

DAFTAR PUSTAKA

- Artamevia, S., Novandriani, N., & Moeliono, K. (2021). *Analisis Profil Konsumen Pada Usaha Ferry Catering di Masa Pandemi Dengan Pendekatan Value Proposition Design*.
- Astuti, Y., Anggadwita, G., & Wahyuningtyas, R. (2017). Analysis of intellectual capital based on quantity, quality, and systematic assessment: A case study of seven industrial centres in Bandung, Indonesia. *International Journal of Learning and Change*, 9(4). <https://doi.org/10.1504/ijlc.2017.087449>
- Blank, S. G. (Steven G., & Dorf, Bob. (2012). *The startup owner's manual : the step-by-step guide for building a great company*. K & S Ranch.
- BPS. (2020). *Indikator Pertanian 2020*.
- BPS Indonesia. (2021). *Statistik Karet Indonesia 2021*.
- Carter, M., & Carter, C. (2020). The Creative Business Model Canvas. *Social Enterprise Journal*, 16(2), 141–158. <https://doi.org/10.1108/SEJ-03-2019-0018>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods Twelfth Edition*.
- dave sonders, B., & Braun, L. (2014). *Validation in the Wild*.
- Fauzy, R., & Ghina, A. (2021). *Desain proposisi Nilai pada Startup Bidang Pendidikan Menggunakan Value Proposition Design*.
- Hardiansyah, R., & Tricahyono, D. (2019). *Identifikasi Faktor-Faktor Kesuksesan Start Up Digital di Kota Bandung*. <http://je.ejournal.unri.ac.id/>
- Hidayat, D., Suci, A. K., & Saliha, G. K. (2016). Market Segmentation, Customers, and Value Propositions Analysis for Polymer Clay Art Business Start-Up. *Binus Business Review*, 7(1), 89. <https://doi.org/10.21512/bbr.v7i1.1488>
- John W.Creswell & Cheryl N. Poth. (2016). *Qualitative Inquiry & Research Design*.
- Kemendikbud. (2021). *Bagaimana Pendidikan dan Teknologi Memperkuat Ekosistem Start-up di Indonesia*.

- Kementerian Pertanian. (2022). *ANALISIS KETAHANAN PANGAN TAHUN 2022 Pusat Data dan Sistem Informasi Pertanian Kementerian Pertanian 2022*.
- LPII dan Bank Indonesia. (n.d.). *PROFIL BISNIS USAHA MIKRO, KECIL DAN MENENGAH (UMKM) KERJASAMA LPPI DENGAN BANK INDONESIA TAHUN 2015*.
- Matthew B. Miles, A. M. H. J. S. (2014). *Qualitative Data Analysis_ A Methods Sourcebook-SAGE Publications*.
- Meleong. (2017). *adoc.pub_lexy-j-meleong-metode-penelitian-kualitatif-edisi-*.
- Mohamad Galugah Rahdian Fajar. (2016). *Kajian Faktor Preferensi Hotel Berbintang 3,4,5 Terhadap Layanan Bisnis Ozora dengan Pendekatan Value Proposition*.
- MSi, H., Juliana Sukmana, D., & Fardani, R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>
- Nadya, R., Nurazizah, D., Ghina, A., & Si, S. M. (2022). *Perancangan Proposisi Nilai Pada Usaha Mikro Xara Creative dengan Menggunakan Value Proposition Design*.
- Nurmanisa, A., & Sanawiri, W. B. (2016). Analisis Customer Segment, Channels dan Customer Relationship dalam Pembentukan Value Proposition di Starbucks Coffee. In *Jurnal Administrasi Bisnis (JAB)/Vol (Vol. 34, Issue 1)*.
- Ongliani, F., Mustikarini, C. N., Yuanita, F., & Indudewi, R. (2018). Analisis Value Proposition pada Ayam Geprek Pondok Pedas. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis (Vol. 3, Issue 3)*.
- Osterwalder dan Pigneur. (2012). *Business Model YOU*.
- Osterwalder dan Pigneur. (2014). *Value Proposition Design*.
- Pasaribu, R. D., Anggadwita, G., Hendayani, R., Kotjoprayudi, R. B., & Apiani, D. I. N. (2021). Implementation of business process reengineering (Bpr): Case study of official trip procedures in higher education institutions. *Journal of Industrial Engineering and Management, 14(3), 622–644*. <https://doi.org/10.3926/jiem.3403>
- Pokorná, J., Pilař, L., Balcarová, T., & Sergeeva, I. (2015). *Agris on-line Papers in Economics and Informatics Value Proposition Canvas: Identification of Pains, Gains and Customer Jobs at Farmers' Markets: Vol. VII*.

- Ryan Kristomuljono. (2022, August 31). *Mengenal Sejarah Perkembangan Startup di Indonesia*.
- Sekaran & bougie. (2016). *Research Methods ForBus A Skill Building*.
www.wileypluslearningspace.com
- Setiawan, K., Sandy, M., & Karmagatri, M. (2021). *Value Proposition Canvas Validation: Measuring Customer Satisfaction of Photography Business*.
- Sharp, H., & Hall, T. (2016). Agile Processes in Software Engineering and Extreme Programming. In *XP 2016 Edinburgh*. <http://www.springer.com/series/7911>
- Sugiyono. (2013). Metode penelitian kuantitatif, kualitatif dan R&D. In *Suparyanto dan Rosad (2015 (Vol. 5, Issue 3)*.
- Sugiyono. (2017). *prof. dr. sugiyono, metode penelitian kuantitatif kualitatif dan r_d. intro (PDFDrive)*.
- Tricahyono, D., Alamanda, D. T., Anggadwita, G., Prabowo, F. S. A., & Yuldinawati, L. (2018). The role of business incubator on cultivating innovation on startups: The case study of Bandung techno park (BTP) Indonesia. *International Journal of Engineering and Technology(UAE)*, 7(2).
<https://doi.org/10.14419/ijet.v7i2.29.13322>
- Wheelen dan Hunger. (2012). *Strategic Management Model Gathering Information Societal Environment: General forces*.