

## REFERENCES

- A Komari, L. D. (2019). "Analysis of SWOT Marketing Strategies and 7P Influence on Purchasing Decision". Kediri: IOP Publishing.
- Al-Dawalibi, Anas., Al-Dali, Ibrahim H., and Alkhayyal, Bandar A. (2020). Best marketing strategy selection using fractional factorial design with analytic hierarchy process. Netherlands: Elsevier.
- Anas, Fadilah., Harini, Cicik., and F., Aziz. (2018). "Marketing Strategy Through SWOT Analysis on Dealer Honda Prima Jaya Abadi Branch Tembalang Semarang". Semarang: Pandanaran University.
- Badan Pusat Statistik. (2018). *Profil Generasi Milenial Indonesia*. Jakarta: Kementerian Pemberdayaan Perempuan dan Perlindungan Anak.
- Bougie, U. S. (2016). *Research Methods for Business: A Skill Building Approach* (7<sup>th</sup> ed.). United Kingdom: John Wiley & Sons Ltd.
- David, F. R. (2015). *Strategic Management Concept and Cases* (15<sup>th</sup> ed.). England: Pearson.
- Elyarni, Reca., and Hermanto. (2016). "SWOT Analysis of SAP Express Service Marketing Strategy at PT. SAP". Jakarta: Indraprasta PGRI University.
- Fauziah, Utami Nur., Rismayani, Risris., and HA, Romadhon. (2019). "Business Strategy Formulations Analysis by using Quantitative Strategic Planning Matrix (QSPM) in Seed Producer of UD. Sujinah". Bandung: Telkom University.
- Guba, Y. L. (1985). *Naturalistic inquiry*. Newbury Park, CA: Sage.
- Hardiyansyah, Andri., Ikhwana, Andri., and Kurniawati, Rina. (2015). "Analysis of Wet Noodle Business Marketing Strategy (Case Study in PD. Lugina-Garut)". Garut: Sekolah Tinggi Teknologi Garut.
- HM, Rahmayati. (2015). "SWOT Analysis in Determining Frozen Shrimp Marketing Strategy PT. Mustika Mina Nusa Aurora Tarakan, North Borneo". Borneo: Politeknik Pertanian Negeri Pangkep.
- Keller, P. K. (2016). *Marketing Management* (15<sup>th</sup> ed.). England: Pearson.

- Oktay, Serdar. (2017). An analytical study to identify and determine the usage frequency of sales and marketing strategies for 5 star hotels in the Antalya region. eProceedings of Computer Science, 120.
- Pertanian, B. L. (2014, September 17). *Sejarah Tanaman Jagung*. Retrieved from BPTP Kaltim: [http://kaltim.litbang.pertanian.go.id/ind/index.php?option=com\\_content&view=article&id=600&Itemid=97](http://kaltim.litbang.pertanian.go.id/ind/index.php?option=com_content&view=article&id=600&Itemid=97) [January 7<sup>th</sup>, 2021]
- Pertanian, B. P. (n.d.). *Sentra Produksi*. Retrieved from ALL-IN-ONE Agriculture Information: <https://inaagrimap.litbang.pertanian.go.id/index.php/sentra-produksi/tanaman-pangan/jagung> [January 7<sup>th</sup>, 2021]
- Pertanian, K. (2017). *Statistik Konsumsi Pangan Tahun 2017*. Jakarta: Pusat Data Dan Sistem Informasi Pertanian 2017.
- Kementrian Pertanian. (2017). Neraca Bahan Makanan. Jakarta: Badan Ketahanan Pangan Kementrian Pertanian.
- Robinson, J. A. (2013). *Strategy Management Planning for Domestic & Global Competition*. New York: McGraw-Hil.
- Rozi, R. F., & Widodo, T. (2017). Analisis Quantitative Strategy Planning Matrix (QSPM) Sebagai Landasan Untuk Menentukan Strategi Pengembangan Pada Industri Pariwisata Kota Batam. eProceedings of Management, 4(2).
- Spradley, J. P. (1997). *Metode Etnografi*. Yogyakarta: Tiara Wacana.
- Sugiyono. (2008). *Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R & D)*. Bandung: Alfabeta.
- Zia, Hanim Khalida., Semiarty, Rima., and Lita, Prima Ratmi. (2018). "Analysis SWOT analysis as a determinant of marketing strategy at Baiturrahmah Dental and Oral Hospital, Padang". Padang: Andalas University