DAFTAR PUSTAKA

Akbar, F. M., & Yuldinawati, L. (2022). Analisis Pengembangan Bisnis Menggunakan Pendekatan Business Model Canvas (BMC) dan Analisis SWOT (Studi Kasus pada Manasuka Coffee). *eProceedings of Management*, *9*(5).

Akbari, N., Yuldinawati, L., & Gunawan, A. A. (2022). Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (BMC) dan Analisis SWOT (Studi Kasus pada Sunda Coffee Space). *eProceedings of Management*, *9*(5).

Alanzi, W. A. (2018). A review of literature on e-health systems in developing countries. SAGE Open, 8(3), 1-18. https://doi.org/10.1177/2158244018797013

Arifianto, R. (2021). Analisis Business Model Canvas pada Coffee Shop Gartenhaus dengan Menggunakan Pendekatan Kerangka Kerja Empat Langkah Blue Ocean Strategy. *Jurnal Ilmiah Mahasiswa FEB*, *9*(1).

Aqsathya, M. Y., & Alfanur, F. (2016). Analisis Bisnis Model Kanvas (Studi pada Street Gourmet Bandung). e-Proceeding of Management, 3(2), 1391-1396.

Basuki, C. (2023). Business Model Canvas and SWOT Analysis as a Development Strategy Frozen Food Culinary Industry. *Journal of Business, Management, and Accounting*, *3*(3), 131–145. https://doi.org/10.53748/jbms.v3i3.60

Benzaghta, M. A., Elwalda, A., Mousa, M., Erkan, I., & Rahman, M. (2021). SWOT Analysis Applications: An Integrative Literature Review. *Journal of Global Business Insights*, *6*(1), 55–73. https://doi.org/10.5038/2640-6489.6.1.1148

Bhaskar, R., Danermark, B., & Price, L. (2019). Interdisciplinarity and wellbeing: A critical realist general theory of interdisciplinarity. Routledge.

Chen, Y., & Wang, R. (2016). Are Humans Rational? Exploring Factors Influencing Impulse Buying Intention and Continuous Impulse Buying

Intention. *Journal of Consumer Behaviour*, *15*(2), 186–197. https://doi.org/10.1002/cb.1563

Chesbrough, H. (2010). Business model innovation: Opportunities and barriers. Long Range Planning, 43(2-3), 354-363. https://doi.org/10.1016/j.lrp.2009.07.010

Dinas Komunikasi dan Informatika Kota Tasikmalaya. (2024, June 23). Jumlah coffee shop dan cafe di Kota Tasikmalaya. Open Data Kota Tasikmalaya. Retrieved August 15, 2024, from https://opendata.tasikmalayakota.go.id/dataset/jumlah-coffee-shop-dan-cafe-di-kota-tasikmalaya

Guemes-Castorena, D. (2016). Business Model Canvas and Technology Roadmap: Dynamic Capabilities through the Innovation Matrix. Technological Forecasting and Social Change, 102, 53-66. https://doi.org/10.1016/j.techfore.2016.01.009

Hastutik, T. P., & Novitaningtyas, I. (2021). Ana Batik Magelang's Business Development Strategy Based on SWOT and Business Model Canvas. *International Journal of Marketing & Human Resource Research*, *2*(4), 224–235. https://doi.org/10.47747/ijmhrr.v2i4.348

Koswaraputra, D. I., Sinaga, B. M., & Andati, T. (2019). Pengembangan Bisnis Media The Jakarta Post Digital. *Jurnal Aplikasi Bisnis dan Manajemen*, *5*(2). https://doi.org/10.17358/jabm.5.2.177

Kristanto, V. H. (2018). *Metodologi Penelitian Pedoman Penulisan Karya Tulis Ilmiah (KTI)*. Yogyakarta: Deepublish.

Kriyantono, R. (2020). *Teknik Praktis Riset Komunikasi*. Jakarta: Prenadamedia.

Malau, H. (2017). *Manajemen Pemasaran Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global*. Bandung: Alfabeta.

Nasihin, M. A., Subagyo, S. E. F., Erfariani, S. A., & Farida, S. N. (2020). Strategi Bisnis Era New Normal pada Kedai Kopi di Surabaya (Studi Kasus Pada

Beby's Coffee di Jalan Srikana Timur No. 44 Surabaya). *Jurnal Ilmiah Ekonomi dan Bisnis*, *13*(2), 76–88. https://doi.org/10.51903/e-bisnis.v13i2.248

Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Surabaya: Media Sahabat Cendekia.

Nuryani, S., Wijaya, F., & Herlinawati, E. (2023). Callie Qudsiyyah's Business Development Strategy Uses SWOT Analysis and the Business Model Canvas. *Journal of Management Science (JMAS)*, *6*(1), 30–37.

Osterwalder, A., & Pigneur, Y. (2012). *Business Model Generation*. Jakarta: Elex Media Komputindo.

Pasaribu, R., Djatmiko, T., & Batubara. (2022). Analisis Value Innovation Pada U.D Batik Bintang HS Melalui Blue Ocean Strategy, Vol. 9 No. 2 (2022): April 2022.

Pasaribu, R., Shalsabila, D., & Djatmiko, T. (2023). Revamping business strategy using Business Model Canvas (BMC), SWOT analysis, and TOWS matrix. Heritage and Sustainable Development.

Payne, A. (2000). *Pemasaran Jasa*. Yogyakarta: Andi.

Perera, R. (2019). The PESTLE analysis. Journal of Business Studies Quarterly, 10(4), 40-48.

Porter, M. E. (2008). Competitive strategy: Techniques for analyzing industries and competitors.

Putri, M. K., & Utama, A. D. (2017). Evaluasi Model Bisnis Pada Laundry Bar Dengan Pendekatan Business Model Canvas. Jurnal Manajemen Indonesia, 17(2), 59.

Priyadi, Y., & Prasetio, A. (2018). Implementation of supply chain business application through business model canvas and waterfall framework collaborations for fish farmers SMEs in Ulekan market Bandung. *Journal of*

Physics: Conference Series, 978, 012021. https://doi.org/10.1088/1742-6596/978/1/012021

Rahardjo, B., Hasbullah, R., & Taqi, F. M. (2019). Coffee Shop Business Model Analysis. *Integrated Journal of Business and Economics*, *3*(2). https://doi.org/10.33019/ijbe.v3i2.153

Rahmawati, Y. D., & Setiawan, I. (2022). Business Model Canvas dan Analisis SWOT untuk Meningkatkan Strategi Pemasaran Rumah Batik Anto Djamil. *JUSIFO (Jurnal Sistem Informasi)*, *8*(2), 91–102. https://doi.org/10.19109/jusifo.v8i2.13983

Rangkuti, F. (2014). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia Pustaka Utama.

Riyadi, S., & Setiawan, R. (2018). Strategi Inovasi Produk Melalui Model Bisnis Kanvas Pada UKM di Indonesia. *Jurnal Teknologi*, *22*(1), 45-56. Retrieved from https://sinta.ristekbrin.go.id/journals/detail?id=5014

Royan, F. M. (2014). *Bisnis Model Kanvas Distributor: Memetakan Kinerja Optimal dan 30 Kesalahan yang Dilakukan*. Jakarta: Gramedia Pustaka Utama.

Salsabillah, D., Pasaribu, R. D., & Alfanur, F. (2023). Peningkatan Business Model Canvas (BMC) Dengan Pendekatan Faktor Kekuatan, Kelemahan, Peluang Dan Ancaman Pada 9-Blok BMC Unit Usaha Salimah. e-Proceeding of Management, 10(1), 451-461.

Saputra, I. P. M. P., Satriawan, I. K., & Anom Yuarini, D. A. (2023). Analisis SWOT dan Penerapan Model Bisnis Kanvas dalam Strategi Pengembangan Usaha Speed Coffee, Tegalalang, Kabupaten Gianyar. *Jurnal Rekayasa dan Manajemen Agroindustri*, *11*(2), 293. https://doi.org/10.24843/JRMA.2023.v11.i02.p12

Sisca, F., & Maulana, H. A. (2023). Business Development Strategy of Nii Kutchen Bakery Bengkalis Using Business Model Canvas and SWOT

Analysis. *Inovbiz: Jurnal Inovasi Bisnis Seri Manajemen, Investasi dan Kewirausahaan*, *3*(1), 199. https://doi.org/10.35314/inovbizmik.v3i1.3202

Slávik, Š., & Bednár, R. (2014). Analysis of Business Models. *Journal of Competitiveness*, *6*(4), 19–40. https://doi.org/10.7441/joc.2014.04.02

Sudaryono. (2018). *Metodologi Penelitian*. Depok: PT. Raja Grafindo Persada.

Sugiyanto, Pratama, M. A., & Wahyuningsih, E. (2021). Formulasi Strategi Menggunakan Bisnis Model Canvas. *Coopetition: Jurnal Ilmiah Manajemen*, *12*(1), 87–94. https://doi.org/10.32670/coopetition.v12i1.142

Sugiyono. (2018). *Metode Penelitian & Pengembangan: Research & Development*. Bandung: Alfabeta.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Wheelen, T. L., & Hunger, J. D. (2012). *Strategic Management and. Business Policy*. New York: Pearson.

Wijaya, D. (2017). *Manajemen Keuangan Konsep dan Penerapannya*. Jakarta: Grasindo.

Yuliaty, T., Shafira, C. S., & Akbar, M. R. (2020). Strategi UMKM dalam Menghadapi Persaingan Bisnis Global. *MBIA*, *19*(3), 293–308. https://doi.org/10.33557/mbia.v19i3.1167

Zulfikar, R., Mayvita, P. A., & Purboyo, P. (2019). Adopsi Teknik Penyusunan Business Plan Model Canvas untuk Perencanaan Bisnis Umkm Kuliner Jalanan di Kawasan Gatot Subroto Banjarmasin. *Jurnal Pengabdian Al-Ikhlas*, *4*(2), 171–185. https://doi.org/10.31602/jpaiuniska.v4i2.1955