

DAFTAR PUSTAKA

- Akbari, N., Yuldinawati, L., & Gunawan, A. A. (n.d.). *Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (BMC) Dan Analisis SWOT (Studi Kasus Pada Sunda Coffee Space)*.
- Albi Anggito, & Johan Setiawan. (2018). *Metodologi Penelitian Kualitatif*.
- Alexander Osterwalder, & Yves Pigneur. (2010). *Business Model Generation*.
- Anitana Widya Puspa. (2022, February 21). *Persaingan Makin Sengit, Membedah Strategi Bisnis Logistik di Indonesia*. Bisnis.Com.
- Basuki, C. (2023). Business Model Canvas and SWOT Analysis as a Development Strategy Frozen Food Culinary Industry. *Journal of Business, Management, and Social Studies*, 3(3), 131–145. <https://doi.org/10.53748/jbms.v3i3.60>
- Cahya Puteri Abdi Rabbi. (2021, July 8). *Industri Logistik Tumbuh 40% Selama Pandemi Covid-19*. Katadata.Co.Id.
- Cindy Mutia Annur. (2023, August 8). *Seberapa Sering Konsumen RI Gunakan Jasa Pengiriman Saat Belanja Online?* Databoks.
- Dr. Rukin, S. Pd. , M. Si. (2019). *Metodologi Penelitian Kualitatif*.
- [ENG] *Business Model Generation - Alexander Osterwalder e Yves Pigneur*. (n.d.).
- Freddy Rangkuti. (2015). *Teknik Membedah Kasus Bisnis: Analisis SWOT*. Gramedia Pustaka Utama.
- Hastutik, T. P., & Novitaningtyas, I. (2021). Ana Batik Magelang's Business Development Strategy Based on SWOT and Business Model Canvas. In *International Journal of Marketing & Human Resource Research* (Vol. 2, Issue 4).
- Hidayah, I., Qadarin, M., & Imadura, R. (2022). *BMC (Business Model Canvas) and SWOT Analysis Approach on the Development of Farmer Prosperity: A*

- Study on Business Strategies of “Labu Madu” Enterprises*. 8(2), 74–85.
<http://ejournal.unida.gontor.ac.id/index.php/altijarah>
- Indrawati. (2018). *Metode Penelitian Kualitatif* (Rachmi, Ed.). Bandung: Penerbit Refika Aditama.
- Jadid, U. N. (2019). *Al-Tanzim : Jurnal Manajemen Pendidikan Islam*
 MANAJEMEN STRATEGI DALAM MENINGKATKAN MUTU PELAYANAN
 KEPEGAWAIAN Hefniy & Refi Najma Fairus. 03(01), 169–197.
<https://ejournal.unuja.ac.id/index.php/al-tanzim>
- Mayang, A., Astuti, I., & Ratnawati, S. (n.d.). Analisis SWOT Dalam Menentukan Strategi Pemasaran (Studi Kasus di Kantor Pos Kota Magelang 56100). In *Anissa Mayang Indri) Jurnal Ilmu Manajemen* (Vol. 17, Issue 2).
- Moh. Riza Sutjipto, Ernie Tisnawati Sule, Sucherly, & Umi Kaltum. (2019). THE EFFECT OF ORGANIZATIONAL RELATIONSHIP AND COMPETITIVE STRATEGY ON THE PERFORMANCE OF WHOLESALE NETWORK SERVICE BUSINESS IN INDONESIA. *Journal of Entrepreneurship Education*.
- Muhammad Farhan Abdulaziz, Kiki Sudiana, & Sisca Eka Fitria. (2022). Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (Bmc) Dan Analisis Strength, Weakness, Opportunity, Dan Threats (Swot) Pada Usaha Kecil Kue Ny Lina Di Kota Bogor. *E-Proceedings of Management (Telkom University)*.
- Mukti, S., Saepudin, N., Pasaribu, R. D., Alfianur, F., & Si, S. (2023). Kajian Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (Bmc), Analisis Swot Dan Matriks Tows Pada Cv. Sinar Dua Putra. *JIBR: Journal of Indonesia Business Research*, 1, 101–107. <https://doi.org/10.25124/logic.v1i1.6497>
- Mustaniroh, S. A., Prabaningtias, N., & Citraresmi, A. D. P. (2020). Analysis of Business Development Strategies with Business Model Canvas Approach.

IOP Conference Series: Earth and Environmental Science, 515(1).
<https://doi.org/10.1088/1755-1315/515/1/012075>

Nabilah Muhamad. (2023, August 3). *Ini Layanan Ekspedisi yang Banyak Digunakan Penjual E-Commerce Lokal*. Databoks.

Nurjannah Sekolah Tinggi Ilmu Ekonomi Syariah Bengkalis, D. (2020a). ANALISIS SWOT SEBAGAI STRATEGI MENINGKATKAN DAYA SAING (Studi Pada PT. Bank Riau Kepri Unit Usaha Syariah Pekanbaru). In *Jurnal Perbankan Syariah* (Vol. 1, Issue 1).
<https://ejournal.stiesyariahbengkalis.ac.id/index.php/jps>

Pasaribu, R. D., Shalsabila, D., & Djatmiko, T. (2023). Revamping business strategy using Business Model Canvas (BMC), SWOT analysis, and TOWS matrix. *Heritage and Sustainable Development*, 5(1), 1–18.
<https://doi.org/10.37868/hsd.v5i1.125>

Paulus Parulian, & Yuldinawati Lia. (2023). Strategi Pengembangan Bisnis Menggunakan Business Model Canvas Dan Analisis SWOT (Studi Kasus: PT Auto Family Jaya) . *Strategi Pengembangan Bisnis Menggunakan Business Model Canvas Dan Analisis SWOT (Studi Kasus: PT Auto Family Jaya)* .

Pinem, N. A., Sulistyawati, F., & Pangkey Gulo, E. N. (2023). Analysis Of Business Implementation on ShopeePAY Digital Wallet using Business Model Canvas (BMC) and Swot Analysis. *Jurnal Impresi Indonesia*, 2(1), 71–82.
<https://doi.org/10.58344/jii.v2i1.2042>

Prof. Dr. Sugiyono. (2020). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN KOMBINASI (MIXED METHODS)*.

Rian Alfianto. (2023). Sengitnya Persaingan Bisnis Jasa Pengiriman di Indonesia, ini Pilihan Gen-Z saat Berbelanja Online. *JawaPos.Com*.

Sugiyono. (2022). *METODE PENELITIAN: Kuantitatif, Kualitatif, dan R&D*.

- Teece, D. J. (2010). Business models, business strategy and innovation. *Long Range Planning*, 43(2–3), 172–194. <https://doi.org/10.1016/j.lrp.2009.07.003>
- Tengku Firli Musfar, Dian Pratiwi, Meilisa, Rio Fandy Sitepu, & Endang Ropika T. (2022). Business Development Design Using the Business Model Canvas (BMC) Approach and Swot Analysis for One Alumni Coffee Pekan Baru. *Jurnal Multidisiplin Madani*, 2(12), 4377–4386. <https://doi.org/10.55927/mudima.v2i12.2078>
- Top Brand Award. (2019). *Komparasi Brand Index*.
- Tri Kurnia Yuniarto. (2023, October 2). *Survei Populix: 88% Gen Z Gunakan Jasa Pengiriman saat Belanja Online*. Marketeers.
- Tunggul Prasodjo. (2021). *Manajemen Strategi*.
- Usman, A. T., Wasliman, I., Nurjaman, U., & Fatkhullah, K. (2022). *Manajemen Strategis Peningkatan Mutu Dosen Di Perguruan Tinggi Swasta (Studi Kasus UMTAS Tasikmalaya dan IPI Garut)*. <https://doi.org/10.30868/ei.v11i01.3023>
- Wahyuningtyas Ratri. (2015). An Integrated Talent Management System: Challenges for Competitive Advantage. *International Business Management*.
- Warnaningtyas, H. (n.d.). *EKOMAKS: Jurnal Manajemen, Ilmu Ekonomi Kreatif dan Bisnis; E-ISSN: 2580-0043 Desain Bisnis Model Canvas (BMC) Pada Usaha Batik Kota Madiun*. <http://ekomaks.unmermadiun.ac.id/index.php/ekomaks>
- Warta Pemeriksa. (2022). *Persaingan Bisnis Kurir Ketat, Bagaimana Kinerja Pos Indonesia?*