

## REFERENSI

- Abdelkafi, N., Raasch, C., Roth, A., & Srinivasan, R. (2019). Multi-sided *platforms*. *Electronic Markets*, 29, 553-559. <https://doi.org/10.1007/s12525-019-00385-4>
- Andriani, R., Rasmikayati, E., Mukti, G. W., & Fatimah, S. (2019). Faktor-faktor yang mempengaruhi keputusan petani mangga dalam pemilihan pasar di Kabupaten Indramayu. *Jurnal Penyuluhan*, 15(2), 286-298. <https://doi.org/10.25015/penyuluhan.v15i2.27736>
- Anshari, M., Almunawar, M. N., Masri, M., & Hamdan, M. (2019). Digital marketplace and FinTech to support agriculture sustainability. *Energy Procedia*, 156, 234-238. <https://doi.org/10.1016/j.egypro.2018.11.134>
- APJII. (2018). Infografis Penetrasi & Perilaku Pengguna Internet Indonesia Survei 2018. <https://www.apjii.or.id/>
- Creswell JW. 2013. *Qualitative inquiry and research design: Choosing among five approaches*. (3rd ed.). Thousand Oaks, CA: Sage.
- Cusumano, M. A. (2010). *Staying power: Six enduring principles for managing strategy and innovation in an uncertain world (lessons from Microsoft, Apple, Intel, Google, Toyota and more)*. Oxford University Press
- Cusumano, M. A., Gawer, A., & Yoffie, D. B. (2019). *The business of platforms: Strategy in the age of digital competition, innovation, and power (Vol. 320)*. New York: Harper Business.
- Dsinnovate & Crowde. 2020. *Driving the Growth of Agriculture-Technology Ecosystem in Indonesia : Making Impact with Agritech Solution and Impact Investment*. <https://id.scribd.com/document/504903730/DSInnovate-CROWDE-Agritech-Report-2021>
- Eisenhardt, K. M., & Graebner, M. E. (2007). Theory building from cases: Opportunities and challenges. *Academy of management journal*, 50(1), 25-32. <https://doi.org/10.5465/amj.2007.24160888>
- Eisenmann, T., Parker, G. and Van Alstyne, M. (2011). 'Platform envelopment', *Strategic Management Journal*, 32(12): pp. 1270-1285. <https://doi.org/10.1002/smj.935>
- Eisenmann, T., Parker, G. and Van Alstyne, M. W. (2006). 'Strategies for two-sided markets', *Harvard Business Review*, 84(10): pp. 92. <https://www.binhphuongnguyen.com/wp-content/uploads/2021/07/HBR-Strategy-for-2-side-market-Egg-and-Chicken-Dilemma-Startup.pdf>
- Evans, D. S. (2003). The antitrust economics of multi-sided *platform* markets. *Yale J. on Reg.*, 20, 325. [https://heinonline.org/HOL/Page?collection=journals&handle=hein.journals/yjor20&id=329&men\\_tab=srchresults](https://heinonline.org/HOL/Page?collection=journals&handle=hein.journals/yjor20&id=329&men_tab=srchresults)



Evans, D.S. and Schmalensee, R., 2016. *Matchmakers: The new economics of multisided platforms*. Harvard Business Review Press.

Gawer, A., & Cusumano, M. A. (2014). Industry *platforms* and ecosystem innovation. *Journal of product innovation management*, 31(3), 417-433.  
<https://doi.org/10.1111/jpim.12105>

Gawer, A., & Henderson, R. (2007). *Platform* owner entry and innovation in complementary markets: Evidence from Intel. *Journal of Economics & Management Strategy*, 16(1), 1-34.<https://doi.org/10.1111/j.1530-9134.2007.00130.x>

Ghazawneh, A., & Henfridsson, O. (2015). A paradigmatic analysis of digital application marketplaces. *Journal of Information Technology*, 30, 198-208.<https://link.springer.com/article/10.1057/jit.2015.16>

Gustafsson, J. (2017). Single case studies vs. multiple case studies: A comparative study.

Hagiu, A. (2006). Multi-sided *platforms*: From microfoundations to design and expansion strategies, Harvard Business School, working paper 07-094,  
URL:<https://www.hbs.edu/faculty/Publication%20Files/07-094.pdf>

Hein, A., Schrieck, M., Riasanow, T., Setzke, D. S., Wiesche, M., Böhm, M., & Krcmar, H. (2020). Digital *platform* ecosystems. *Electronic markets*, 30, 87-98. *Electronic Markets* (2020) 30:87–98.<https://doi.org/10.1007/s12525-019-00377-4>

Hein, A., Weking, J., Schrieck, M., Wiesche, M., Böhm, M., & Krcmar, H. (2019). Value co-creation practices in business-to-business *platform* ecosystems. *Electronic Markets*, 29, 503-518.<https://doi.org/10.1007/s12525-019-00337-y>

Helmond, A. (2015). The *platformization* of the web: Making web data *platform* ready. *Social media+ society*, 1(2), 2056305115603080.<https://doi.org/10.1177/2056305115603080>

Karippacheril, T. G., Nikayin, F., De Reuver, M., & Bouwman, H. (2013). Serving the poor: Multisided mobile service *platforms*, openness, competition, collaboration and the struggle for leadership. *Telecommunications Policy*, 37(1), 24-34.<https://doi.org/10.1016/j.telpol.2012.06.001>

Khairad, F. (2020). Sektor pertanian di tengah pandemi covid-19 ditinjau dari aspek agribisnis. *Jurnal Agriuma*, 2(2), 82-89.DOI: 10.31289/agr.v2i2.4357

Kusumadinata, A. A. (2016). Penggunaan Internet di kalangan petani sayur dalam memperoleh informasi pertanian di kabupaten Cianjur. *Indonesian Journal of Agricultural Economics*, 7(1), 13-24.DOI: <http://dx.doi.org/10.31258/ijae.7.1.13-24>

Li, S., Liu, Y., & Bandyopadhyay, S. (2010). Network effects in online two-sided market *platforms*: A research note. *Decision Support Systems*, 49(2), 245-249.<https://doi.org/10.1016/j.dss.2010.02.004>

Mercycorps & Rabo Foundation (2020). *Landscaping Digital Agricultural System of Indonesia*.<https://www.mercycorpsagrifin.org/wp-content/uploads/2021/02/Landscaping-Indonesia-Exec-Summary.pdf>



- Nieborg, D. B., & Poell, T. (2018). The *platformization* of cultural production: Theorizing the contingent cultural commodity. *New media & society*, 20(11), 4275-4292. <https://doi.org/10.1177/14614448187696>
- Nirmala, A. R., Hanani, N., & Muhaimin, A. W. (2016). Analisis faktor faktor yang mempengaruhi nilai tukar petani tanaman pangan di Kabupaten Jombang. *Habitat*, 27(2), 66-71. <https://dspace.uui.ac.id/handle/123456789/13599>
- Omulo, G., & Kumeh, E. M. (2020). Farmer-to-farmer digital network as a strategy to strengthen agricultural performance in Kenya: A research note on 'Wefarm' *platform*. *Technological Forecasting and Social Change*, 158, 120120. <https://doi.org/10.1016/j.techfore.2020.120120>
- Pussinen, P., Wallin, A., & Hemilä, J. (2023). The hope of exponential growth—Systems mapping perspective on birth of *platform* business. *Digital Business*, 3(2), 100060. <https://doi.org/10.1016/j.digbus.2023.100060>
- Rahman, K. S., & Thelen, K. (2019). The rise of the *platform* business model and the transformation of twenty-first-century capitalism. *Politics & society*, 47(2), 177-204. <https://doi.org/10.1177/0032329219838932>
- Ridlwani, Ahmad Ajib. "Implementasi Akad Muzara'ah pada Bank Syariah: Alternatif Akses Permodalan Sektor Pertanian." *Iqtishoduna: Jurnal Ekonomi Islam* 5, no. 1 (2016): 34-48. <https://www.ejournal.iaisyarifuddin.ac.id/index.php/iqtishoduna/article/view/82>
- Rochet, J. C., & Tirole, J. (2003). *Platform* competition in two-sided markets. *Journal of the European Economic Association*, 1(4), 990–1029. <https://doi.org/10.1162/154247603322493212>
- Rohn, D., Bican, P. M., Brem, A., Kraus, S., & Clauss, T. (2021). Digital *platform*-based business models—An exploration of critical success factors. *Journal of Engineering and Technology Management*, 60, 101625. <https://doi.org/10.1016/j.jengtecman.2021.101625>
- Sengupta, T., Narayanamurthy, G., Moser, R., & Hota, P. K. (2019). Sharing app for farm mechanization: Gold Farm's digitized access based solution for financially constrained farmers. *Computers in Industry*, 109, 195-203. <https://doi.org/10.1016/j.compind.2019.04.017>
- Silitonga, D. N. F., Bakhtiar, Y., & Saleh, A. (2020). Analisis Rantai Pemasaran Jambu Kristal (Studi Kasus Petani Jambu Kristal di Desa Neglasari). *Jurnal Pusat Inovasi Masyarakat (PIM)*, 2(5), 832-839. <https://journal.ipb.ac.id/index.php/pim/article/view/31735/20153>
- Syauqi, R. F., & Purnaningsih, N. (2020). Penggunaan Internet di Kalangan Petani Talas dalam Memperoleh Informasi Pertanian pada Kelompok Tani Saluyu, Situgede, Bogor. *Jurnal Pusat Inovasi Masyarakat (PIM)*, 2(5), 782-787. <https://journal.ipb.ac.id/index.php/pim/article/view/31727/20147>
- Täuscher, K., & Laudien, S. M. (2018). Understanding *platform* business models: A mixed methods study of marketplaces. *European management journal*, 36(3), 319-329.
- Täuscher, K., & Laudien, S. M. (2018). Understanding *platform* business models: A



mixed methods study of marketplaces. *European management journal*, 36(3), 319-329.

- Tiwana, A., Konsynski, B. and Bush, A. (2010). *Platform Evolution: Coevolution of platform architecture, governance, and environmental dynamics*, *Information Systems Research* 21(4): 685–687. <https://doi.org/10.1287/isre.1100.0323>
- Trabucchi, D., Muzellec, L., Ronteau, S., & Buganza, T. (2022). The *platforms'* DNA: drivers of value creation in digital two-sided *platforms*. *Technology Analysis & Strategic Management*, 34(8), 891-904. <https://doi.org/10.1080/09537325.2021.1932797>
- Van Alstyne, M. W., Parker, G. G., & Choudary, S. P. (2016). Pipelines, *platforms*, and the new rules of strategy. *Harvard business review*, 94(4), 54-62. <https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy>
- Van Alstyne, M., & Parker, G. (2017). *Platform business: from resources to relationships*. *NIM Marketing Intelligence Review*, 9(1), 24. DOI: <https://doi.org/10.1515/gfkmir-2017-0004>
- Yin, R. K. (2018). *Case study research and applications: Design and methods (sixth edition)*. SAGE.
- Zhang, Zongyi. "Infrastructuralization of Tik Tok: Transformation, power relationships, and *platformization* of video entertainment in China." *Media, Culture & Society* 43.2 (2021): 219-236. <https://doi.org/10.1177/01634437209394>
- Zutshi, A., & Grilo, A. (2019). The emergence of digital *platforms*: A conceptual *platform architecture* and impact on industrial engineering. *Computers & Industrial Engineering*, 136, 546-555. <https://doi.org/10.1016/j.cie.2019.07.027>