

DAFTAR PUSTAKA

- Abdurrahim, Abi Umari (2016). *Chronology Definition of ERP.International Conference on Entrepreneurship*. Retrieved from <http://iconent.global.uph.edu>
- Ahern, D. M., Clouse, A., & Turner, R. (2004). *CMMI distilled: a practical introduction to integrated process improvement (3rd edition)*. Pearson Education: Boston
- Albanese, Jason dan Manning Brian (2016). *Revive How to Transform Traditional Business into Digital Leaders*. Pearson Education, Inc: New Jersey
- Alves, Helena., Raposo Mario., dan Fernandes I Cristina (2016). Social Media Marketing: A Literature Review and Implications: IMPLICATIONS OF SOCIAL MEDIA MARKETING. Retrieved from https://www.researchgate.net/publication/310473000_Social_Media_Marketing_A_Literature_Review_and_Implications_IMPLICATIONS_OF_SOCIAL_MEDIA_MARKETING
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII).(2016). Buletin APJII tahunan, retrieved from <https://apjii.or.id/downfile/file/BULETINAPJIIEDISI05November2016.pdf>
- Awaluddin, Muhammad (2017) Wawancara forum: Leaders Talk bertajuk Digital Transformation in Financial Technology,Bandung
- Azman, Hazita., Husin Supyan., Razak Norizan Abdul., dan Salman Ali (2014) *Determining Digital Maturity among ICT users in Malaysia*. retrieved from https://www.researchgate.net/publication/282504063_Determining_digital_maturity_among_ICT_users_in_Malaysia
- Balu, (2015) *Digital Marketing Using Google Services, make your website visible on Google Search*. LocSea Software DevelopmentPrivate Limited: Chennai
- Beegel, Justin (2014) *Infographics For Dummies*. John Wiley & Sons, Inc: New Jersey
- Berman, Saul J (2012) *Digital transformation: opportunities to create new business models*. retrieved from https://www.researchgate.net/publication/263309744_Digital_transformation_Opportunities_to_create_new_business_models
- Bharadwaj, Anandhi S (2000). *A Resource-Based Perspective on Information Technology Capability and Firm Performance: An Empirical Investigation* Vol 24 No.1 MIS Quarterly

- Blanchard, Olivier (2015). *Mengelola dan mengukur penggunaan media sosial pada organisasi anda*. PT Elex Media Komputindo: Jakarta
- Booth, David dan Koberg David (2012) *Display Advertising: An Hour a Day*. John Wiley & Sons, Inc : Indianapolis.
- Bouwman, Harry., De Vos Henry dan Haaker Timber (2008). *Mobile Service Innovation and Business Models*. Springer Verlag Berlin Heidelberg: Netherlands
- Bradford, Marianne (2014) *Select, Implement & Use Today's Advance Business Systems Third Edition*. SAS Institute Inc: Cary, NC
- Bruin, Tonia de., dan Freeze Ronald (2005). *Understanding the Main Phases of Developing a Maturity Assessment Model*. Retrieved from <http://eprints.qut.edu.au/25152/>
- Burch, Joshua (2012). *E-Mail Marketing: Tips and Techniques To Master the Inbox*. Elusive LLC: California
- Byrd, Jane dan Megginson Leon C (2009). *Small Business Management : An Entrepreneur's Guidebook*. McGraw Hill Companies, Inc : New York
- Carmody, Bill (2001). *Online Promotions: Winning Strategies and Tactics*. John Wiley & Sons. Inc: Canada
- Chaffey, Dave., Smith PR (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*, Fifth Edition. Routledge: New York.
- Chanias, Simon dan Hess Thomas (2016). *Management Report: How digital are we? Maturity models for the assessment of a company's status in the digital transformation*. Munich School of Management. Retrieved from www.wim.bwl.unimuenchen.de/download/epub/mreport_2016_2.pdf+&cd=1&hl=en&ct=clnk&gl=id
- Chou, Day-Yang Lin SHou Wei Chen Tzu Chan (2011). *Resource fit in digital transformation: Lessons learned from the CBC Bank global e-banking*, Vol. 49 Iss 10 pp. 1728 – 1742. retrieved from <http://dx.doi.org/10.1108/00251741111183852>
- Collis, Jill., dan Hussey Roger (2009). *Business Research "A Practical Guide for Undergraduate & Postgraduate Students*. Palgrave Macmillan Publisher Limited : Hampshire
- Creswell W. John. 2013. *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Pustaka pelajar: Yogyakarta

- Deek, P Fadi., dan McHugh James A (2008). *Open Source Technology and Policy*. Cambridge University Press: New York
- Denzin, Norman K., dan Lincoln Yvonna S (2011) *The Sage Handbook of Qualitative Research 4th Edition*. Sage Publication: Singapore
- Deloitte, Access Economics (2015). UKM Pemicu kemajuan Indonesia: Instrumen Pertumbuhan Nusantara. Retrieved from: <https://www2.deloitte.com/content/dam/Deloitte/id/Documents/finance/id-fas-sme-powering-indonesia-success-report-bahasa-noexp.pdf>
- Diamond, Stephanie (2016) *Content Marketing Strategies For Dummies*. John Wiley & Sons, Inc, New Jersey
- Dinas Komunikasi dan Informatika- Portal Bandung (2016). Geliat UMKM Bandung Inspirasi Indonesia. Retrieved from: <https://portal.bandung.go.id/posts/2016/11/29/1ndZ/geliat-umkm-kota-bandung-inspirasi-indonesia>
- Duffy, Jan (2001) *Maturity models, Strategy & Leadership*, Vol. 29 Iss 6 pp. 19 - 26. Retrieved from <http://dx.doi.org/10.1108/EUM00000000006530>
- Ernst and Young (2015) *SMAC 3.0: Digital is here- Enterprise IT Trends and Investments*. Retrieved from [http://www.ey.com/Publication/vwLUAssets/ey-enterprise-it-trends-2015-smac-3-0/\\$FILE/ey-enterprise-it-trends-2015-smac-3-0.pdf](http://www.ey.com/Publication/vwLUAssets/ey-enterprise-it-trends-2015-smac-3-0/$FILE/ey-enterprise-it-trends-2015-smac-3-0.pdf).
- Enge, Eric., Spencer Stephan., dan Strucchiola Jessie C (2015) *The Art of SEO: Mastering Search Engine Optimization 3rd Edition*. O'Reilly Books : California
- Fisher, D.M. (2004). *The Business Process Maturity model. A Practical Approach for Identifying Opportunities for Optimization*. Retrieved from <https://www.bptrends.com/the-business-process-maturity-model-a-practical-approach-for-identifying-opportunities-for-optimization/>
- Frazier, Shirley (2013) *Marketing Strategies for the Home-based Business*. Globe Pequot Press : Guilford
- Fuchs, Christian., Boersma Kees., Anders Albrechtslund., Sandoval Marisol Internet and Surveillance: *The Challenges of Web 2.0 and Social Media*. Routledge, 201, Oxon
- Gibbs Graham (2007). *Analyzing Qualitative Data. The Sage Qualitative Research Kit*. Sage Publication Ltd: London
- Graham, Gordon (2013). *White Papers for Dummies*. John Wiley & Sons, Inc : New Jersey

- Grappone, Jennifer., dan Couzin Gradiva (2011). *Search Engine Optimization an hour a day*, third edition. Wiley Publishing Inc : Indianapolis.
- Gulhot, Herve (2012). *Pro Android Aps Performance Optimization* (2012) Springer Online, New York
- Hall, Raph(2008). *Applied Social Research: Planning, Designing and Conducting Real-world Research*. Palgrave Macmillan, South Yarra.
- Harden, Leland., Heyman Bob (2009) *Digital Engagement*.AMACOM : New York.
- Harumy, T Henny Febriana., Windarto Agus Perdana., dan Sulistianingsih Indri (2016) *Belajar Dasar Algoritma dan Pemograman C++*.Deepublish.: Yogyakarta
- Heizer, Jay., dan Render Barry (2014) *Operation Management Sustainability and Suply Chain Management Eleventh Edition*. Pearson Education Limited : Essex
- Herbert, Lindsay (2017). *Digital Transformation : Build your organization's Future for the Innovation Age*. Bloomsbury Publishing: London
- Holdren, Anastasia (2012) *Google AdWords: Managing Your Advertising Program*. O'Reilly Media,Inc : Sebastopol, California
- ICSB (2015) *Press Release Declaration of Human Entrepreneurship in Jakarta, Indonesia*.www.icsb.org/wp-content/uploads/2015/09/ForRelease-ICSB-JakartaDeclarationHumanEntrepreneurship.pdf+&cd=2&hl=en&ct=clnk&gl=id
- Internet World Stats *Top 20 Countries in Internet Users*, Retrieved from <http://www.internetworldstats.com/top20.htm> , akses 22 November 2017
- Jo Caudron, Duval Union Consulting (2014). *Slide about Digital Transformation*. Retrieved from <https://www.slideshare.net/OpeningUp/digital-transformation-by-jo-caudron>
- Kantor Staf Presiden Republik Indonesia (2016).Indonesia Serius Kembangkan Ekonomi Digital. Retrieved from <http://ksp.go.id/indonesia-serius-kembangkan-ekonomi-digital/index.html>
- Kementrian Perencanaan Pembangunan Nasional/ Badan Perencanaan Pembangunan Nasional (2014). Rencana Pembangunan Jangka Menengah Nasional 2015-2019.Retrieved from <https://www.bappenas.go.id/id/data-dan-informasi-utama/dokumen-perencanaan-dan-pelaksanaan/dokumen-rencana-pembangunan-nasional/rpjp-2005-2025/rpjmn-2015-2019/>
- LLP KUMK (Lembaga Layanan Pemasaran Koperasi Usaha Mikro dan Kecil) :Jakarta SMESCO Building

- Marta, Muhammad Fajar (2016). *UMKM dan Ketidakberdayaannya*. Retrieved from <http://ekonomi.kompas.com/read/2016/06/09/084045026/umkm.dan.ketidakberdayaannya> . akses 10 November 2017
- Minchev, Zlatogor (2017). *Analytical Challenges To Modern Digital Transformation*. Retrieved from : <https://www.researchgate.net/publication/317848087>
- Moss, Danny., DeSanto Barbara (2011). *Public Relations: A Managerial Perspective*. Sage Publication: London
- Mitchell, Melani (2012) *Unleash the Power of Paid Search*. Pearson Education : New Jersey.
- Micic, Igor (2015). *Crowdfunding : Overview of the Industry, regulation and role of crowdfunding in the venture startup*. Anchor Academic Publishing:Hamburg
- Mangold, W. G., & Faulds, D. J. (2009). *Social media: The new hybrid element of the promotion mix*. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0007681309000329>
- Nichols, Kevin P., dan Chesnut Donald (2014). *UX For Dummies*. John Wiley & Sons, Ltd : Sussex.
- Nour, David (2017) *Co-Create : How your Business will profit from innovative and strategic collaboration*. St.Martin's Press : New York
- O'Eha, Kleran (2011) *Digital Capability-How to Understand Measure Improve and get value from it*. Innovation Value Institute. Retrieved from https://ivi.ie/sites/ivi.nuim.ie/files/publications/IVIEExecBriefing-DigitalCapabilityv1.0_1.pdf.
- Organisation for Economic Co-Operation and Development-OECD : *The Impact of the Global Crisis on SME and Entrepreneurship Financing and Policy Responses* (2009) : Paris Cedex retrieved from <https://www.oecd.org/cfe/smes/43183090.pdf+&cd=3&hl=en&ct=clnk&gl=id>
- Oswald, Gerhard dan Kleinemeier Michael (2017) *Shaping the Digital Enterprise : Trends and Use Case in Digital Innovation and Transformation*. Springer Interantional Publishing :Switzerland
- Palfrey, John dan Gasser Urs, (2008) *Born Digital Understanding the First Generation or Digital Natives*. Basic Books A Member of the Perseus Books Group: New York
- Reuver, Mark de., Bouwman Harry., dan MacInnes Ian (2007) *What Drives Business Model Dynamics? A Case Survey*. Retrieved from https://www.researchgate.net/profile/Mark_De_Reuver/publication/42668

74_What_Drives_Business_Model_Dynamics_A_Case_Survey/links/09e4150e56a8d0eae000000/What-Drives-Business-Model-Dynamics-A-Case-Survey.pdf

- Ryan, Damian dan Jones Calvin (2009) *Understanding Digital Marketing : Marketing strategies for engaging the digital generation*. Kogan Page : Philadelphia.
- Rowles, Daniel dan Brown Thomas (2017). *Building Digital Culture : A Practical Guide to Successful Digital Transformation*. Koganpage : London.
- Saaty, Thomas L (2013). *Mathematical Principles of Decision Making: The Complete Theory of the Analytic Hierarchy Process*. RWS Publication : Pittsburg
- Sandberg, Johan (2014). *Digital Capability- Investigating Coevolution of IT and Business Strategies*. Retrieved from <https://www.researchgate.net/publication/264415722>
- Schumacher, Andreas., Erol Selim., dan Sihm Wilfried (2016). *A maturity model for assessing Industry 4.0 readiness and maturity of manufacturing enterprises* Retrieved from <http://www.sciencedirect.com/science/article/pii/S2212827116307909>
- Scupola, Ada (2013) *Mobile Opportunities and Applications for E-Services Innovation*. IGI Global: Hershey.
- Sekretaris Kementrian Koperasi dan UKM (2017) Arah Kebijakan bidang koperasi dan usaha mikro kecil dan menengah retrieved from www.depkop.go.id/uploads/tx_rtgfiles/01._Paparan_Sekretaris_Kementerian_KUKM_02.pdf+&cd=1&hl=en&ct=clnk&gl=id
- Sudaryanto., Ragimun., dan Wijayanti Rahma Rina (2014) Strategi Pemberdayaan UMKM Menghadapi Pasar Bebas Asean. Retrieved from [en&ct=clnk&gl=id](http://www.researchgate.net/publication/264415722)
- Sugiyono. (2009). *Metode Penelitian Bisnis (Cetakan ke-14)*. Alfabeta: Bandung
- Sugiarto, Eko (2017). *Menyusun Proposal Penelitian Kualitatif Skripsi dan Thesis*. Suaka Media : Yogyakarta
- Sweezy, Mathew (2014) *Marketing Automation For Dummies*. John Wiley & Sons, Inc: New Jersey.
- Tewari, Parth S., Skilling David, m Kumar Pranav., dan Wu Zack (2013). *Competitive Small and Medium Enterprises : A diagnostic to help design smart SME policy*. The World Bank. Retrieved from <http://documents.worldbank.org/curated/en/534521468331785470/Competitive-small-and-medium-enterprises-a-diagnostic-to-help-design-smart-SME-policy>

- Thomas, R Murray (2003) *Blending Qualitative & Quantitative Research Methods in Theses and Dissertations*. Corwin Press: London
- Thomson, Peter (2013) *Tickle - Digital Marketing for Tech Companies: How to Land a Big Fish Using Social Media*. unkwon publisher : London
- Timothy, James (2010) *Membangun Bisnis Online*. PT Elex Media Komputindo : Jakarta
- Tiwarly, Avinash (2016). *Know Online Advertising: All Information About Online Advertising at One Place*. Patridge publishing : India
- Towndrow, Philip A., dan Fareed Wan (2014) *Growing in digital maturity: students and their computers in an academic laptop programme in Singapore* retrieved from <https://www.researchgate.net/search.Search.html?type=publication&query=Growing%20in%20digital%20maturity:%20students%20and%20their%20computers%20in%20an%20academic%20laptop%20programme%20in%20Singapore>
- Uhl, Alex dan Gollenia Lars Alexanders (2014). *Digital Enterprise Transformation: A Business-Driven Approach to Leveraging Innovate IT*. Routledge Taylor & Francis Group, New York
- Utama, Ditdit Nugeraha (2017) *Sistem Penunjang Keputusan*. Garudawaca: Yogyakarta.
- Vardisio, Roberto., Chiappini Patricia (2015) *Digital maturity: what is and how to build it*. Retrieved from https://www.researchgate.net/publication/303683893_Digital_maturity_what_is_and_how_to_build_it
- Voigt, Kai-Ingo., Buliga Oana., dan Mich Kathrin (2017) *Business Model Pioneers : How Innovators Successfully Implement New Business Models*. Springer International Publishing : Switzerland
- Wang, Shouhong dan Wang Hai (2017) *Information Technology for Small Business: A Comprehensive guide of applications of end user computing, social media, cloud computing, and open source software to business process, decision making and outreaching for students in business programs and small business owners*. Universal Publisher: Boca Raton, Florida
- Ward, Anne Ahola (2017) *The SEO Battlefield Winning Strategies for Search Marketing Programs* . O'Reilly Media : California.
- Wilson, Jonathan (2014) *Essentials of Business Research: A Guide to Doing Your Research Project 2nd Edition*. Sage Publication Ltd: London

- Wilson, Lee (2016) *Tactical SEO: The Theory and Practice of Search Marketing*. Kogan Page Limited : London
- Weinman, Joe(2015) *Digital Disciplines: Attaining Market Leadership via The Cloud, Big Data, Social, Mobile and The Internet of Things*. John Wiley & Sons, Inc : New Jersey
- Westerman, George., Bonnet Diider dan McAfee Andrew (2014). *Leading Digital :Turning Technology into Business Transformation*. Harvard Business Review Press: Boston, Massachusetts.
- Westerman, George., Tannou Mael., Bonnet Didiet., Ferraris Patrick., dan McAfee Andrew (2012). *The Digital Advantage: How digital leaders outperform their peers in every industry*. Retrieved from : https://www.capgemini.com/wpcontent/uploads/2017/07/The_Digital_Advantage__How_Digital_Leaders_Outperform_their_Peers_in_Every_Industry.pdf.
- W, Will., K Ma., H Allan., Yune K., Park Jae., W Wifred., Lau F., dan Deng Liping. *New Media, Knowledge Practices and Multiliteracies HKAECT International Conference (2014)*. Springer Science+Business Media : Singapore
- Yin, Robert K (2014) *Case Study Research: Design and Methods 5th Edition*. Sage Publication Ltd : London
- Zimmermann, Hans-Dieter (2016). *Digital Transformation - The emerging Digital Economy*. Retrieved from <https://www.researchgate.net/publication/310058506>