

REFERENCES

- Ahdiat, A. (2024). *Pertumbuhan Jumlah UMKM Indonesia sampai 2023*.
<https://kadin.id/data-dan-statistik/umkm-indonesia/>
- Anindya, J. P., Pradesa, H. A., Nugroho, A. B., & Wijayanti, R. (2023). Formulasi Strategi Pengembangan Bisnis Vaksin Virus (Studi Kasus Di PT. Bio Farma Bandung). *Management Studies and Entrepreneurship Journal*, 4.
- Ariyanti, M., Tricahyono, D., Rismayani, R., Lubis, R. L., & Sugiati, M. A. (2021). Strategi Usaha Kecil Menengah Dalam Kondisi Covid 19. In M. Ariyanti, N. Dudija, A. Krisnawati, & I. Gunawan (Eds.), *Strategi Usaha Kecil Menengah Dalam Kondisi Covid 19*. Tel-U Press.
- Azanella, L. A., & Hardiyanto, S. (2022, March 6). *Harga Komoditas Naik Pascaperang Rusia-Ukraina, YLKI Ajak Konsumen Lakukan 3 Hal Ini*. Kompas.Com.
<https://www.kompas.com/tren/read/2022/03/06/093000065/harga-komoditas-naik-pascaperang-rusia-ukraina-ylki-ajak-konsumen-lakukan-3?page=all>
- David, F. R. (2011). *Strategic Management: Concepts and Cases* (13 Edition). Prentice Hall.
- David, F. R., & David, F. R. (2016). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (S. Wall & B. Surette, Eds.; 16th Edition). Pearson Education.
- Hidayat, T., Astuti, R. P. F., & Mujahidin, A. (2022). Formulation a Strategy to Increase the Competitiveness of SMEs: a Case Study on the Industry of Batik Bojonegoro. *International Conference on Education and Social Science Research (ICESRE)*, 2022.
- Khoyriyah, R. Z., & Purnomo, A. (2021). Business Development Strategy Formulation: Lessons Learned from Body Care Startup. *Proceedings of the International Conference on Industrial & Mechanical Engineering and Operations Management Dhaka, Bangladesh, December 26-27, 2021*.
- 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>

Prawoto, E., Rafei, Y. D., & Bahagia, M. Q. (2024). *Profil Industri Mikro dan Kecil 2023*. https://web-api.bps.go.id/download.php?f=q5f4YdFqmfTov6hB1JlZvSs5bmtjYUZLQmhjVnBCK2VBMHVlaE5wbjNpMXNpSHd1TVZZM1g1RDJTTm80OFZwTXhVQk9IMkNVY0JaMnNIMzJjeWZxSnQ0OGNpUGJnWFVEMzi4SG1xUkQ2SnN5ZEtHM01abkVFUnF5VzRCZXdUTDIPSHJibDVVMUdicUhqVGExK2p2VS85WlkwaUNVZ3AzRE96TndCVDZNOGU0TGQvYVhtc2RUUEE5M1JENGZqc2laRUtMQ0crZDRGY3hzZnlzTG1RdStRSWhJMmd3cDN4bG15cXN2SElQS1NraVNON2cwMWlQbWw3UGhOcjlxCFNscDJlBmRaQ1RFZUtoVXZCQ0Y=&_gl=1*18rjcpy*_ga*MzIxMDgwMzIyLjE3Mjc1MjQ2NTA.*_ga_XXTTVXWHDB*MTcyOTY5MjIwOS4xMy4xLjE3Mjk2OTIyMjkuMC4wLjA

Rasjid, A. (2022, February 24). *MSMEs Still Need Support to Access Global and Regional Market and Improve Competitiveness*. ARISE+ Indonesia. <https://ariseplus-indonesia.org/en/activities/perspectives/msmes-still-need-support-to-access-global-and-regional-market-and-improve-competitiveness.html>

Ropik, A., Danilyil, M. N., & Febriansyah, R. (2024). Analyzing Business Development Strategy, Using SWOT Analysis and QSPM (Case Study: UMKM Donut Yoga). *Proceedings of the 4th International Conference on Economic, Management and Accounting (ICEMAC 2023) Advances in Economics, Business and Management Research* 286,.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th Edition). John Wiley & Sons Ltd.

Septia, T., & Meidiana, D. (2024, October 7). *Deflasi di Indonesia Selama Lima Bulan: Penyebab dan Dampak Bagi Masyarakat*. Universitas Muhammadiyah Jakarta. https://umj.ac.id/just_info/deflasi-di-indonesia-selama-lima-bulan-penyebab-dan-dampak-bagi-

