

DAFTAR PUSTAKA

- [1] V. Berg, J. Birkeland, A. Nguyen-Duc, I. O. Pappas, and L. Jaccheri, “Achieving agility and quality in product development - an empirical study of hardware *startups*,” *Journal of Systems and Software*, vol. 167. 2020, doi: 10.1016/j.jss.2020.110599.
- [2] N. Tripathi, M. Oivo, K. Liukkonen, and J. Markkula, “*Startup* ecosystem effect on minimum viable product development in software *startups*,” *Inf. Softw. Technol.*, vol. 114, pp. 77–91, Oct. 2019, doi: 10.1016/J.INFSOF.2019.06.008.
- [3] Meit001, “Di WEF 2020, Menkominfo Pamerkan Pesatnya Perkembangan *Startup* Indonesia,” *Kominfo*, 2020. https://kominfo.go.id/content/detail/23975/di-wef-2020-menkominfo-pamerkan-pesatnya-perkembangan-startup-indonesia/0/sorotan_media (accessed Oct. 08, 2022).
- [4] *Startup* Studio Indonesia, “Tantangan Perkembangan *Startup* di Indonesia,” 2021. https://startupstudio.id/tantangan-perkembangan-startup-di-indonesia/?gclid=EAIaIQobChMIj8aquKGc8QIVRIJLBR2PGgWiEAAYASAAEgK3E_D_BwE (accessed Oct. 08, 2022).
- [5] G. Kharisma, “[Update] 13 Unicorn Indonesia: Riwayat Pendanaan, Nilai Valuasi, dll.,” 2022. <https://id.techinasia.com/daftar-unicorn-indonesia-terlengkap> (accessed Oct. 11, 2022).
- [6] C. M. Annur, “Siswa SD Dominasi Jumlah Pelajar di Indonesia pada Tahun Ajaran 2020/2021,” 2021. <https://databoks.katadata.co.id/datapublish/2021/11/26/siswa-sd-dominasi-jumlah-pelajar-di-indonesia-pada-tahun-ajaran-20202021> (accessed Oct. 11, 2022).
- [7] V. B. Kusnandar, “Jumlah Angkatan Kerja dan Tingkat Partisipasi Angkatan Kerja Indonesia (2017-2022),” *databoks*, 2022. .
- [8] R. Eka, “Tren Platform Edtech di Indonesia,” 2020. <https://dailysocial.id/post/tren-edtech-di-indonesia> (accessed Oct. 11, 2022).
- [9] R. Conforti, M. De Leoni, M. La Rosa, W. M. P. Van Der Aalst, and A. H. M. Ter Hofstede, “A recommendation system for predicting risks across multiple business process instances,” *Decis. Support Syst.*, vol. 69, pp. 1–19, 2015, doi: 10.1016/j.dss.2014.10.006.
- [10] Noorhidayah, F. Indriani, and M. R. Faisal, “Sistem Rekomendasi Berita Online Dengan Menggunakan Pembobotan TF-IDF Dan Cosine Similarity,” *Semin. Nas. Ilmu Komput.*, vol. 2, no. January, pp. 85–93, 2019.
- [11] G. Mohsen, M. Al-Ayyoub, I. Hmeidi, and A. Al-Aiad, “On the automatic construction of an Arabic thesaurus,” *2018 9th Int. Conf. Inf. Commun. Syst. ICICS 2018*, vol. 2018-Janua, pp. 243–247, 2018, doi: 10.1109/IACS.2018.8355431.
- [12] R. Deshpande, K. K. Vaze, S. Rathod, and T. Jarhad, “Comparative Study of Document Similarity Algorithms and Clustering Algorithms for Sentiment Analysis,” 2014, [Online]. Available: <https://api.semanticscholar.org/CorpusID:212443963>.
- [13] M. Volkovs, G. W. Yu, and T. Poutanen, “Content-Based Neighbor Models for Cold Start in Recommender Systems,” 2017, doi: 10.1145/3124791.3124792.

- [14] R. H. Singh, S. Maurya, T. Tripathi, T. Narula, and G. Srivastav, "Movie Recommendation System using *cosine similarity* and KNN," *Int. J. Eng. Adv. Technol.*, vol. 9, no. 5, pp. 556–559, 2020, doi: 10.35940/ijeat.e9666.069520.
- [15] G. Yunanda, D. Nurjanah, and S. Meliana, "Recommendation System from Microsoft News Data using TF-IDF and *cosine similarity* Methods," *Building of Informatics, Technology and Science (BITS)*, vol. 4, no. 1. 2022, doi: 10.47065/bits.v4i1.1670.
- [16] A. A. Huda, R. Fajarudin, and A. Hadinegoro, "Sistem Rekomendasi Content-based Filtering Menggunakan TF-IDF Vector Similarity Untuk Rekomendasi Artikel Berita," *Technol. Sci.*, vol. 4, no. 3, pp. 1679–1686, 2022, doi: 10.47065/bits.v4i3.2511.
- [17] A. Alfiani Mahardhika, R. Saptono, and R. Anggrainingsih, "Sistem Klasifikasi Feedback Pelanggan Dan Rekomendasi Solusi Atas Keluhan Di UPT Puskom UNS Dengan Algoritma Naive Bayes Classifier Dan Cosine Similiarity," *J. Teknol. Inf. ITSmart*, vol. 4, no. 1, p. 36, 2016, doi: 10.20961/its.v4i1.1806.
- [18] F. Nurfalah, Asriyanik, and A. Pambudi, "Sistem Rekomendasi Event Online Menggunakan Metode Content Based Filtering," *Elkom J. Elektron. dan Komput.*, vol. 15, no. 2, pp. 271–279, 2022, doi: 10.51903/elkom.v15i2.736.
- [19] E. J. Chia and M. K. Najafabadi, "Solving Cold Start Problem for Recommendation System Using Content-Based Filtering," *Proc. - 2022 Int. Conf. Comput. Technol. ICCTech 2022*, pp. 38–42, 2022, doi: 10.1109/ICCTech55650.2022.00015.
- [20] W. Nadee and S. Unankard, "Alternative-Ingredient Recommendation Based on Correlation Weight for Thai Recipes," *2021 Jt. 6th Int. Conf. Digit. Arts, Media Technol. with 4th ECTI North. Sect. Conf. Electr. Electron. Comput. Telecommun. Eng. ECTI DAMT NCON 2021*, pp. 14–17, 2021, doi: 10.1109/ECTIDAMTNCN51128.2021.9425778.
- [21] C. Z. Omega and Hendry, "Movie Recommendation System using Weighted Average Approach," *2021 2nd Int. Conf. Innov. Creat. Inf. Technol. ICITech 2021*, pp. 105–109, 2021, doi: 10.1109/ICITech50181.2021.9590147.
- [22] Y. S. Zhao, Y. P. Liu, and Q. A. Zeng, "A weight-based item recommendation approach for electronic commerce systems," *Electron. Commer. Res.*, vol. 17, no. 2, pp. 205–226, 2017, doi: 10.1007/s10660-015-9188-1.
- [23] D. P. Alamsyah, T. Arifin, Y. Ramdhani, F. A. Hidayat, and L. Susanti, "Classification of Customer Complaints: TF-IDF Approaches," in *2022 2nd International Conference on Intelligent Technologies (CONIT)*, 2022, pp. 1–5, doi: 10.1109/CONIT55038.2022.9848056.
- [24] K. Kono and N. Babaguchi, "Data Anonymization for Service Strategy Development and Information Recommendation to Users Based on TF-IDF Method," in *2020 International Symposium on Information Theory and Its Applications (ISITA)*, 2020, pp. 485–489.
- [25] J. Zeng *et al.*, "Statutes Recommendation Based on Text Similarity," in *2017 14th Web Information Systems and Applications Conference (WISA)*, 2017, pp. 201–204, doi: 10.1109/WISA.2017.52.
- [26] I. SurvyanaWahyudi, A. Affandi, and M. Hariadi, "Recommender engine using cosine similarity based on alternating least square-weight regularization," in *2017 15th*

- International Conference on Quality in Research (QiR) : International Symposium on Electrical and Computer Engineering*, 2017, pp. 256–261, doi: 10.1109/QIR.2017.8168492.
- [27] A. Mee, E. Homapour, F. Chiclana, and O. Engel, “Sentiment analysis using TF–IDF weighting of UK MPs’ tweets on Brexit[Formula presented],” *Knowledge-Based Syst.*, vol. 228, p. 107238, 2021, doi: 10.1016/j.knosys.2021.107238.
- [28] M. Moussa and I. I. Măndoiu, “Single cell RNA-seq data clustering using TF-IDF based methods,” *BMC Genomics*, vol. 19, no. Suppl 6, 2018, doi: 10.1186/s12864-018-4922-4.
- [29] S. W. Kim and J. M. Gil, “Research paper classification systems based on TF-IDF and LDA schemes,” *Human-centric Comput. Inf. Sci.*, vol. 9, no. 1, 2019, doi: 10.1186/s13673-019-0192-7.
- [30] M. A. Thalor, “A Descriptive Answer Evaluation System Using cosine similarity Technique,” *Proc. - Int. Conf. Commun. Inf. Comput. Technol. ICCICT 2021*, pp. 2021–2024, 2021, doi: 10.1109/ICCICT50803.2021.9510170.
- [31] P. P. Gokul, B. K. Akhil, and K. K. M. Shiva, “Sentence similarity detection in Malayalam language using cosine similarity,” *RTEICT 2017 - 2nd IEEE Int. Conf. Recent Trends Electron. Inf. Commun. Technol. Proc.*, vol. 2018-Janua, pp. 221–225, 2017, doi: 10.1109/RTEICT.2017.8256590.
- [32] Y. Adilaksa and A. Musdholifah, “Recommendation System for Elective Courses using Content-based Filtering and Weighted Cosine Similarity,” *2021 4th Int. Semin. Res. Inf. Technol. Intell. Syst. ISRITI 2021*, pp. 51–55, 2021, doi: 10.1109/ISRITI54043.2021.9702788.
- [33] D. Soyusiawaty and Y. Zakaria, “Book data content similarity detector with cosine similarity (case study on digilib.uad.ac.id),” *Proceeding 2018 12th Int. Conf. Telecommun. Syst. Serv. Appl. TSSA 2018*, 2018, doi: 10.1109/TSSA.2018.8708758.
- [34] E. J. Chia and M. K. Najafabadi, “Solving Cold Start Problem for Recommendation System Using Content-Based Filtering,” in *2022 International Conference on Computer Technologies (ICCTech)*, 2022, pp. 38–42, doi: 10.1109/ICCTech55650.2022.00015.
- [35] B. Lika, K. Kolomvatsos, and S. Hadjiefthymiades, “Facing the cold start problem in recommender systems,” *Expert Syst. Appl.*, vol. 41, no. 4 PART 2, pp. 2065–2073, 2014, doi: 10.1016/j.eswa.2013.09.005.
- [36] O. H. Embarak, “Like-minded detector to solve the cold start problem,” in *2018 Fifth HCT Information Technology Trends (ITT)*, 2018, pp. 300–305, doi: 10.1109/CTIT.2018.8649537.
- [37] Z. Li *et al.*, “HML4Rec: Hierarchical meta-learning for cold-start recommendation in flash sale e-commerce,” *Knowledge-Based Syst.*, vol. 255, p. 109674, 2022, doi: <https://doi.org/10.1016/j.knosys.2022.109674>.
- [38] V. K. Sejwal and M. Abulaish, “A hybrid recommendation technique using topic embedding for rating prediction and to handle cold-start problem,” *Expert Syst. Appl.*, vol. 209, p. 118307, 2022, doi: <https://doi.org/10.1016/j.eswa.2022.118307>.
- [39] O. A. Wahab, G. Rjoub, J. Bentahar, and R. Cohen, “Federated against the cold: A

- trust-based federated learning approach to counter the cold start problem in recommendation systems,” *Inf. Sci. (Ny)*, vol. 601, pp. 189–206, 2022, doi: <https://doi.org/10.1016/j.ins.2022.04.027>.
- [40] C. S. D. Prasetya, “Sistem Rekomendasi Pada E-Commerce Menggunakan K-Nearest Neighbor,” *J. Teknol. Inf. dan Ilmu Komput.*, vol. 4, no. 3, p. 194, 2017, doi: 10.25126/jtiik.201743392.
- [41] T. L. Saaty, “The modern science of multicriteria decision making and its practical applications: The AHP/ANP approach,” *Oper. Res.*, vol. 61, no. 5, pp. 1101–1118, 2013, doi: 10.1287/opre.2013.1197.
- [42] E. Nasution, “Sistem Penunjang Keputusan Penyeleksian Quality Assurance Tester Menggunakan Metode Analytical Hierarchy Process (Studi Kasus : PT. Gameloft Indonesia),” *J. Fasilkom*, vol. 11, no. 2, pp. 67–74, 2021, doi: 10.37859/jf.v11i2.2716.
- [43] R. Hidayat and U. Darussalam, “Perbandingan Metode Saw Dan Ahp Pada Sistem Pendukung Keputusan Web Based Seleksi Karyawan Terbaik,” *JUPI (Jurnal Ilm. Penelit. dan Pembelajaran Inform.)*, vol. 7, no. 1, pp. 209–223, 2022, doi: 10.29100/jupi.v7i1.2627.
- [44] R. Anugrah, A. B. P. Negara, and A. S. Sukanto, “Aplikasi Rekomendasi Objek Wisata Kota Singkawang dengan Metode AHP (Analytical Hierarchy Process) Berbasis Website,” *J. Sist. dan Teknol. Inf.*, vol. 9, no. 3, p. 324, 2021, doi: 10.26418/justin.v9i3.44838.
- [45] A. T. Santosa, Adi Suwondo, M. Alif Muwafiq Baihaqy, and Lasimin, “SISTEM PENDUKUNG KEPUTUSAN PEMILIHAN MOBIL BEKAS BERBASIS WEB MENGGUNAKAN METODE AHP (Analytical Hierarchy Process),” *STORAGE J. Ilm. Tek. dan Ilmu Komput.*, vol. 1, no. 3, pp. 6–19, 2022, doi: 10.55123/storage.v1i3.857.
- [46] R. Setiyanto, M. I. Dzulhaq, and I. K. Apipi, “Sistem Pendukung Keputusan Pemilihan Kasur Menggunakan Metode AHP TOPSIS,” *J. Tren Bisnis Glob.*, vol. 2, no. 1, p. 60, 2022, doi: 10.38101/jtbg.v2i1.493.
- [47] N. Aisyah and A. S. Putra, “Sistem Pendukung Keputusan Rekomendasi Pemilihan Manajer Terbaik Menggunakan Metode AHP (Analytic Hierarchy Process),” *J. Esensi Infokom J. Esensi Sist. Inf. dan Sist. Komput.*, vol. 5, no. 2, pp. 7–13, 2022, doi: 10.55886/infokom.v5i2.275.
- [48] H. Ko, S. Lee, Y. Park, and A. Choi, “A Survey of Recommendation Systems: Recommendation Models, Techniques, and Application Fields,” *Electron.*, vol. 11, no. 1, 2022, doi: 10.3390/electronics11010141.
- [49] T. Wu, F. Yang, D. Zhang, A. Zhu, and F. Wan, “Research on Recommendation system based on user portrait,” *Proc. 2020 IEEE Int. Conf. Artif. Intell. Inf. Syst. ICAIIS 2020*, pp. 462–465, 2020, doi: 10.1109/ICAIIIS49377.2020.9194941.
- [50] A. Khalid, K. Lundqvist, and A. Yates, “A literature review of implemented recommendation techniques used in Massive Open online Courses,” *Expert Syst. Appl.*, vol. 187, no. January 2021, 2022, doi: 10.1016/j.eswa.2021.115926.
- [51] M. N. Nikiforos, M. Malakopoulou, A. Styliadou, A. G. Alvanou, V. Karyotis, and P. Kourouthanassis, “Enhancing Collaborative Filtering Recommendations for Web-

- based Learning Platforms with Genetic Algorithms,” *SMAP 2020 - 15th Int. Work. Semant. Soc. Media Adapt. Pers.*, Oct. 2020, doi: 10.1109/SMAP49528.2020.9248472.
- [52] M. Spilka, A. Posoldova, G. Rozinaj, and P. Pdhradsky, “Importance of Recommendation System in Modern Forms of Learning,” 2016.
- [53] Z. Lian and C. Hui, “Research on recommendation algorithms in web of Things System,” *Proc. - 7th Int. Conf. Intell. Comput. Technol. Autom. ICICTA 2014*, pp. 569–572, Jan. 2015, doi: 10.1109/ICICTA.2014.143.
- [54] S. Jain, A. Grover, P. S. Thakur, and S. K. Choudhary, “Trends, problems and solutions of recommender system,” *Int. Conf. Comput. Commun. Autom. ICCCA 2015*, pp. 955–958, 2015, doi: 10.1109/CCAA.2015.7148534.
- [55] S. E. Hong and H. J. Kim, “A comparative study of video recommender systems in big data era,” *Int. Conf. Ubiquitous Futur. Networks, ICUFN*, vol. 2016-Augus, pp. 125–127, 2016, doi: 10.1109/ICUFN.2016.7536999.
- [56] W. Liu, H. Wan, and B. Yan, “Short Video Recommendation Algorithm Incorporating Temporal Contextual Information and User Context,” *C. - Comput. Model. Eng. Sci.*, vol. 135, no. 1, pp. 239–258, 2023, doi: 10.32604/cmes.2022.022827.
- [57] M. Abbas, M. U. Riaz, A. Rauf, M. T. Khan, and S. Khalid, “Context-aware Youtube recommender system,” *2017 Int. Conf. Inf. Commun. Technol. ICICT 2017*, vol. 2017-Decem, pp. 161–164, 2018, doi: 10.1109/ICICT.2017.8320183.
- [58] J. Zhao, T. Zhang, Q. Sun, H. Huo, and M. Gong, “A novel initialization method of fixed point continuation for recommendation systems,” *Expert Syst. Appl.*, vol. 210, no. August, p. 118346, 2022, doi: 10.1016/j.eswa.2022.118346.
- [59] S. Chanrueang, S. Thammaboosadee, K. Goh, and H. Yu, “User Emotion Direction for Recommendation Systems-A Decade Review,” *2021 26th Int. Conf. Autom. Comput. Syst. Intell. through Autom. Comput. ICAC 2021*, no. September, pp. 2–4, 2021, doi: 10.23919/ICAC50006.2021.9594209.
- [60] P. Rajurkar, S. Mohod, and S. Pande, “The Study of Various Methodologies in the Development of Recommendation System,” *2021 9th Int. Conf. Reliab. Infocom Technol. Optim. (Trends Futur. Dir. ICRITO 2021)*, pp. 4–8, 2021, doi: 10.1109/ICRITO51393.2021.9596125.
- [61] I. Lauriola, A. Lavelli, and F. Aiolli, “An introduction to Deep Learning in Natural Language Processing: Models, techniques, and tools,” *Neurocomputing*, vol. 470, pp. 443–456, 2022, doi: 10.1016/j.neucom.2021.05.103.
- [62] S. Ghosh and D. Gunning, *Natural Language Processing Fundamentals: Build intelligent applications that can interpret the human language to deliver impactful results*. Packt Publishing Ltd, 2019.
- [63] N. Indurkha and F. J. Damerau, *Handbook of Natural Language Processing*, Second edi. New York: Chapman & Hall, 2010.
- [64] H. Zhou, “Research of Text Classification Based on TF-IDF and CNN-LSTM,” *J. Phys. Conf. Ser.*, vol. 2171, no. 1, pp. 218–222, 2022, doi: 10.1088/1742-6596/2171/1/012021.
- [65] A. Aizawa, “An information-theoretic perspective of tf-idf measures,” *Inf. Process.*

- Manag.*, vol. 39, no. 1, pp. 45–65, Jan. 2003, doi: 10.1016/S0306-4573(02)00021-3.
- [66] X. Pan, J. Cheng, Y. Xia, X. Zhang, and H. Wang, “Which feature is better? TF*IDF feature or topic feature in text clustering,” *Proc. - 2012 4th Int. Conf. Multimed. Secur. MINES 2012*, pp. 425–428, 2012, doi: 10.1109/MINES.2012.249.
- [67] Y. T. Zhang, L. Gong, and Y. C. Wang, “Improved TF-IDF approach for text classification,” *J. Zhejiang Univ. Sci.*, vol. 6 A, no. 1, pp. 49–55, 2005, doi: 10.1631/jzus.2005.A0049.
- [68] M. Kirişci, “New cosine similarity and distance measures for Fermatean fuzzy sets and TOPSIS approach,” *Knowl. Inf. Syst.*, vol. 65, no. 2, pp. 855–868, 2023, doi: 10.1007/s10115-022-01776-4.
- [69] C. E. Akbas, A. Bozkurt, M. T. Arslan, H. Aslanoglu, and A. E. Cetin, “L1 norm based multiplication-free cosine similarity measures for big data analysis,” *2014 Int. Work. Comput. Intell. Multimed. Understanding, IWCIM 2014*, vol. 1, no. 8, pp. 8–12, 2014, doi: 10.1109/IWCIM.2014.7008798.
- [70] S. Zhang and X. Chen, “C4.5 Algorithm Based on the Sample Selection and Cosine Similarity,” *2019 IEEE 5th Int. Conf. Comput. Commun. ICC 2019*, pp. 490–495, 2019, doi: 10.1109/ICCC47050.2019.9064346.
- [71] A. Desku, B. Raufi, A. Luma, and B. Selimi, “cosine similarity through Control Flow Graphs for Secure Software Engineering,” *7th Int. Conf. Eng. Emerg. Technol. ICEET 2021*, no. October, pp. 27–28, 2021, doi: 10.1109/ICEET53442.2021.9659648.
- [72] L. P. Dinu and R. T. Ionescu, “A rank-based approach of cosine similarity with applications in automatic classification,” *Proc. - 14th Int. Symp. Symb. Numer. Algorithms Sci. Comput. SYNASC 2012*, pp. 260–264, 2012, doi: 10.1109/SYNASC.2012.24.
- [73] T. R. Sahroni and H. Ariff, “Design of analytical hierarchy process (AHP) for teaching and learning,” *Proc. - 11th 2016 Int. Conf. Knowledge, Inf. Creat. Support Syst. KICSS 2016*, pp. 18–21, 2017, doi: 10.1109/KICSS.2016.7951412.
- [74] A. O. Mogbojuri, O. A. Olanrewaju, and T. O. Ogunleye, “Application of Analytical Hierarchy Process to Inventory Management Practices in a Food Processing Industry in Lagos State, Nigeria,” *2021 IEEE Int. Conf. Ind. Eng. Eng. Manag. IEEM 2021*, pp. 324–327, 2021, doi: 10.1109/IEEM50564.2021.9673053.
- [75] R. W. Saaty, “The analytic hierarchy process—what it is and how it is used,” *Math. Model.*, vol. 9, no. 3–5, pp. 161–176, Jan. 1987, doi: 10.1016/0270-0255(87)90473-8.
- [76] K. Fathoni, I. Prasetyaningrum, and C. L. Hariyati, “Decision Support System for Choosing Daycare in Surabaya City Using Analytical Hierarchy Process (AHP),” *Proc. - 2018 Int. Conf. Appl. Sci. Technol. iCAST 2018*, no. 1990, pp. 544–550, 2018, doi: 10.1109/iCAST1.2018.8751262.
- [77] TrustRadius, “What is Eventbrite?” <https://www.trustradius.com/products/eventbrite/reviews?q=pros-and-cons#product-details> (accessed May 07, 2023).
- [78] Eventbrite, “About us.” <https://www.eventbrite.com/about/> (accessed May 07, 2023).
- [79] Idratherbewriting, “Get event information using the Eventbrite API,” 2018.

https://idratherbewriting.com/learnapidoc/docapis_eventbrite_example.html (accessed May 07, 2023).

- [80] S. V. Nuti *et al.*, “The use of google trends in health care research: A systematic review,” *PLoS One*, vol. 9, no. 10, 2014, doi: 10.1371/journal.pone.0109583.
- [81] S.-P. Jun, H. S. Yoo, and S. Choi, “Ten years of research change using Google Trends: From the perspective of big data utilizations and applications,” *Technol. Forecast. Soc. Change*, vol. 130, pp. 69–87, 2018, doi: <https://doi.org/10.1016/j.techfore.2017.11.009>.
- [82] A. Adrianto and R. Hidayat, “Pengguna Bisnis Start up di Indonesia,” *Pros. Semin. Nas. Sos. Humaniora, dan Teknol.*, pp. 858–861, 2022.
- [83] H. Gunawan, “Fenomena *Startup* Fintech dan Implikasinya,” *Swara Patra*, vol. 8, no. 4, pp. 44–55, 2018, [Online]. Available: <http://ejurnal.ppsdmmigas.esdm.go.id/sp/index.php/swarapatra/article/view/11/10>.
- [84] Wikipedia, “Perusahaan rintisan,” 2022. https://id.wikipedia.org/wiki/Perusahaan_rintisan (accessed Nov. 06, 2022).
- [85] R. Nurcahyo, M. I. Akbar, and D. S. Gabriel, “Characteristics of *startup* company and its strategy: Analysis of Indonesia fashion *startup* companies,” *Int. J. Eng. Technol.*, vol. 7, no. 2, pp. 44–47, 2018, doi: 10.14419/ijet.v7i2.34.13908.
- [86] E. A. Gurianova, I. N. Gurianov, and S. A. Mechtcheriakova, “The influence of phase the organizational life cycle on organizational structure management and transaction costs,” *Asian Soc. Sci.*, vol. 10, no. 20, pp. 137–142, 2014, doi: 10.5539/ass.v10n20p137.
- [87] D. L. Lester, J. A. Parnell, W. “Rick” Crandall, and M. L. Menefee, “Organizational life cycle and performance among SMEs: Generic strategies for high and low performers,” *Int. J. Commer. Manag.*, vol. 18, no. 4, pp. 313–330, 2008, doi: 10.1108/10569210810921942.
- [88] Stephen P. Robbins, David A. Decenzo, and Mary Coulter, *Fundamentals of Management: Essentials Concepts and Applications (8th Edition)*. 2013.
- [89] R. G. P. McMahon, “Ownership structure, business growth and financial performance amongst SMEs: From Australia’s business longitudinal survey,” *J. Small Bus. Enterp. Dev.*, vol. 14, no. 3, pp. 458–477, 2007, doi: 10.1108/14626000710773547.
- [90] C. L. Escalante and Calum Turvey, “Business start-up survival challenges and strategies of agribusiness and non-agribusiness entrepreneurs,” *Agric. Financ. Rev.*, vol. 66, pp. 61–75, 2006.
- [91] M. Scott and R. Bruce, “Five stages of growth in small business,” *Long Range Plann.*, vol. 20, no. 3, pp. 45–52, Jun. 1987, doi: 10.1016/0024-6301(87)90071-9.
- [92] D. Angelia, “Simak Daftar *Startup* Decacorn dan Unicorn di Indonesia 2022,” 2022. [https://goodstats.id/article/simak-daftar-startup-decacorn-dan-unicorn-di-indonesia-2022-weIed#:~:text=Adapun deretan *startup* unicorn di,Tiket.com \(1 miliar dolar \(accessed Nov. 15, 2022\).](https://goodstats.id/article/simak-daftar-startup-decacorn-dan-unicorn-di-indonesia-2022-weIed#:~:text=Adapun deretan startup unicorn di,Tiket.com (1 miliar dolar (accessed Nov. 15, 2022).)
- [93] M. Ulanova, Yana; Suoranta, “Impact of COVID-19 on Business Model Innovation at EdTech *Startups*,” *Bus. Soc.*, vol. 60, no. 2, pp. 420–453, 2021.



- [95] R. R. Ristiawan, "A Critical Perspective of the Unique Selling Point for Sustainable Tourism Development: Pentingsari Tourism Villag," *Tour. J. Pariwisata*, vol. 2, no. 1, p. 45, 2020, doi: 10.22146/gamajts.v2i1.56848.
- [96] J. Unpingco, "Pandas," in *Python Programming for Data Analysis*, Cham: Springer International Publishing, 2021, pp. 127–156.
- [97] V. Porcu, "Scikit-learn," in *Python for Data Mining Quick Syntax Reference*, Berkeley, CA: Apress, 2018, pp. 235–253.
- [98] O. Nurdiana, J. Jumadi, and D. Nursantika, "Perbandingan Metode *cosine similarity* Dengan Metode Jaccard Similarity Pada Aplikasi Pencarian Terjemah Al-Qur'an Dalam Bahasa Indonesia," *J. Online Inform.*, vol. 1, no. 1, p. 59, 2016, doi: 10.15575/join.v1i1.12.
- [99] H. R. Pramudita, "Penerapan Algoritma Stemming Nazief & Adriani Dan Similarity Pada Penerimaan Judul Thesis," *J. Ilm. Data Manaj. dan Teknol. Inf.*, vol. 15, no. 4, pp. 15–19, 2014.
- [100] J. Sauro, *A Practical Guide to Measuring Usability*. 2011.
- [101] N. Harrati, I. Bouchrika, A. Tari, and A. Ladjailia, "Exploring user satisfaction for e-learning systems via usage-based metrics and system usability scale analysis," *Comput. Human Behav.*, vol. 61, pp. 463–471, 2016, doi: 10.1016/j.chb.2016.03.051.
- [102] J. Brooke, "SUS: A 'Quick and Dirty' Usability Scale," *Usability Eval. Ind.*, no. November 1995, pp. 207–212, 2020, doi: 10.1201/9781498710411-35.
- [103] V. U. Thompson, C. Panchev, and M. Oakes, "Performance evaluation of similarity measures on similar and dissimilar text retrieval," *IC3K 2015 - Proc. 7th Int. Jt. Conf. Knowl. Discov. Knowl. Eng. Knowl. Manag.*, vol. 1, no. Ic3k, pp. 577–584, 2015, doi: 10.5220/0005619105770584.
- [104] K. Pang-Ning, Tan. Michael, Steinbach. Vipin, *Introduction to Data Mining*. Pearson Education, 2006.