

DAFTAR PUSTAKA

- Akan, O., Allen, R. S., Helms, M. M., & Spralls, S. A. (2006). Critical tactics for implementing Porter's generic strategies. *Journal of Business Strategy*, 27(1), 43–53. Tersedia di <https://doi.org/10.1108/02756660610640173> diakses pada 14 Januari 2023
- Badan Pusat Statistik.(2021). *Statistik Telekomunikasi Indonesia 2021*. Tersedia di <https://www.bps.go.id/publication/2022/09/07/bcc820e694c537ed3ec131b9/statistik-telekomunikasi-indonesia-2021.html> diakses pada 14 Januari 2023
- Badan Pusat Statistik.(2022). *Ekonomi Indonesia Triwulan III-2022 Tumbuh 5,72 Persen*. Tersedia di <https://www.bps.go.id/pressrelease/2022/11/07/1914/ekonomi-indonesia-triwulan-iii-2022-tumbuh-5-72-persen--y-on-y-.html> diakses pada 14 Januari 2023
- Bank Indonesia.(2022). *KINERJA EKONOMI INDONESIA TERUS MENGUAT PADA TRIWULAN III 2022*. Tersedia di https://www.bi.go.id/id/publikasi/ruang-media/news-release/Pages/sp_2430222.aspx diakses pada 14 Januari 2023
- Blank, S.(2012).*The Startup Owner's Manual*, K&S Ranch Press,California.
- Hambrick, D. C., & Fredrickson, J. W. (2001). *Are You Sure You Have a Strategy?*. The Academy of Management Executive (1993-2005), 15(4), 48–59. Tersedia di <http://www.jstor.org/stable/4165785> diakses pada 14 Januari 2023
- Mardian, E.(2021).*Investasi dan Bonus Demografi*, Center of Reform on Economics (CORE) Indonesia. Tersedia di <https://www.coreindonesia.org/publication/#> diakses pada 14 Januari 2023

Schindler, P.S. (2019). *Business Research Methods*, 13th edition. McGraw-Hill Education, New York

Porter, E.M. (1985). *Competitive Advantage, Creating and Sustaining Superior Performance*. The Free Press, New York.

Porter, E.M. (1980). *Competitive Strategy, Techniques for Analyzing Industries and Competitors*. The Free Press, New York.

Porter, E.M. (1979). *How Competitive Forces Shape Strategy*. Harvard Business Review, March-April 1979.

Porter, E.M. (1996). *What is strategy?*. Harvard Business Review, November-December 1996.

Ries, E.(2011).*The Lean Startup*, Crown Business, New York

Teknovidia.com. (2022). *Daftar Software house di Semarang*. Tersedia di <https://www.teknovidia.com/software-house-semarang> diakses pada 14 Januari 2023

Thompson, A.A., Peteraf, M.A., Gamble, J.E., & Strickland, A.J. (2016). *Crafting And Executing Strategy: The Quest For Competitive Advantage, Concepts And Cases*, 20th edition. McGraw-Hill Education, New York.

We Are Social. (2022). *Digital 2022 Indonesia*. Tersedia di <https://datareportal.com/reports/digital-2022-indonesia> diakses pada 14 Januari 2023

Wheelen, T.L., Hunger, J.D., Hoffman, A.N., Bamford, C.E. (2016). *Strategic Management and Business Policy, Globalization, Innovation and Sustainability*, 15th edition. Pearson, United Kingdom.