DAFTAR PUSTAKA

Amit & Zott. 2021. “Business Model Innovation Strategy.” doi:10.1016/j.lrp.2020.102087.

Ariffianto & Santoso. 2024. “Pemanfaatan Business Model Canvas Dalam Pengembangan Strategi UMKM.”

Badan Ekonomi Kreatif, Badan Ekonomi Kreatif. 2021. “Laporan Ekonomi Kreatif Indonesia.” https://kemenparekraf.go.id.

Barney & Hesterly. 2021. *Strategic Management and Competitive Advantage*.

Clauss, Thomas. 2022. “Measuring Business Model Innovation.” doi:10.1016/j.indmarman.2017.03.004.

Dilla, Arta. 2024. “Business Model Canvas.” 7: 283–303.

Dinas Koperasi dan UKM Provinsi Sulawesi Selatan,. 2023. *Data UMKM Sulawesi Selatan*. Makassar. https://diskop.sulselprov.go.id.

Foss & Saebi. 2022. “Fifteen Years of Research on Business Model Innovation.” doi:10.1016/j.jom.2020.01.002.

Hidayat & Sulastri. 2020. “SWOT Strategy for SME Sustainability.” doi:10.1088/1757-899X/722/1/012066.

Joyce & Paquin, Raymond L. 2022. “The Triple Layered Business Model Canvas.” doi:10.1016/j.jclepro.2016.01.017.

Kementerian Koperasi dan UKM Republik Indonesia. “Perkembangan Data UMKM Indonesia.” https://kemenkopukm.go.id.

Kementerian Koperasi dan UKM Republik Indonesia, Kementerian Koperasi dan UKM Republik Indonesia. 2022. *Program Digitalisasi UMKM*. Jakarta. https://kemenkopukm.go.id.

Kristiana Widiawati, and Dwi Agung Wibowo. 2024. “Analisis Swot Dan Strategi Business Model Canvas Sebagai Strategi Pengembangan Usaha ‘Asik-Asik Fried Chicken.’” *Anterior Jurnal,* 23(2): 32–40.

Lestari & Kurniawan. 2021. “Business Model Innovation in SMEs.” doi:10.1108/JBIM-10-2019-0429.

Mandamdari, Nadeira, and Tatang Widjojoko. 2022. “ANALISIS BUSINESS MODEL CANVAS (BMC) PADA UMKM ALMEIDAH DESA SIWARAK , KECAMATAN KARANGREJA , KABUPATEN.” 3(2): 121–29.

Massa, Tucci, Christopher. 2021. “A Critical Assessment of Business Model Research.” doi:10.1016/j.lrp.2017.07.001.

Murtafia, Murtafia, and Nur Indah Sari. 2022. “Business Development Model Using Business Model Canvas At Epargne Thrift Shop.” *Jurnal Administrasi Bisnis* 2(2): 98–103. doi:10.31294/jab.v2i2.1663.

Nixon, Helms &. 2022. “Revisiting SWOT Analysis: Strategic Implications for Organizational Competitiveness. Journal of Strategy and Management,

15(2)215–230.”Osterwalder & Pigneur. 2019. *Business Model Generation*. https://books.google.co.id/books?id=L3TnC7ZAWAsC&lpg=PP1&ots=gnh

yw HX5nE&dq=Osterwalder%2C A.%2C %26 Pigneur%2C Y. (2019). Business Model Generation%3A A Handbook for Visionaries%2C Game Changers%2C and Challengers. John Wiley %26 Sons.
&lr&hl=id&pg=PP1#v=onepage&q&f=false.

Osterwalder & Pigneur. 2020a. “Business Model Generation.” https://www.strategyzer.com/books/business-model-generation%0A.

Osterwalder & Pigneur, Osterwalder & Pigneur. 2020b. *Value Proposition Design*. https://www.strategyzer.com/books/value-proposition-design.

Pertanian, Fakultas, Universitas Jenderal Soedirman, Program Studi, Teknik Pertanian, Fakultas Pertanian, and Universitas Jenderal Soedirman. 2020. “, Hety Handayani Hidayat 2 1.” 6(2): 114–21.

Phadermrod, P., Crowder, R. M., & Wills, G. B. 2021. “Importance–Performance
Analysis Based SWOT Analysis. International Journal of Information Management, 57, 102–130.”

Porter, Michael E. 2020. *Competitive Strategy*. https://hbr.org.

Prasetyo & Kistanti. 2020. “Human Capital, Institutional Economics and Entrepreneurship.” doi:10.1108/JEC-07-2019-0090.

Putri et al. 2020. “Business Model Innovation for Improving SME Competitiveness.” doi:10.1016/j.procs.2020.02.316.

Ramadhan, Salaman. 2023. “No Title.” 5: 1239–49.

Rangkuti, Freddy. 2017. “ANALISIS SWOT: Teknik Membedah Kasus Bisnis Cara Perhitungan Bobot, Rating, Dan OCAI. Jakarta: PT Gramedia Pustaka Utama.”

Rangkuti, Freddy. 2015. “Membedah Kasus Bisnis. Jakarta: Gramedia Pustaka Utama.”

Rangkuti, Freddy. 2021. *Analisis SWOT Teknik Membedah Kasus Bisnis*.

Tambunan, Tulus. 2019. “Recent Evidence of SME Development in Indonesia.” doi:10.1080/13602381.2018.1550326.

Teece. 2021. “Business Models and Dynamic Capabilities.” doi:10.1016/j.lrp.2020.102087.

Wheelen, Thomas L. 2022. *Strategic Management and Business Policy*.

Wibowo & Haryokusumo. 2020. “Business Model Canvas Application in SMEs.” doi:10.1088/1757-899X/722/1/012029.

Wibowo, Santoso. 2021. “SWOT and BMC Integration in SMEs.” doi:10.1088/1742-6596/1810/1/012021.

Wirtz, Bernd W. 2021. *Business Model Management: Design, Process, Instruments*. https://link.springer.com/book/10.1007/978-3-030-48017-2.