Strategy: Segmenting Targeting and Positioning in Global Markets*, 62-83. Springer: Vienna, Austria. Diakses dari <https://link.springer.com/book/10.1007/978-3-319-26279-6>
- Camilleri, M. A. (2018). *Market Segmentation, Targeting and Positioning. In Travel Marketing, Tourism Economics and the Airline Product*, 4, 69-83. Springer: Cham, Switzerland. Springer. Diakses dari <https://link.springer.com/book/10.1007/978-3-319-49849-2>
- Chelsky, S. (2019). Antara Produk dan Brand, Mana yang Lebih Penting? *Kompasiana*. Diakses dari <https://www.kompasiana.com/idmetafora/5cbe92cc3ba7f760933ff652/antara-produk-dan-brand-mana-yang-lebih-penting>
- Esen, G. (2017). *Theory of New Product Development and Its Applications* (Edisi 4). IntechOpen: London. Diakses dari <https://books.google.co.id/books?hl=en&lr=&id=fnuQDwAAQBAJ&oi=fnd&pg=PA57&dq=New+Product+Development+and+Its+Applications+gurbuz&ots=HPIJQB4NwH&sig=axajPo->

[U9C3A1LCcMgBYEboczHo&redir_esc=y#v=onepage&q=New%20Product%20Development%20and%20Its%20Applications%20gurbuz&f=false](https://www.beecloud.id/pengertian-fungsi-dan-contoh-laporan-laba-rugi-akuntansi/)

Farhan, A. (2015). Pengertian fungsi dan contoh laporan laba rugi akuntansi. Diakses dari <https://www.beecloud.id/pengertian-fungsi-dan-contoh-laporan-laba-rugi-akuntansi/>

Fifield, P. (2008). *Marketing Strategy Masterclass: Making Marketing Strategy Happen* (Edisi 1). Elsevier: Dutch. Diakses dari https://books.google.co.id/books?hl=en&lr=&id=S04sBgAAQBAJ&oi=fnd&pg=PR1&dq=marketing+strategy+masterclass&ots=VtkhMkYIHF&sig=_UmRyiKmVX4NUJAnNtZzAHvB8wc&redir_esc=y#v=onepage&q=marketing%20strategy%20masterclass&f=false

Hanlon, A. (2020). The segmentation, targeting and positioning model. Diakses dari <https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/>

Hidayat, A. (2012). Penjelasan Analisis Data dan Rancangan Analisis Data. Diakses dari <https://www.statistikian.com/2012/10/rancangan-analisa-data.html>

Indika, D. R., & Jovita, C. (2017). Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*, 1(1), 25–32. Diakses dari <https://webhosting.ubaya.ac.id/~journalubayaac/index.php/JIBT/article/download/296/192>

Juncal, S. (2020). How to Build a Product Roadmap Based on a Business Model Canvas. Diakses dari <https://www.productplan.com/business-model-canvas/>

Joharudin, A., Muhammad Andi Septiadi, Maharani, S., Aisi, T. D., & Nurwahyuningsih. (2020). Panic Syndrom COVID-19: Penekanan Terhadap Kebijakan Yang Diberikan Pemerintah. *Jurnal Perspektif*, 4(1), 44–53. Diakses dari <https://www.perspektif.uinsgd.ac.id/index.php/JP/article/view/63/46>

Kho, B. (2019). Analisis PEST dan contoh Analisis PEST. Diakses dari <https://ilmumanajemenindustri.com/analisis-pest-dan-contoh-analisis-pest/>

Kho, B. (2018). Pengertian NPV dan Rumus NPV (Net Present Value). Diakses dari <https://ilmumanajemenindustri.com/pengertian-npv-rumus-npv-net-present-value/>

- Kotler, P., (2016). *Marketing 4.0: Moving from Traditional to Digital*. Wiley: Amerika. Diakses dari https://books.google.co.id/books?hl=en&lr=&id=fnuQDwAAQBAJ&oi=fnd&pg=PA57&dq=New+Product+Development+and+Its+Applications+gurbuz&ots=HPIJQB4NwH&sig=axajPo-U9C3A1LCcMgBYEboczHo&redir_esc=y#v=onepage&q=New%20Product%20Development%20and%20Its%20Applications%20gurbuz&f=false
- Kurniawan, A. (2020). Pengertian Observasi. Diakses dari Guru Pendidikan website: <https://www.gurupendidikan.co.id/pengertian-observasi/>
- Luca, C., & Soo, H. (2016). Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organisational power. *Journal of Business Research*, 1-14. Diakses dari <https://scihub.tw/https://www.sciencedirect.com/science/article/abs/pii/S0148296316303848>
- Ojialor, I. (2019). Introduction to Segmentation and Clustering. Diakses dari <https://towardsdatascience.com/introduction-to-segmentation-and-clustering-703b2ad2578a>
- Pitoko, R. A. (2018). Asian Games 2018 Sumbang 0,05 Persen ke Pertumbuhan Ekonomi RI. *Kompas*. Diakses dari <https://ekonomi.kompas.com/read/2018/10/16/165117626/asian-games-2018-sumbang-005-persen-ke-pertumbuhan-ekonomi-ri>
- Portal Statistik Sektorial Provinsi DKI Jakarta. (2019). Jumlah Masyarakat Yang Aktif Berolahraga di DKI Jakarta Tahun 2018. Diakses dari <http://statistik.jakarta.go.id/jumlah-masyarakat-yang-aktif-berolahraga-di-dki-jakarta-tahun-2018/>
- Post, J. (2018). What is a PEST Analysis? Diakses dari <https://www.businessnewsdaily.com/5512-pest-analysis-definition-examples-templates.html>
- Rijali, A. (2018). *Analisis Data Kualitatif*. Diakses dari https://www.researchgate.net/publication/331094976_ANALISIS_DATA_KUALITATIF

- Soenarto, D. (2018). Ketika Produk Luar Lebih Diminati. *Kompas*. Diakses dari <https://www.kompasiana.com/danielsoenarto7320/5bd31d35aeebe134000c8f93/ketika-produk-luar-lebih-diminati>
- Sundari, D. S., & Durgani, K. J. (2020). "GREENEERY" Bahan Makanan Plant Based Dalam Satu Paket (Binus University). Diakses dari https://drive.google.com/file/d/1vB-O4gg269NIfbLph41DZqp6yZTCnwXT/view?usp=sharing_eil&ts=5ef73416
- Quillin, B. (2019). Changing Global Demographics: The Certain Future. Diakses dari <https://www.bbvaopenmind.com/en/economy/global-economy/changing-global-demographics-the-certain-future/>
- Robert, M., & Larry, D. (1993). Product Innovation Strategies and Performance of Australian Firms. *Australian Journal of Management*, 18, 159-180. Diakses dari <https://scihub.tw/https://journals.sagepub.com/doi/abs/10.1177/031289629301800202>
- The House. (2017). The Elements of a Value Map. Diakses dari <https://medium.com/the-abc-of-creating-a-value-proposition-canvas/the-elements-of-a-value-map-7af0d00a682e#:~:text=>
- The World Bank. (2020). The Global Economic Outlook During the COVID-19 Pandemic: A Changed World. Diakses dari <https://www.worldbank.org/en/news/feature/2020/06/08/the-global-economic-outlook-during-the-covid-19-pandemic-a-changed-world>
- Thornton-O'Connell, J. (2017). Cordura Waterproof. Diakses dari <https://goneoutdoors.com/is-cordura-waterproof-12151368.html>
- Vliet, V. Van. (2013). Marketing mix 4P's by McCarthy. Diakses dari <https://www.toolshero.com/marketing/marketing-mix-4p-mccarthy/>
- Wadiyo. (2020). 2 Cara Sederhana dan Mudah Membuat Laporan Arus Kas. Diakses dari <https://manajemenkeuangan.net/laporan-arus-kas/>
- Xiao, Y., & Fan., Z. (2020). 10 technology trends to watch in the COVID-19 pandemic. Diakses dari World Economic Forum website: <https://www.weforum.org/agenda/2020/04/10-technology-trends-coronavirus-covid19-pandemic-robotics-telehealth/>

Yulia, Y. (2017). Effective Business Planning. 1-57. Diakses dari https://www.theseus.fi/bitstream/handle/10024/125691/Yakovleva_Yulia.pdf?sequence=3&isAllowed=y

Zhou, T., Lu, Y., & Wang, B. (2009). The Relative Importance of Website Design Quality and Service Quality in Determining Consumer's Online Repurchase Behavior. *Information Systems Management*, 26(4), 323-337. Diakses dari <https://www.tandfonline.com/doi/abs/10.1080/10580530903245663>

